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INTRODUCTION

This strategic plan was developed by the PSEF Board of Directors over a 4-month period using an evidenced-based method of strategic planning called ToP (Technology of Participation). ToP methods were developed by The Institute of Cultural Affairs (ICA), a leader over the past five decades in promoting lasting positive change in organizations and communities around the world.

The strategic planning process was facilitated by Robin Callahan, President of The Callahan Collaborative, a nonprofit consulting firm committed to helping nonprofits and their leaders to thrive.



Strategic Planning Participants

Barb Trotter, PSEF Board & Strategic Planning Chair Dr. Krestin Bahr, Superintendent, Peninsula School District Jennifer Butler, Peninsula School District Board Emily DuCharme, Special Education Parent Advisory Comm Tamilyn Crane, PSEF Board Jessica Gamble, Minter Creek Elementary PTSA Mary Elkins, PSEF Board Lori Glover, Peninsula School District Board Leslie Harbaugh, PSEF Board Dan Gregory, Asst. Superintendent, Peninsula School District Marcia Harris, PSEF Board Deborah Krishnadasan, Stand Up for Peninsula Schools Maria Lanier, PSEF Board Meridith Machin, Community Member Patricia Scott, PSEF Board Margaret Sonnen, Peninsula Scholarship Foundation

Deborah Toney, PSEF Board	Natalie Wimberly, Peninsula School District Board
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PENINSULA SCHOOLS EDUCATION FOUNDATION ORGANIZATIONAL OVERVIEW

VISION: Our vision is for every student to have access to experiences that spark curiosity,

expand horizons, and inspire them to achieve their full potential.

MISSION: Our mission is to connect people, resources and ideas to fund diverse and exceptional enrichment opportunities for all Peninsula School District Students.

TAG LINE: Enhancing educators and supercharging students

VALUE PROPOSITION: Peninsula Schools Education Foundation is uniquely positioned to be the primary philanthropic support organization for the Peninsula School District. We work district-wide, across all schools, raising awareness, building relationships, and securing community resources that benefit every student.

ROLE: We play several roles in furtherance of our vision and mission:

- We connect community resources with student needs and enrichment opportunities across all schools in the Peninsula School District schools.
- We advocate for the Peninsula School District, students, and teachers, serving as ambassadors to the Gig Harbor and Key Peninsula communities.
- We steward relationships with individuals, foundations and businesses who want to invest resources which benefit students and teachers in the Peninsula School District.

51-WORD “ELEVATOR PITCH”:

We’re about innovation and access to it. Primarily, we award grants to teachers with great ideas! We also fund other non-profits focused on improving our students’ educational experience. Most importantly, we’re building a local culture that celebrates all of its children by ensuring district-wide access to innovative curriculum-enhancing projects and programs.

PSEF’s 3-YEAR STRATEGIC PRIORITIES

Objective 1: Build a Dynamic and Sustainable Board and Staff

Outcomes by December 2026:

- Paid Executive Director on staff
- Paid marketing internship/support

- Paid grant writing support
- 15-18 diverse and engaged board members.
- Strong Committees, chaired by a Board member with 4-5 foundation volunteers on each committee.

Key Strategies:

1.1. Strengthen Board Governance

Actions in Year 1

- Expand the board to 12 committed and skilled board members, using best practice in board governance.

1.2. Invest in Mission Driven, Well-Qualified Staff

Actions in Year 1

- Develop an HR Task Force, present staffing plan/recommendations to the Board.

Objective 2: Establish PSEF as the Primary Philanthropic Support Organization for the Peninsula School District

Outcomes by December 2026:

- Raise \$500K/year
- Establish a new revenue stream.
- Establish a Legacy Group (planned giving program)
- Secure 3-5 major corporate partners.
- Establish an alumni outreach program.
- PSEF is prominently featured on District and school websites and in literature.

Key Strategies:

2.1. Increase Community Partnerships

Actions in Year 1

- Create corporate sponsorship materials in partnership with Event Chairs

2.2 Strengthen Awareness of PSEF

Actions in Year 1

- Hold a special event, raising \$100,000

- Hold a community awareness building event (fun run)

2.3 Increase Fundraising

Actions in Year 1

- Execute an Annual Fund Campaign

Objective 3: Expand Exceptional Enrichment Opportunities for All Peninsula School District Students

Outcomes by December 2026:

- 2-3 District-wide signature programs
- PSEF Ambassador in each school
- 4-5 strong program/corporate partnerships

Key Strategies:

3.1 Identify Needs and Opportunities

Actions in Year 1

- PSEF Representative present at Parent District Council Meetings
- Work with the District Leadership to anticipate and identify new opportunities for PSEF partnership
 - Develop a potential funding list for PSEF investments

3.2 Expand Program Investment

Actions in Year 1

- Establish one signature, district-wide project
- Establish one new corporate project partner