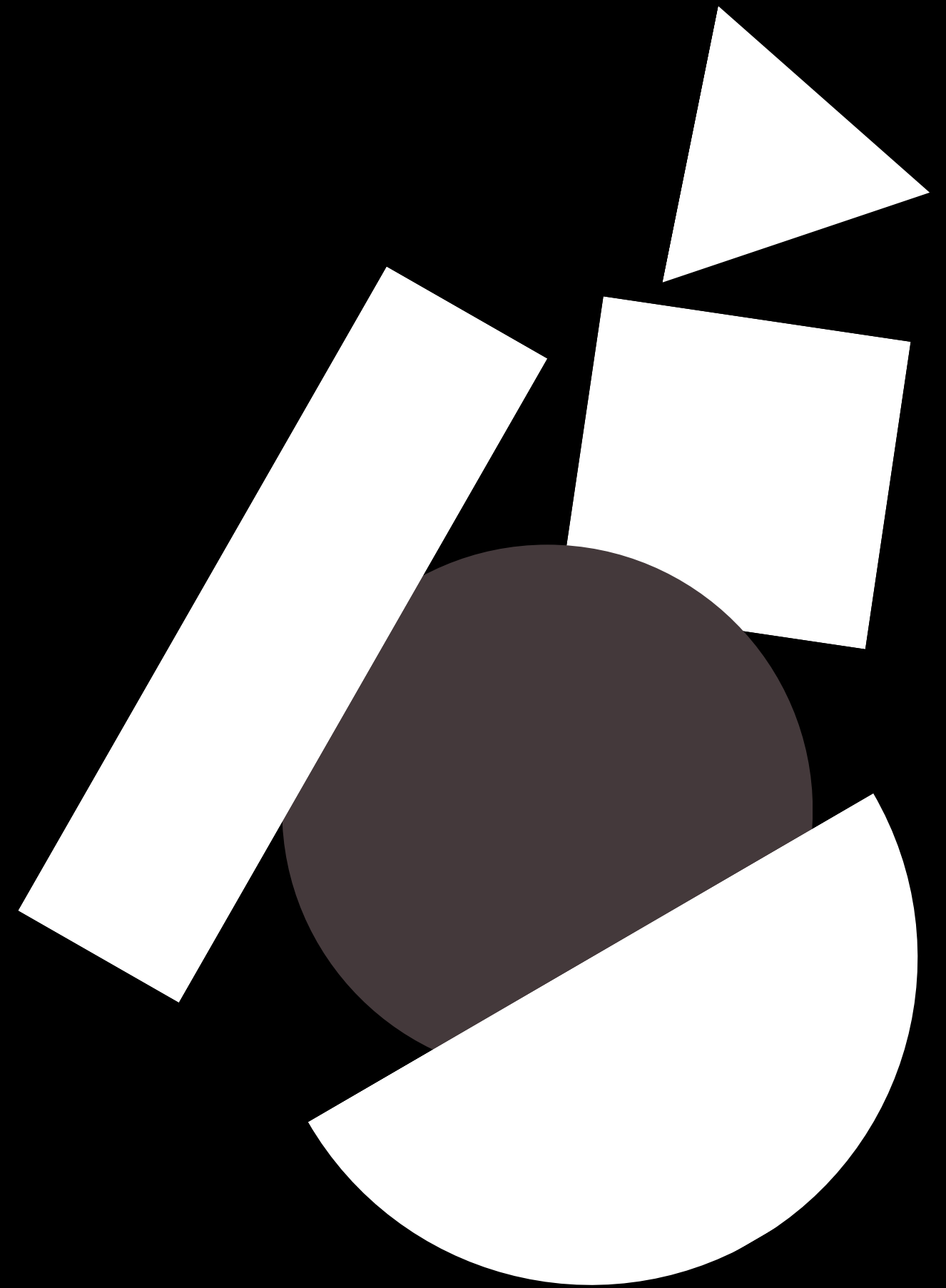


A Year in Review: Fundraising, Community Engagement, and Grant Writing Initiatives

Achievements, Challenges, and Future Growth

Denise Ziebarth
Fundraising, Community Engagement
& Grant coordinator
August, 22nd 2024





STRIDE ACADEMY GOALS 2023-2024

In the 2023-2024 School Year, STRIDE Academy will

	1	FOCUS ON STUDENT GROWTH [A, C, E] STRIDE Academy will ensure student growth by focusing on high academic standards, whole child instruction and engaging daily experiences.
	2	STRIVE FOR POSITIVE COMMUNICATION [B] STRIDE Academy will foster strong communication with internal and external stakeholders that is frequent, consistent and clear.
	3	INCREASE COMMUNITY ENGAGEMENT [B, D] STRIDE Academy will be a positive presence in our community.
	4	CREATE A POSITIVE IMAGE [B, D] STRIDE Academy will have a Positive Real and Digital World Image Among the Community
	5	MAINTAIN PROGRESSIVE PLANNING [B, D, E] STRIDE Academy will maintain a vision for the future that is fiscally responsible, innovative and outcome driven.

**A. ACADEMIC EXCELLENCE. B. WHOLE CHILD C. SCHOOL COMMUNITY.
D LIFELONG LEARNING. E. FISCAL RESPONSIBILITY**

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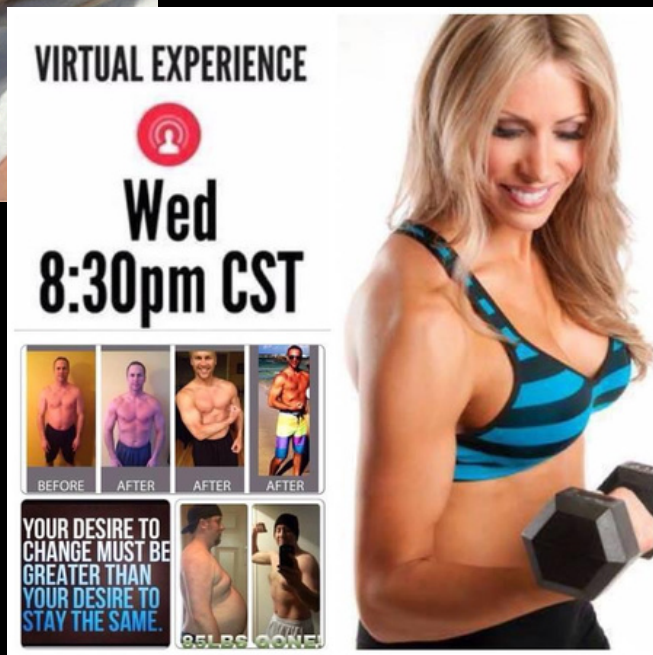
Introduction

As the Fundraising, Community Engagement, and Grant Writing Coordinator, my role involves:

- Planning and executing fundraising campaigns
- Organizing community events, volunteering, and enrichment opportunities for the school and students
- Securing grant funding to support resources for students

Objectives of Tonight's Presentation:

- Provide an overview of fundraising efforts
- Highlight community engagement
- Discuss grant writing successes and challenges
- Outline future goals
- Share personal development and certifications



The Professional Journey of Denise: Sales/Leadership, Health, motherhood and Ministry

What Has Prepared Me for This?

Sales Team Leader - Regency Beauty Institute (8 Years)

- Leadership: Led a high-performing sales team at the corporate office.
- Staff Development: Spearheaded onboarding processes for new hires.
- Strategic Planning: Set ambitious goals and devised effective sales initiatives.
- Team Building: Organized impactful team-building events to boost morale and performance.

Clean Eating Coach

- Client Education: Empowered clients to adopt healthier lifestyles through nutrition, exercise, and holistic living.
- Event Hosting: Organized and led engaging events focused on clean eating and wellness.

Kids Ministry Leader - Creative Church (Maple Grove & Fridley)

- Worship Leadership: Guided children in uplifting worship sessions.
- Biblical Engagement: Facilitated enriching biblical dialogues and interactive activities

Moreover, and most importantly, I am a mom to an amazing 8-year-old daughter, Willow

Fundraising Overview: October 2023-June 2024

Gross: **\$16,141.68**

Profits: **\$9,558.82**

Breakdown by Source:

- Give to the Max: **\$5,350**
- Profit Share/Dine-in to Donate: Profit: **\$290.24**
 - Red Robin **\$876.21-(%20) = \$175.24**
 - Raising Canes **\$675-(%15) = \$115**
- Student Initiated: Profit: **\$258.37**
 - SchoolStore **\$2,195.37 = \$258.37**
- 14th Annual Golf Tournament: **\$7,045.10 = \$3,660.21**

In-kind: **\$6,750**

Breakdown by Source:

- DonorsChoose: (**\$350**) Stocking caps, mittens & children's boots
- DICKS Sporting Goods: (**\$1,300**) Stocking caps & mittens
- SCHEELS: (**\$4,500**) Winter jackets, snow pants, gloves, stocking caps
- Elks Club: (**\$600**) Boys' pants & toiletries





Give to the Max 2023

Highlights of Campaign:

- **STRIDES for Reading program**
- **Intentional focus on students struggling to read**
- **1:1 support**
- **Dyslexia**
- **Staff highlights**

Goal: \$5,000

Final: \$5,350

Unlock a Child's Future with the Power of Literacy

What if your child who once was able to read, is no longer able to on their own? As though they have hit a brick wall!

That's a reality for many kids by the time they reach third grade. Reading is more than a skill—it's a lifeline to a world of knowledge, connection and self confidence.



Meet Madi, a seventh-grader with dyslexia. This means that Madi's brain processes language and text differently and this makes it difficult to learn in typical classrooms, but STRIDE Academy's **STRIDES For Reading Program** worked for her. From struggling in first grade to nearing completion of our highest reading level by the eighth grade, Madi is a testament to what focused, one-on-one coaching can achieve. Without our **STRIDES For Reading program**, students like Madi may have fallen through the cracks.

Did You Know?

- 2 out of 5 children struggle to read.
- 1 out of 5 has dyslexia
- Over half of American adults read below a sixth-grade level.
- Nearly 1 in 5 adults reads below a third-grade level.

These are more than statistics; they're barriers to a better future—barriers we're dedicated to breaking down at STRIDE Academy.

Be Part of the Solution|

We're on a mission to rewrite these stats, and you can help. **We're looking to raise \$5,000 to expand our impactful STRIDES For Reading Program.** When you make a gift you buy much-needed materials, helping more children like Madi reach their full potential.

14th Annual Golf Tournament - June 17th, 2024



14TH ANNUAL GOLF TOURNAMENT

Highlights:

- **Player and Team Growth:**
- **Players:**
 - 2023: 34
 - 2024: 74
- **Teams:**
 - 2023: 11
 - 2024: 18
- **Sponsors:**
 - 2023: 7
 - 2024: 10

Partnership with Costco:

- \$500 donation and participation in the tournament
- Site visit
- Reading Buddies program
- Refreshments and beverages donated

2023 Gross Profit: \$4,549.40

2024 Gross Profit: \$7,045.10

Year in Review: Successes and Challenges in Grant Applications

We submitted three grant applications:

1. **\$5,000** - DNR's "No Child Left Inside" Program ("Roots of Resilience")

Although we were not selected in the random draw, this led to a partnership with St. Cloud Parks & Rec, allowing our 5th-8th grade students to participate in their Annual Arbor Day event, where students planted the first round of trees at Deer Pond Park, just down the road from our school. This event contributed to our city's history.

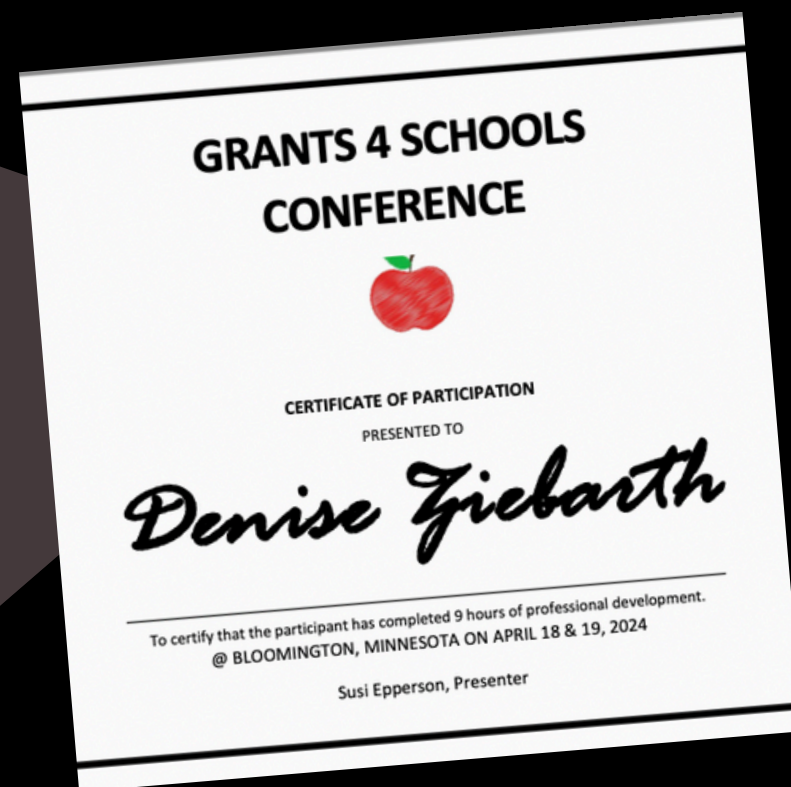
2. **\$22,506** - Prairie Care Fund ("Support for Youth Mental Health Program")

Despite not receiving the funds, this application process was valuable. It fostered collaboration on a school-wide initiative to enhance SEL and school climate. We built a staff training program and continued implementing our school-wide behavior program, RCD.

3. **\$2,605.00**- Dollar General Literacy Foundation's

- Key Investments

- Equip K-3rd grade classrooms with new phonics games
- Enhance students' phonics skills and literacy development
- Provide mobile bookshelves for ML classrooms to display books



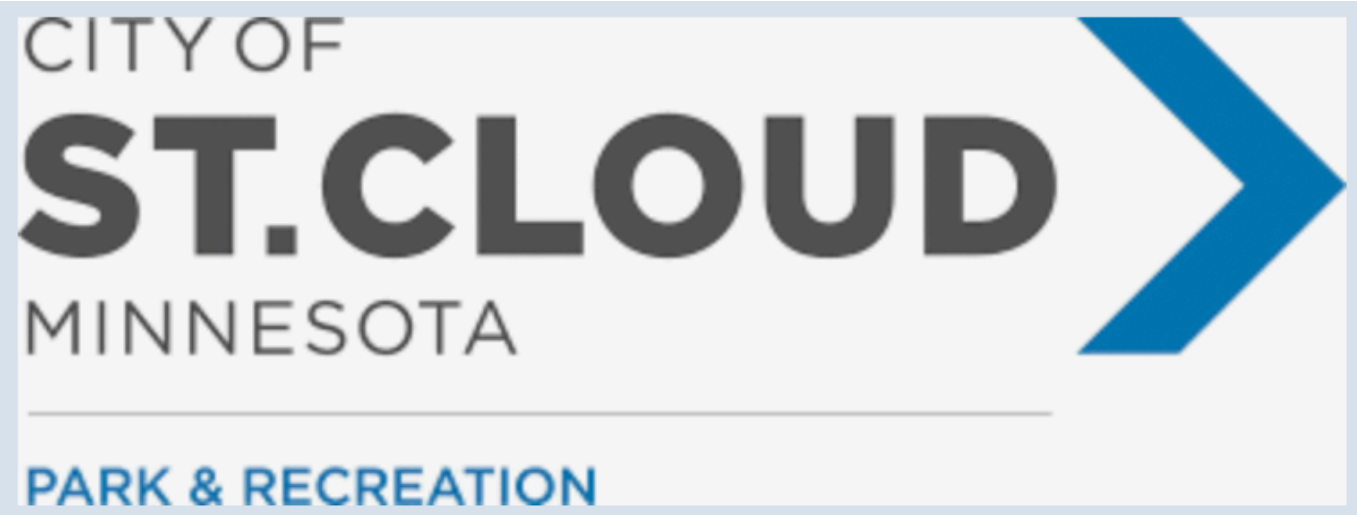


Lifting up our students & Community





FIRE STATION #5



Expanded student involvement in the community: Minimum of three volunteering events for the school year.

- Create more volunteer opportunities with the Salvation Army, City of St. Cloud, Elk Club, Tri-County Humane Society, and Parent Night/parent involvement.

Enriching opportunities:

- Great River Greening - Outdoor classroom focused on developing environmental stewards, fully grant-funded.

- Build partnerships with local businesses:

- Costco - Reading Buddies program
- Stearns County Soil & Water - Cost-share projects utilizing our land for a potential pollination garden

- Create funding goals:

- Develop grants and fundraising initiatives once the fundraising budget is set

- Fundraising efforts in progress:

- Kinder Coffee Lab, SHRED4GOOD

- Grants in the pipeline:

- DonorsChoose, Casey's, Bernick's

Continue personal development with ongoing training to earn credits toward my Certified Fund Raising Executive (CFRE) certification.



Looking Ahead

Don't show up to prove.

Show up to improve.

@simonsinek