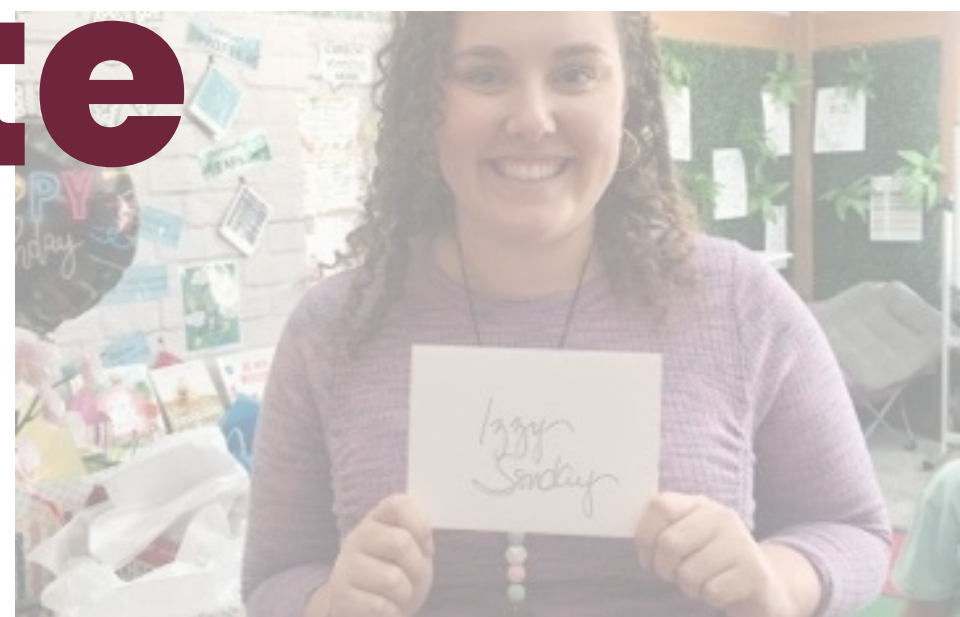
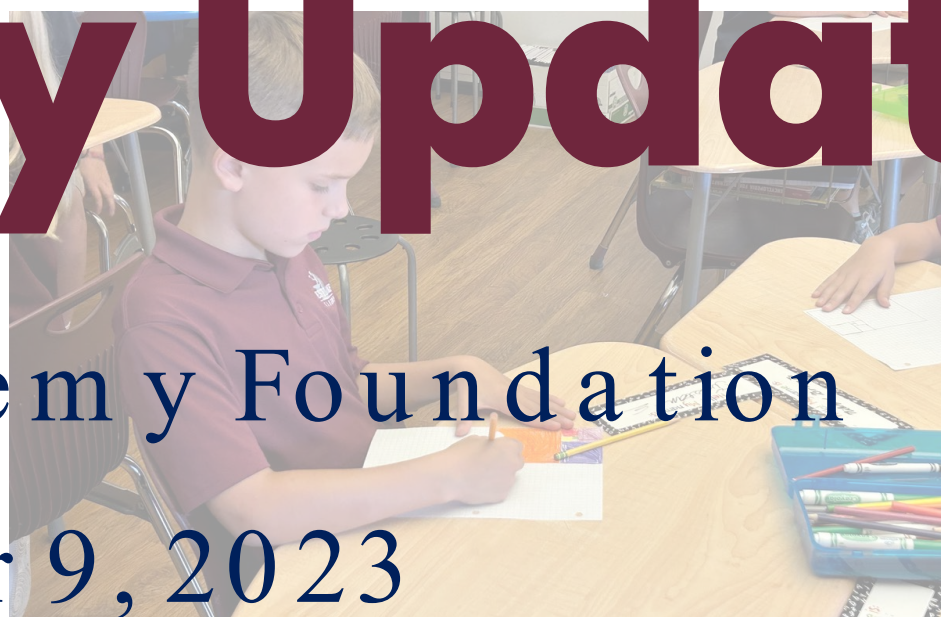
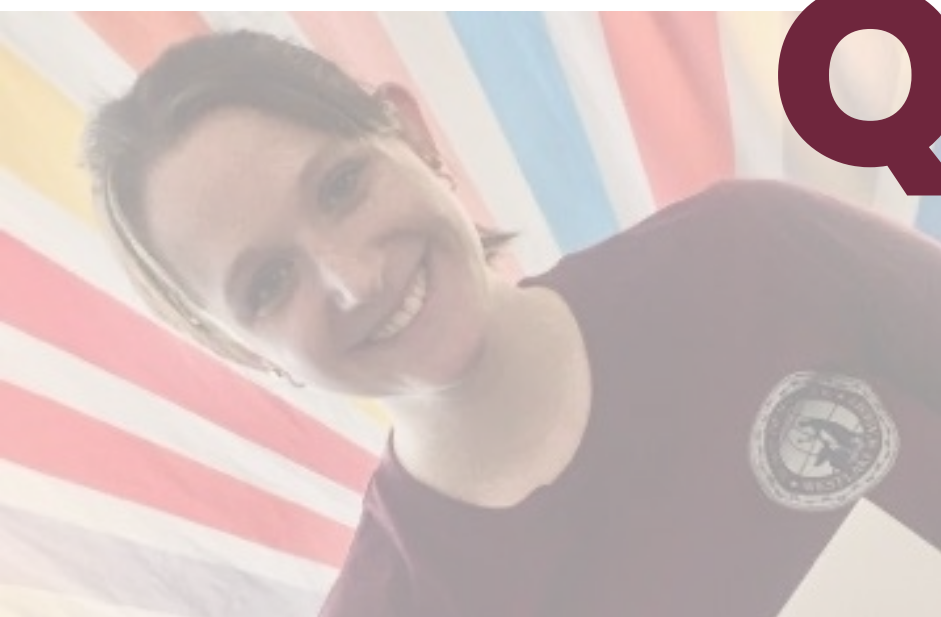




Quarterly Update



Westlake Academy Foundation

October 9, 2023



WESTLAKE ACADEMY FOUNDATION

Mission Statement

Our purpose is to provide financial support for Westlake Academy, an IB Continuum School where students become compassionate, life-long learners through an internationally-minded, balanced education that empowers students to contribute to our interconnected world.

Financial statements, investment policy, bylaws and current initiatives can be found on our website.



www.WestlakeAcademyFoundation.org



2023- 2024 Westlake Academy Foundation Board of Directors

Back row (l to r): Dr. Shelly Myers (Executive Director), Sean Shope, Rob Fitzgerald, Christine Ross, Meghan Dorr, Heather Kilgore

Front row (l to r): Lilly Jimenez (retired), Julie Kelly (Dev. Assoc.), Dr. Ahu Primeaux, Patty Pinsonnault, Sharan Sankaranarayanan

Not pictured: Mike Colby, Debbie Kraska



Westlake Academy Foundation



@WestlakeAcademyFoundation



WAF ACTIVITY

August 1 – October 9, 2023

- Blacksmith Annual Fund close-out FY23
- Blacksmith campaign kick-off and Giving Day FY24
- “Gift Cards for Classrooms” \$100 Back-to-School
- WAF Committee Meetings
- Grantmaking
- Grant management
- Back-to-School events





Blacksmith Annual Fund

FY23 Year-End & FY24 Kick-Off

Tips to Do Your Best

- Take your time and **do not rush**.
- Read each question and answer choice **carefully**.
- If you get a question you have not learned yet, **just do your best**.
- For Math—Use **pencil and paper** to work out a problem.
- For Reading—Read each passage **carefully** back and **reread** if necessary.

Thank You
WESTLAKE FAMILY
OF GIVERS!
YOU'RE THE
BEST!

GET UP & GIVE, WESTLAKE!
BLACKSMITH
GIVING
DAY
9.21.23

NORTH TEXAS GIVING DAY
THANK
YOU
NorthTexasGivingDay.org

9
Days to GO!

It ALL starts with...

Charter School Funding vs. ISDs



WESTLAKE ACADEMY RECEIVES \$8,775 FROM THE STATE OF TEXAS

This \$8,775 represents just 45% of the Academy's total cost to educate each of our IB learners. For 2023-24, **providing an IB education at WA costs \$19,658 per student.** As a charter school, WA does not receive revenue from property tax. Property taxes stay with each student's zoned-for "home ISD".



ISDs FUNDED 100% BY STATE OF TEXAS AND LOCAL PROPERTY TAXES

Traditional ISDs, unlike charter schools, **receive an average of 35% of their revenue from the State of Texas and 65% from local property taxes.** For 2023-24, ISDs will receive 100% of their funding - an estimated \$13,290 - from **State and local sources** to educate their students.

Did you know it costs \$19,658 for a WA education?

FUNDING SOURCES

\$8,775	STATE OF TEXAS <i>per student</i>
\$ 845	WESTLAKE ACADEMY <i>per student</i>
\$6,932	TOWN OF WESTLAKE <i>per student</i>
+ \$3,106	ACADEMY FAMILIES <i>per student</i> + CORPORATE MATCHES

\$19,658	<i>per student for 2023-24</i>

We need YOU to help move the needle to the TOP!

Academy Families - After WA receives both State and Town of Westlake funding, there is a gap of **\$3,106 per student.** Each WA family is asked to donate a minimum of \$2,500 per student or their Individual Best gift to the Blacksmith Fund. These contributions along with corporate matching gifts fund shared resources used by every student.

WA Families

Town of Westlake Funding

State Funding

Town of Westlake - For 2023-24, the Town of Westlake contributes approx. **\$6,932 per student** toward the overall cost of a WA education. The Town pays the WA building debt, maintenance/repairs, and "central office" services supporting every student (e.g., HR, IT, Finance).

BLACKSMITH ANNUAL FUND



FY23 Final Stats

- Provided **\$1,200,056 (109% goal)** to the Academy to support '22-23 school operations.
- Donor families gave an average of \$1,950/student. When spread out to cover all 865 students, gift average = \$1,443/student.
- **71% parents** (375/527) donated for their 640 students.
- **57% new families** (40/70) contributed to BAF.
- As reminder, funding gap = \$2,685/student; requested donation of \$2,500/student or family's best gift
- **476 gifts** received from parents, grandparents, faculty/staff, alumni, corporations and foundations

FY24 Campaign To-Date

- Thanks to **375** generous donors, we were the #1 school for third straight year with **\$1,051,565** raised on Blacksmith Giving Day.
- As of 10/3, gifts & pledges = **\$1,106,800**
- Current averages: donor families = \$1,991/student; spread out to support all 880 students = \$1,258/student.
- **63% families** (337/536) have donated for their 556 students.
- **55.6% new families** (45/81) have given so far.
- Grade Captains initiating Phase 2 – **Operation Finish Line!**

BLACKSMITH GIVING DAY

Broad overview of marketing strategies to engage, inspire, educate and motivate!

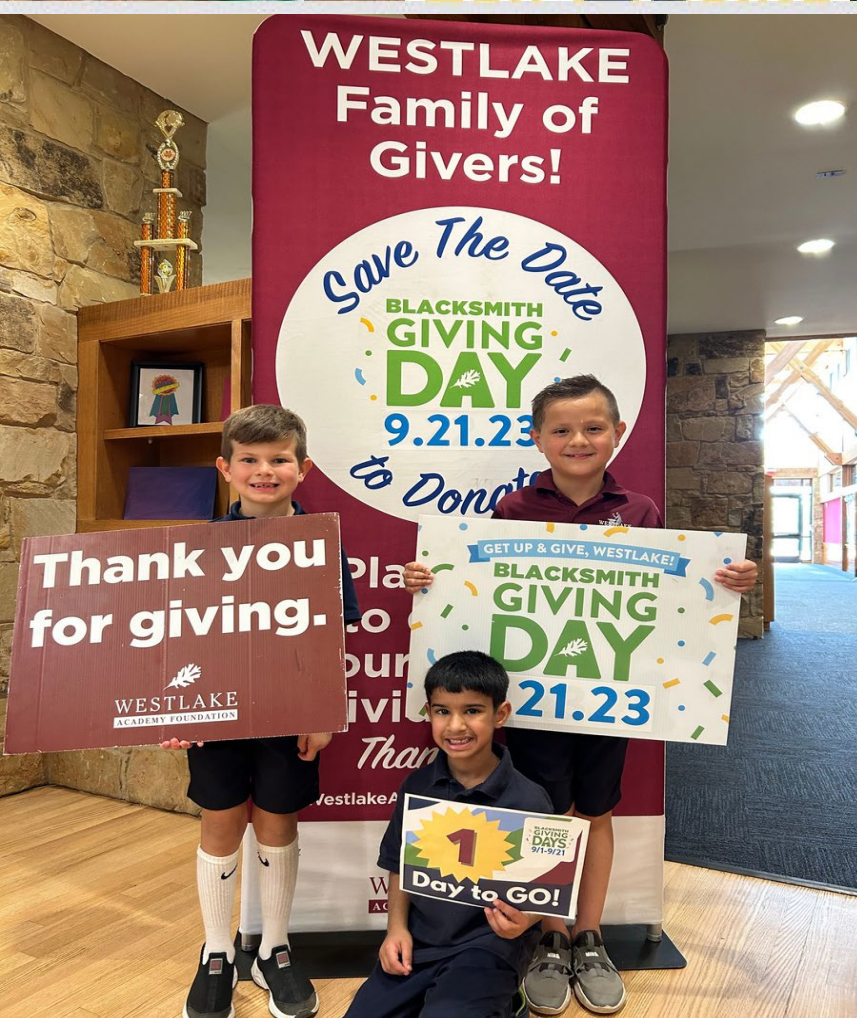
- Campus signage
- Postcard handout with magnet and QR code
- Mailed solicitation letter
- WA & Foundation websites
- Foundation eBlasts
- Weekly Communique
- Grade Captain emails
- Foundation social media
- Grade-level social media
- Student sign-wavers
- Videos



Some social media stats...

- FB - 732 followers, IG - 380 followers
- 100+ posts re. Blacksmith Giving Day Initiatives
- FB - 3k accounts reached in last 90 days, 1.4K accounts engaged
- IG - 604 accounts reached in last 90 days, 807 accounts engaged

Shout out to WA and Town of Westlake for sharing our posts, videos and success! Team Westlake #1!!!



20th Annual Blacksmith Fund Drive

September 2023

Dear Westlake Academy Parents & Friends:

This is such a wonderful time to be a Blacksmith! Campus is buzzing with excitement and pride as we celebrate the 20th Anniversary of Westlake Academy. It is in this celebratory spirit that I am writing today to invite you to join me in supporting our exceptional school through the 2023-24 Blacksmith Annual Fund.

Westlake Academy continues to thrive as one of the most prestigious public Charter schools in the country. We are consistently ranked in the Top 1% of high schools nationally. WA seniors continue to outperform the world, 80% of the Class of 2023 received their IB diplomas compared to the 79% world average. The Academy enjoys a 100% graduation rate and students enter their best-fit college or university with a significant credit, thanks to their performance on IB and AP exams. We have been consistently accepted to the Top 50 universities. I couldn't be more proud of our WA alumni!

Despite our students' impressive academic record each year, underfunded by the State of Texas simply because we're this year, traditional ISDs will receive \$13,290 per student, the State and local property taxes. WA will receive \$8,775 the State and \$0 from property taxes. That's \$4,515 less per student.

This gap is further widened by the very nature of an IB education. More for all that the Academy does and wants for our students. In the 2023-24 academic year, the actual cost to educate an IB student at Westlake Academy is \$19,658.

As members of the Westlake Academy Family, we all share the same goal: to help bridge this funding shortfall. It's an important now as for us to come together, contribute toward the share by every student, and help every way possible to support our teachers. We ask each family to join in and donate a minimum for each of our WA students or your family's best gift.

"Why does our family donate toward an Academy education when public school is 'free'? It is more important than ever to provide our children with the best education possible. Through the Blacksmith Fund, we invest in our children being at WA because WA is invested in our children."
-PYP Parents

Every donation absolutely counts.

Our biggest fundraising initiative for the Blacksmith Fund North Texas Giving Day on September 21, 2023. Now through Thursday the 21st, folks across DFW will donate to their nation's largest single day of giving! We call it "Blacksmith as a way to unite our community, inspire participation. Family of Givers. Throughout the day, we watch the "Scholarship" with immense gratitude at the level of caring and support show our Blacksmiths!

Early giving is open now! Visit WestlakeAcademyFoundation.org on the big "Donate Here" button or scan the QR code to take us to a fine day to support WA students!



WATCH YOUR MAILBOX!



Let's do what we do, Blacksmiths!!

Thank you Bailey

It ALL starts with... Charter School Funding vs. ISDs

WESTLAKE ACADEMY RECEIVES \$8,775 FROM THE STATE OF TEXAS	ISD FUNDED 100% BY STATE AND LOCAL PROPERTY TAXES
This \$8,775 represents just 48% of the Academy's total cost to educate each student. For 2023-24, the actual cost to educate a WA student is \$19,658 per student.	Traditional ISDs, unlike charter schools, receive an average of 70% of their revenue from state funding. For 2023-24, ISDs will receive 70% of their revenue from the State and local property taxes. That's \$13,290 per student.

Did you know it costs \$19,658 for a WA education?

FUNDING SOURCES	\$8,775 STATE OF TEXAS per student
	\$ 845 WESTLAKE ACADEMY per student
	\$6,932 TOWN OF WESTLAKE per student
	+\$3,106 ACADEMY FAMILIES per student in COOPERATIVE MATCHES
	\$19,658 per student for 2023-24

We need YOU to help move the needle to the TOP!

Academy Families - After WA receives both State and Town of Westlake funding, there is a gap of \$8,822 per student. Each WA family is asked to donate a minimum of \$2,500 per student or their individual share to the Blacksmith Fund. These contributions, along with separate matching gift fund resources used by every student.

Town of Westlake - For 2023-24, the Town of Westlake contributes \$6,932 per student toward the overall cost of a WA education. This comes from the WA building fund, the "rental office" fund, and other miscellaneous funds.

State Funding - For 2023-24, the Academy receives \$8,775 per student from the State of Texas. This is 48% of the money given to ISDs and just 41% of the money needed to educate an IB student at WA.

Principled

GET UP & GIVE, WESTLAKE!

BLACKSMITH GIVING DAYS 9/1-9/21 COUNT US IN!

OVER 500 WA FAMILIES

ANNUAL FUND GIVING DAY!

ALL gifts and pledges COUNT in our GIVING DAY TOTALS!!!

- Read through our giving options to make your family's generous Blacksmith donation! If you're committing to donate a future gift, please just let us know your gift amount, method and expected contribution date. Whether you give now or pledge to give later, whatever gift option works best for YOU works great for WA! Thank you!
- To keep WA exceptional, we ask each family to contribute a minimum of \$2,500/student. This year's funding gap is \$3,106/student.
- CHECK**
 - Great method, no fees!
 - Mail to WAF or drop off in front office by 9/21
 - Make payable to Westlake Academy Foundation
 - CREDIT CARD**
 - Use the card that gives you the most points/miles!
 - Donate directly thru the Foundation's website or thru North Texas Giving Day site
 - Pay in full or set up monthly recurring payments
 - ACH/BANK DRAFT**
 - Pay in full or set up monthly recurring payments
 - STOCK**
 - Appreciated Stock, Bond or other Security gifted to Westlake Academy Foundation
 - Email Shelly in WAF office, indicate below account info as well as # of shares and name of stock
 - RBC Wealth Mgmt. DTC #0235; Account #321-75210; contact - susanne.clift@rbc.com
 - WIRE TRANSFER**
 - Contact the Foundation office to initiate donation process.
 - CORPORATE MATCHING GIFT**
 - Connect with your HR Dept. to see if your company will match part or all of your family's donation!
 - Let us know if your gift + match will come directly from your employer - OR - if we should be on the lookout for an online or paper form to verify your donation.
- Please complete reverse side and return by September 21 for Blacksmith Giving Day! Send or drop off to: Westlake Academy Foundation, 2600 J.T. Ottinger Road, Westlake, TX 76262

We are... **ON TOP!**

BLACKSMITH GIVING DAY 9.21.23

SCHOOLS	PARTICIPANT	DONORS	RAISED
1. Westlake Academy Foundation	262		\$784,616
2. Clisterion Preparatory School	591		\$624,547
3. Lumin Education	54		\$361,148
4. Trinity Christian Academy	153		\$304,261

Keep it up!

DONATE NOW!

meet AHU! meet SHARAH! meet JULIE! meet TIFFAN! meet FARIBA! meet MEGHAN! meet JOHN! meet LARISS! meet PATTY! meet TIFFAN! meet JENNIFER!

Grade Captain - G3, G1, G7, G4 & G8, G6, G1, G9, G12, G2

TEAMWORK

IS WHO WE GIVE FOR... IS WHO WE GIVE FOR... IS WHO WE GIVE FOR... IS WHO WE GIVE FOR... IS WHO WE GIVE FOR...

THANK YOU to these families for their Blacksmith Giving Day donation!

Scan & cheer here!

Still need to get into the Giving Day game? Scan & Give here! Now - 9.21.23

Happy 20th Anniversary Westlake Academy!

Family of Givers! Save The Date BLACKSMITH GIVING DAY 9.21.23 To Donate!

Plan NOW to donate your family's Individual Best! Thank you!

Early Giving NOW thru 9/20/23

Blacksmith Giving Day! 9/21/23

All donations earn BONUS \$ for WA!

Blacksmith fans get ready! In five short weeks, the single BEST day to support Westlake Academy will be upon us - Blacksmith Giving Day on 9.21.23! Please plan to make your family's BEST GIFT now through Sept. 21.

Generosity comes in all sizes! The school needs \$1.25 million in must-have dollars to stay in top fiscal health and to maintain the SHARED RESOURCES used by every student. We have a tradition of academic excellence to uphold! Scan the QR code for more info. Let's show up big for our Blacksmiths!

ACADEMY ADVANTAGE

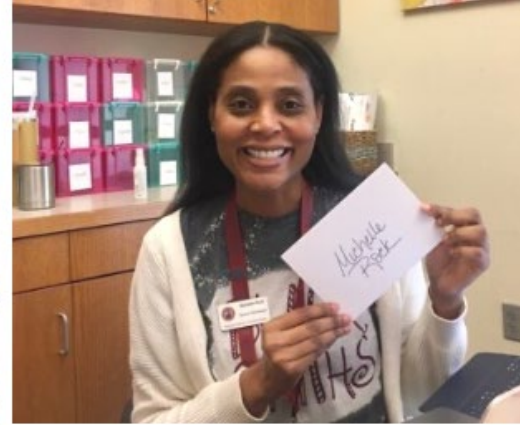
Countdown to Giving Day!

10 Days to GO!

BLACKSMITH GIVING DAY 9.21.23

DONATE NOW!

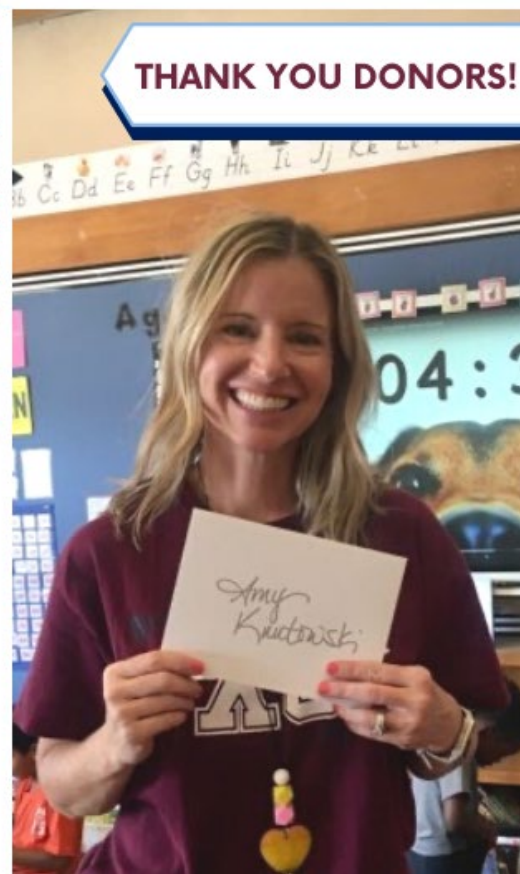
ALL families needed to raise \$1.25M!



COMMITTEE WORK

Development Committee

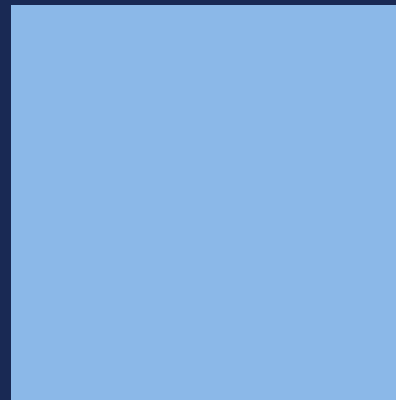
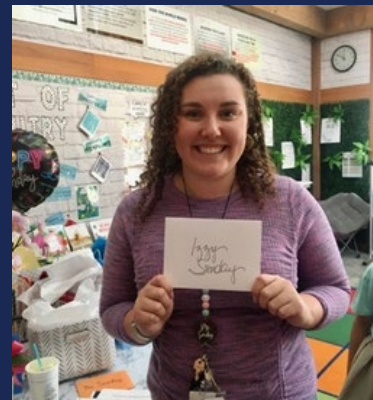
- Reviewing websites and print samples in advance of launching an **Endowment Fund initiative** to commemorate the 20th Anniversary.
- Crafting proposed fund levels, fund types, pledge payment terms, gift agreements, etc.



Investment Committee

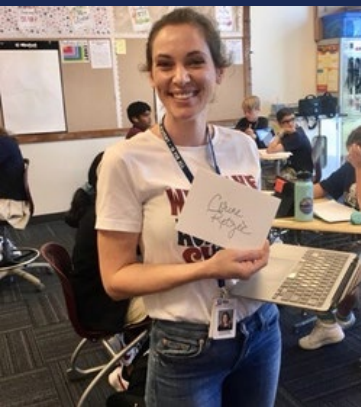
- Exploring various WAF resources that could serve as sustainable funding source for the annual **Gift Cards for Classroom** initiative.
- The Instructional Leadership Team (ILT) will be providing several options with varying cost totals to assist discussion and need.
- In the meantime, WAF used \$10,862 in carryover gift card-designated donations to provide **\$100 "welcome back" gift cards** to 110 faculty, staff and leadership members (\$20,194 remaining)
- The ILT confirmed they would like to continue the Gift Card initiative as part of their efforts to retain and appreciate faculty and staff.

GIFTS in Action



Gala Committee

- Working theme = **Platinum Gala** to celebrate 20th Anniversary
- Working to confirm spring date & venue
- Considering scaling back silent auction to include only student art and WA teacher experiences
- New idea = dept. projects as auction packages that guests can directly donate to (e.g., library, theatre, science, athletics, fine arts)



Grantmaking & Grant Management

Sept. 1, 2023 to date





MEETING DATE	9/28
MONIES GRANTED	\$12,831
GRANT NAME	Biology & ESS Equipment
IMPACT	Materials for hands-on lab investigations for over 200



GRANTMAKING AND MGMT.



Monthly Discretionary Grants

- Sept. 28 – Approved **\$12,831** for **“Biology & ESS Equipment”** to provide materials for hands-on lab investigations for over 200 G9, 11 and 12 students.



Donor-Designated Funds

- Connecting with staff to advise available funds and process for utilizing **seven (7) restricted funds totaling \$52,390.**
- These funds are designated to support: dyslexia tutoring, student travel awards, drumline, performing arts, athletics, club activities, and the Sawyer Davidson PYP Science Lab.

External Grants

- Working with teachers and admin to facilitate usage of **Hudson Foundation** grants spanning 2 years with **\$203,000** remaining.
- Hudson “mini-grants” include funds for teacher orientation, back-to-school activities, K-G12 class experiences, prof. development, Jr-Sr Prom, Cheer Team, and 20th Anniversary events
- ILT will advise project to best utilize **\$25,000** grant from Bryce Trust at **JPMorgan Chase.**
- Original request = \$146K for PYP classroom furniture, laser projector in MPH and cabinets for common spaces.





WAF in Action

All-School, Community & Affiliate Support

BEYOND FUNDRAISING



- Provided new teacher & staff welcome gifts
- Gifted each senior with Class of 2024 yard sign
- Connected with new parents during PYP and Secondary onboarding sessions
- Hosted Back-to-School "Swag Sale" to boost general Student Travel Award fund
- Participated in HOC New Parent Breakfast
- Organized Donation Station at Town of Westlake Fall Clean-Up Day

COMING SOON!



- Launching "Student Advisory Council" initiative to work with the WAF Board
- Participating in HOC Trunk or Treat (Oct. 21)
- Coordinating WA entry in Roanoke Veterans Day Parade (Nov. 11)
- Delivering appreciation gifts to WA support and shared services teams (Dec. 14-15)





**Thank you
for giving.**

**Thank you
for giving.**

**Thank you
for giving.**