

Fairfax County Public Schools
Ad Hoc Committee
To Consider Renaming J.E.B. Stuart High School

Subcommittee 3/4

SC3: Explore public-private partnerships to finance any name change

SC4: Identify ways to prevent added burdens on the school's booster clubs, PTSA, and school administration.

May 24, 2017

Edwin Henderson
Debbie Ratliff
Alex Rodriguez

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Executive Summary

This subcommittee is submitting two separate reports which are essentially the same report with differences in tone and level of optimism for raising money to fund changing the name of JEB Stuart High School. Both reports share ideas to fund costs of the name change through fundraising led by a volunteer fundraising committee, including a prominent alumnus, Bruce Cohen '79, who has made his commitment in writing (see appendix), and including other alumni and members of the community. This report is optimistic.

Some members of the subcommittee are very optimistic about the fundraising potential for this effort and other members of the subcommittee are not optimistic. If the School Board votes in favor of the name change, the School Board and the community will find one of these positions to be true.

Fundraising for the name change for JEB Stuart HS is a one-time opportunity and is connected to a national movement to remove monuments to Confederates from public spaces and remove their names from public schools. As such, the donors and audience for the committee's fundraising efforts are a defined and motivated, **mission-driven** group of interested parties. They are a donor community specific to this project and different from donors to projects and programs in other portions of the high school and FCPS, including the FCPS Foundation. Potential future donors to the name change are not typical JEB Stuart HS booster donors, and, because they are not typical donors to booster programs at the school, fundraising for the name change would **not likely negatively impact** current booster efforts at the school.

The FCPS estimate of the cost to change the name of the high school is \$678,000, and includes athletic team uniforms and equipment, band uniforms and equipment, and more permanent items such as a school marquee, athletic scoreboards, stadium (turf) field logos, murals, gym wall padding, and scoreboard. Many of the items that will need to be replaced are on a regular replacement cycle and are already budgeted for; FCPS does not budget **full replacement cost** of athletic uniforms in any year, and this shortfall, a portion of 23% of the estimate, is made up by Booster organizations and other team-specific fundraising efforts.

The athletic team uniforms are 23% of the total estimate; the marquee etc. are 40% of the total estimate; band uniforms and equipment are 22% of the total estimate; and other miscellaneous items are the remaining 15%. Given that nearly everything but the marquee, etc., category is on a regular replacement cycle and is already budgeted for, depending on the timing and how the changes are implemented, the real financial need for new funds to replace items not already in the budget or that are on a longer replacement cycle could likely be closer to \$500,000 if not much less.

Because all fundraising for this effort comes from private funding resources and is outside of the FCPS budget approval process, any restrictions or regulations that govern the FCPS budget commitment do not apply.

Task

SC3: Explore public-private partnerships to finance any name change

SC4: Identify ways to prevent added burdens on the school's booster clubs, PTSA, and school administration

This subcommittee at no time discussed the best method for transitioning from an old name to a new one or how to suggest the best timing for such a change, if such a change is recommended and subsequently approved by the Board.

Cost

FCPS has published the following statement regarding cost estimates for a name change at the high school (<https://www.fcps.edu/departments/region-2/renaming>).

“Assuming the name change is implemented on these items within the first year of implementation, and based on preliminary estimates, the following may be costs involved in a name change:

- Front school marquee, baseball/stadium/softball scoreboards, stadium field logos, gym wall murals, gym wall padding, main gym scoreboard – approximately \$270,000
- Athletic team uniforms – approximately \$154,000
- Band uniforms and equipment - approximately \$150,000
- Other miscellaneous items that carry the school logo (may vary depending on attrition or removal versus replacement) - approximately \$104,000”

FCPS estimates the cost to fund the name change will be \$678,000, and includes athletic team uniforms and equipment, band uniforms and equipment, and more permanent items such as school marquee, athletic scoreboards, stadium field logos, murals, gym wall padding, and scoreboard. The boosters point out that FCPS budget funds regularly scheduled uniform replacement according to the rotation for those sports, but it is worth noting that FCPS does not budget full replacement cost of uniforms in any year, and this shortfall is made up by Booster organizations and other team-specific fundraising.

The athletic team uniforms are 23% of the total cost. The marquee etc. are 40% of the total cost. Band uniforms and equipment are 22% of the total cost. And other miscellaneous items are the remaining 15%.

Given that nearly everything but the marquee, etc., category is on a regular replacement cycle and is already budgeted for, the real financial need to replace items not already in the budget or that are on a longer replacement cycle could likely be closer to \$500,000 if not much less.

The Athletic Boosters, working with J.E.B. Stuart coaching staff, identified semi-optional pieces of sporting equipment and uniforms that they feel would need to be borne by the school system and estimate their cost at \$113,942. Additionally, the Athletic boosters draw your attention to an additional \$141,974 for optional items such as spirit wear and non-optional items not covered by the county, such as anything involved in the crew program an independent 501(c) (3), paid for exclusively and directly by students and families.

As stated above, the FCPS cost estimate of \$678,000, includes regularly scheduled uniform replacement according to the rotation for those sports.

It is worth noting that the FCPS budget already contains funds to cover the replacement of many of the items on the list, including uniforms, equipment, athletic and other gear, etc.. However, FCPS does not budget full replacement cost of uniforms in any year, and this shortfall is made up by Booster organizations and other team-specific fundraising efforts.

Public-private partnerships

Prominent alumni, notably producer Bruce Cohen '79, and members of the high school community have committed financial support for the name change, should the FCSB vote to approve the name change. A volunteer fundraising committee will be formed if the FCSB decides to change the name, and the Foundation for FCPS will be used as a mechanism for holding funds raised through such an independent committee.

Per the interim Superintendent's office, contributions will be tax-deductible to the donor.

The future fundraising committee will devise its own fundraising strategies for donor identification, cultivation, and stewardship, as well as donor recognition.

Fundraising campaigns ends when the goal is met, per industry best practices, and a timeline is always presented to the donor constituency audience in order to create a sense of urgency and excitement around the goal.

<http://www.afpnet.org/files/contentdocuments/9%20developing%20fundraising%20policies%20and%20procedures.pdf>

Individual Giving

Individual giving is a phrase used in professional fundraising to refer to fundraising from private citizens, usually people who have a connection to or commitment to the mission or cause of the fundraising goal or goals.

Restricted Donations

Restricted donations are defined to be restricted to the purpose defined by the donor and can be quite specific.

Per the interim superintendent's office, any monies raised for the name change will be restricted funds at the FCPS Foundation, designated for the name-changing effort. Those who

support changing the name believe that without clear definition of what the name change will entail and include, donors cannot sign gift agreements until the School Board votes to change the name, and it is reasonable to assume some donors would like to know, and approve of, a new name before donating.

Donor Pool

Fundraising for the name change for JEB Stuart HS is a one-time opportunity and is connected to a national movement to remove monuments to Confederates from public spaces and remove their names from public schools. As such, the donors and audience for the committee's fundraising efforts are a defined and **mission-driven** group of interested parties, specific to this project, and different from donors to projects and programs in other portions of the high school and FCPS, including the FCPS Foundation. Potential future donors to the name change are not existing or typical JEB Stuart HS booster donors and, because they are not typical or in many cases existing donors to booster programs at the school, fundraising for the name change would **not likely negatively impact** current booster efforts at the school

Some members of the community and of the subcommittee are very concerned that new and significant fundraising efforts in the school community to finance the name change would draw money away from existing fundraising needs. Other members of the community and the subcommittee disagree, given the fact that the donor pools are different.

Those who are not optimistic **categorically disagree** that money can be raised to fully off-set the cost to FCPS and students, and further believe that fundraising for the name change and may negatively impact existing fundraising for the school in the community, that resources in the community are finite, and any of the fundraising campaigns at the school could take resources away from any other.

Corporate Giving

Per the interim superintendent's office, "Corporate expectations should be very low. The corporate philanthropic landscape has changed, and many Fairfax companies do not give locally at all. Companies that do give locally have their own corporate social responsibility goals, and any projects that they support must fall within those parameters."

Public funding

The county can decide to allocate public FCPS funds, despite budget deficits, toward the name change costs. This would be very unpopular within the community. The FCSB can also ask for inclusion of capital improvements associated with a name change in the November 2018 voting cycle as part of a bond referendum.

Ways to prevent added burdens on the school's booster clubs, PTSA, and school administration.

Per industry best practices in fundraising, all fundraising efforts to benefit changing the name of JEB Stuart High School will clearly communicate that all donations will support changing the name and nothing else, and the effort is separate from other JEB Stuart Booster, PTSA, etc., fundraising.

The volunteer fundraising committee will conduct the fundraising conversations and will direct donors to the FCPS Foundation as the entity collecting and holding the donations for this effort. Some members of the school community will likely be on the fundraising committee.

An unpaid student internship program could be established through FCPS to employ students to lead and execute efforts for communication and crowdsourcing.

In-kind donations of time and talent from fundraising consulting professionals could be solicited.

Booster Clubs

Per the interim superintendent's office, fundraising to change the name of JEB Stuart High School **"could potentially impact fundraising elsewhere in the district, but it is not possible to define with certainty."**

Voluntary Support

Per the interim superintendent's office response to this subcommittee, asking whether or not the School Board will acknowledge in writing that if they (FCSB) decide to change the name of the high school, that financial support from various Booster organizations and the PTSA is voluntary and neither they (FCSB) nor FCPS can compel these organizations to raise additional funds:

FCPS has regulations that address guidelines for local school organization and administration fund-raising. [Regulation 1370.6](#) does not address whether the School Board and/or FCPS can compel booster organizations or the PTSA (referred to as non-school organizations) to raise additional funds for an identified program or project. In addition, Regulation 1370.6 says the principal has the authority to approve fund-raising activities sponsored by non-school organizations that involve student participation.

[Regulation 5810.8](#) addresses school activity funds and school activity funds management. The regulation says parent-teacher organizations, booster clubs, and foundations are neither school sponsored clubs nor student-initiated clubs (page 15). They are independent entities from the school division but may be recognized as "school-related organizations." Further, the regulation states that school-related organizations are solely responsible for the accounting of their fundraising activities and the use of proceeds.

PTSA

Fundraising committee members may be asked to present updates on their fundraising at PTSA meetings and the committee may respond appropriately.

School Administration

To the extent that the school administration is involved in any fundraising for the school's benefit, they will be involved in this effort.

Appendices

See following pages.

Email from Bruce Cohen '79, May 23, 2017

The email from Bruce Cohen '79 is shared below in two formats, as an image and copied and pasted, as are the other emails in this report shared in both formats.

Fundraising Committee

Inbox x



Bruce Cohen

to me

1:47 PM (15 minutes ago) ☆



Debbie,

I am publicly committing to serving on a fundraising committee to raise the funds necessary to change the name of JEB Stuart High School -- and will also make a personal donation towards the name change-- should the decision be made to change the name.

Best Regards,
Bruce Cohen, Class of '79

On Tue, May 23, 2017 at 1:47 PM, Bruce Cohen wrote:

Debbie,

I am publicly committing to serving on a fundraising committee to raise the funds necessary to change the name of JEB Stuart High School -- and will also make a personal donation towards the name change-- should the decision be made to change the name.

Best Regards,
Bruce Cohen, Class of '79

Email from Sandy Evans to the Stuart HS Parents list serve, May 12, 2016

From: [Evans, Sandy \(School Board Member\)](#)
To: StuartParents@yahoogroups.com
Subject: RE: [StuartParents] Potential Name Change for Stuart **Date:**
Thursday, May 12, 2016 1:58:36 PM

It's scheduled to go to parents at 5 pm.

From: StuartParents@yahoogroups.com [mailto:StuartParents@yahoogroups.com]
Sent: Thursday, May 12, 2016 1:48 PM
To: StuartParents@yahoogroups.com
Subject: Re: [StuartParents] Potential Name Change for Stuart

This is also states that a survey was sent out on May 12th. Where is that?

On Thu, May 12, 2016 at 1:37 PM, 'Evans, Sandy (School Board Member)' ssevans@fcps.edu
[StuartParents] <StuartParents@yahoogroups.com> wrote:

Hello, again,

Here is the breakdown (below) on total estimated costs for replacing names on everything. As stated below, boosters would be expected to contribute what they normally do toward costs. These estimates are now up at this link: http://www.fcps.edu/regions/r2/stuart-name.shtml?utm_content=&utm_medium=email&utm_name=&utm_source=govdelivery&utm_term

http://www.fcps.edu/regions/r2/stuart-name.shtml?utm_content=&utm_medium=email&utm_name=&utm_source=govdelivery&utm_term

Sandy

Costs

Changing the name of a school may incur costs related to signage, uniforms, equipment, and other items; the exact cost will vary based on the scope of change, and timing of the normal replacement cycle for some items; additionally some costs may be offset by private donations. Booster raised funds will be used in a manner as normally occurs each school year. These costs do not include replacement of items that are typically paid for annually by students or parents (such as swimsuits).

Assuming the name change is implemented on these items within the first year of implementation, and based on preliminary estimates, the following may be costs involved in a name change:

- Front school marquee, baseball/stadium/softball scoreboards, stadium field logos, gym wall murals, gym wall padding, main gym scoreboard – approximately \$270,000
- Athletic team uniforms – approximately \$154,000
- Band uniforms and equipment - approximately \$150,000

Communication redacted via FOIA

Other miscellaneous items that carry the school logo (may vary depending on attrition or removal versus replacement) - approximately \$104,000

[Redacted content]

Itemization of New High School Start Up Costs sent to the subcommittee from the interim Superintendent's office

See next pages.

Ad Hoc Committee to Consider Renaming J.E.B. Stuart High School
Subcommittee 3_4 Final Report

**New High School Start-Up Costs
Athletic Program - 2000**

Season	Sport	Projected Participation	Outfitting Uniforms	Warm-ups	Non-Personal Equipment	Total	Notes	
Fall	Football	120	\$78,000	\$0	\$21,000	\$99,000	blocking sleds, padding/helmets, uniforms	
	Field Hockey	80	\$5,160	\$10,000	\$3,000	\$18,160	goals, sticks, goalie pads	
	Cross Country	60	\$4,500	\$7,500	\$500	\$12,500		
	Tennis (G)	25	\$2,000	\$3,125	\$3,050	\$8,175	net stanchions, nets	
	Golf	20	\$600	\$0	\$2,800	\$3,400	bags, balls	
	Cheerleading	45	\$13,500	\$6,750	\$0	\$20,250	competition mat \$10,000	
	Volleyball	36	\$4,320	\$1,800	\$9,000	\$15,120	balls, bags, poles, nets	
	Subtotal			\$108,080	\$29,175	\$39,350	\$176,605	
Winter	Basketball (B&G)	84	\$20,160	\$10,500	\$3,016	\$33,676	Balls, home.away jerseys	
	Gymnastics (G)	40	\$2,000	\$5,000	\$33,500	\$40,500	apparatus for boys & girls, safety mats + \$10,000	
	Indoor Track	100	\$6,000	\$12,500	\$2,000	\$20,500	shot, discuss	
	Wrestling	60	\$3,000	\$7,500	\$13,800	\$24,300	mats, scale + \$10,000	
	Swimming	60	\$0	\$7,500	\$500	\$8,000	stop watches, clipboards	
	Cheerleading	45	See fall cheerleading					
	Subtotal			\$31,160	\$43,000	\$52,816	\$126,976	
	Spring	Baseball	45	\$13,564	\$3,825	\$19,425	\$36,814	batting cage, uniforms, pitching machine, helmets, catcher's gear, bats...
Softball		45	\$13,564	\$3,825	\$19,425	\$36,814	sticks, padding, goals, melmets, goalie gear	
Lacrosse (B)		60	\$36,300	\$7,500	\$2,750	\$46,550		
Lacrosse (G)		60	\$16,800	\$7,500	\$4,000	\$28,300	sticks, goals, goalie gear	
Soccer (B)		45	\$5,625	\$5,625	\$4,000	\$15,250	goals	
Soccer (G)		45	\$5,625	\$5,625	\$4,000	\$15,250	goals	
Tennis (B)		25	\$2,000	\$3,125	see girls tennis	\$5,125		
Outdoor Track		120	\$1,600	\$2,500	\$18,000	\$22,100	pole vault, hurdles, discus, shot, jum pit padding, stanchions, blacks, cage	
Subtotal				\$95,078	\$39,525	\$71,600	\$206,203	

Ad Hoc Committee to Consider Renaming J.E.B. Stuart High School
Subcommittee 3_4 Final Report

Other	Coaches	58	\$11,600			\$11,600	shirt, jacket, shorts, pants ...
	Sizing Miscellaneous		\$46,200	\$21,255		\$67,455	20% additional for sizing issues
	Discretionary				\$25,000	\$25,000	(for central account)
	Subtotal		\$57,800			\$104,055	
	Totals		\$292,118	\$132,955	\$188,766	\$613,839	

Itemization of uniforms and signage that bear the JEB Stuart logo, sent to the subcommittee from the interim Superintendent's office

J.E.B. Stuart High School	
	Uniforms, Warm Ups w/ "J.E.B."
	Other "Signage" with "J.E.B."
Fall Season	1. Wrestling Mat- competition mat
Cheerleading	2. Football Scoreboard
Cross Country	3. Basbeall Scoreboard
Football	4. Softball Scoreboard
Field Hockey	5. Turf Field - One endzone
Golf	6. Marching Band trailer
Volleyball	7. Main Gym Scoreboard
Winter Season	8. Main Gym - Wall Padding
Boys Basketball	9. Event Chairs - Basketball, etc
Girls Basketball	10. Main GYM - Floor (both baselines)
Gymnastics	11. Main Gym - lobby floor mats
Indoor Track	12. Main Gym - lobby tile donated by class has JEB inscribed
Swim/Dive	13. Multiple entrance door mats
Wrestling	14. Marquee
Spring Season	15. Track hurdles
Baseball	16. Swim team banner @ Providence Pool
Softball	17. Volleyball banner - main gym
Outdoor Track	18. Basketball/Volleyball scorers table
Boys Soccer	19. Table covers
Girls Soccer	20. Banner backdrop
Boys Lacrosse	21. State Championship banners
Girls Lacrosse	22. Sportsmanship banner - main gym
Boys Tennis	23. Crew Boats, straps, banners
Girls Tennis	24. Multiple team spirit wear, jackets, etc.
Crew	

Spreadsheet itemizing costs and replacement cycles sent to the subcommittee from the interim Superintendent's office

See following pages.

[Explanation of the uniform replacement cycle, from the interim Superintendent's office](#)

Jeb Stuart High School Uniform Cycle

Definition:

For the purposes of this document uniforms are defined as required goods that must be worn for competitions and preparation for competitions that are provided by and owned by Jeb Stuart High School. This does not include "spirit packs" or other goods that are purchased by and remain in the possession of the individual athlete.

General information:

Currently uniforms are replaced based on several factors. These include but are not limited to:

- Need
- Wear & Tear
- Coach Turnover/Care
- NFHS Rule Change
- New Program or Level Added
- Budget – Availability of Funds/Individual Team Fund Raising **Funding:**

Currently the cost of athletic uniforms is paid for through the school based activities accounts. These funds are generated through three sources; ticket sales, booster donations and team fundraising. There are no FCPS allocated funds (FCPS budget funds) that are provided to cover the cost of uniforms throughout FCPS. The only exception to this is when FCPS opens a new school (Westfield, South County) per FCPS regulation 3860 initial uniform and equipment costs.

Current Replacement Rotation Estimate:

This is the rotation estimate based on the replacement history as well as the funding/budget history.

Annual:

Cross Country, Golf, Indoor Track, Swim/Dive and Outdoor Track all have minimal annual uniform needs.

Rotation:

2017/2018

- Girls Tennis
- Boys Tennis
- Girls Lacrosse
- Girls Soccer

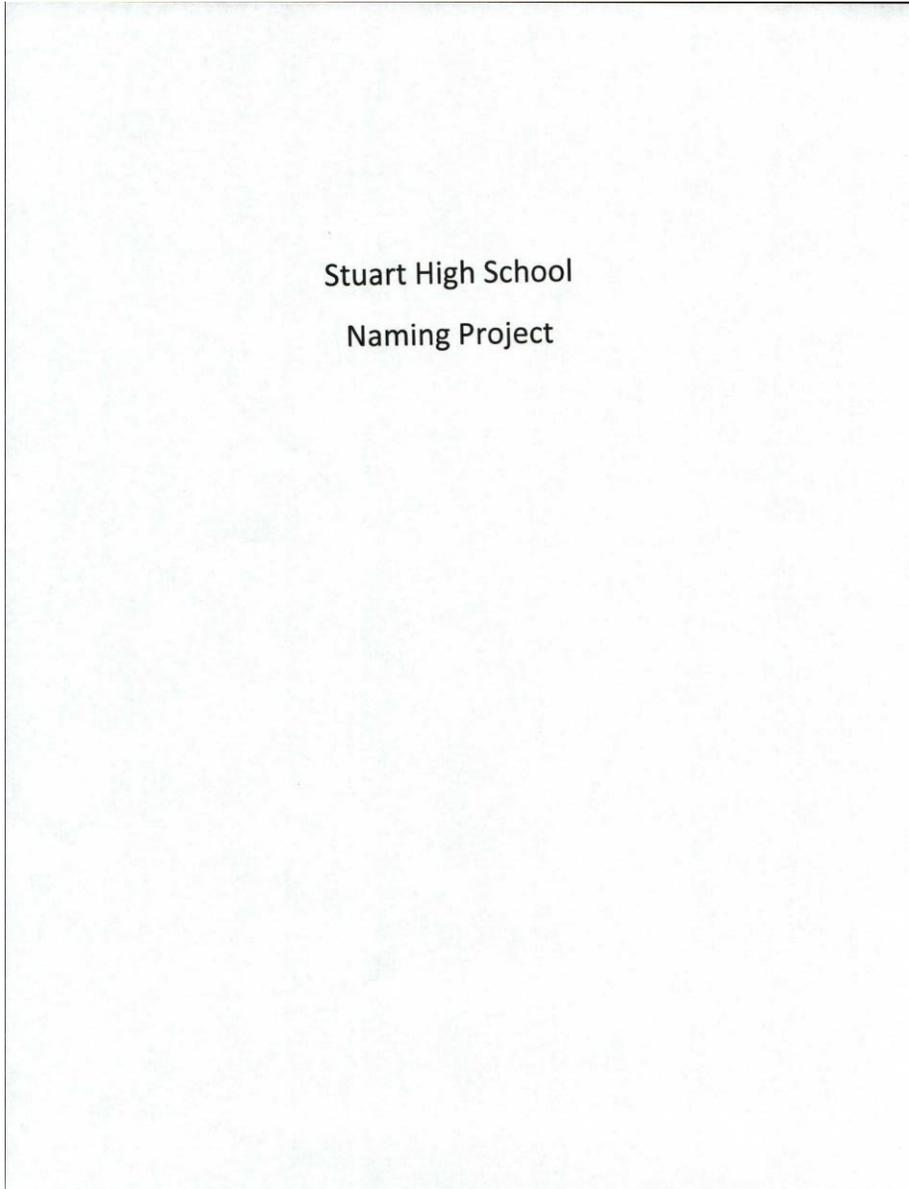
2018/2019

- Softball
- Wrestling
- Girls Basketball
- Boys Basketball 2019/2020
- Gymnastics (small group/year to year)
- Boys Lacrosse
- Field Hockey
- Volleyball

2020/2021

- Cheerleading
- Football
- Baseball
- Boys Soccer

Photos of items at the school that bear the name JEB Stuart, sent to the subcommittee from the interim Superintendent's office



Out Door Signage

Front of Building signage:



Pole Flags (8):



Stone entrance sign:



Building Sign:



Door Mat (12):



Interior Signage:



Athletic and PE Branding:



H/PE uniform: Uniforms must be ordered by mid-march for the following year. School purchases uniforms, sells them to students at beginning of year.



Wrestling Mat: Currently have 2 full wrestling mats. Both have JEB Stuart Logos. Mats are used for wrestling, and HPE

Email exchange between a subcommittee member and the FCPS Foundation regarding the Foundation's relationship with fundraising efforts to change the name of JEB Stuart High School, March 20 and 22, 2017

See next page.



Any fundraising increase because of the JEB Stuart initiative?

Garant, Jay

Wed, Mar 22, 2017 at 4:10 PM

To: Matt Busi

Cc: "Ryan, Kathy"

Hi Matt,

Thank you for reaching out to me.

My primary role with FCPS is to develop focused, meaningful and hopefully sustainable partnerships. To do so, we have developed eight platforms and branded our efforts at [Ignite Partnerships](#). My work focuses on platforms 1-7, not #8.

My connection to fundraising is that if a partner wishes to donate money, I guide them to the Foundation for Fairfax County Public Schools, a 501c3 organization connected to FCPS. I only solicit financial gifts by letting folks know that FCPS graciously will accept a donation and guiding them to do so – again through our Foundation.

Specifically to your questions, you are the only person from the JEB Stuart committee who has contacted me, and I have not seen or heard of any donations tied to the JEB Stuart initiative.



Jay Garant

Director, Business and Community Partnerships
Fairfax County Public Schools
8115 Gatehouse Road
Falls Church, VA. 22042

█ [REDACTED]

█ [REDACTED]

8 <https://www.fcps.edu/get-involved>

1 of 2

4/6/2017 10:50 AM



Any fundraising increase because of the JEB Stuart initiative?

Murphy, Eliza [REDACTED]
[REDACTED]

Mon, Mar 20, 2017 at 1:34 PM

Good afternoon, Ma –

Thank you for reaching out to me. At this point, the Foundation for FCPS is not conducting any fundraising initiatives for the benefit of Stuart HS and its possible renaming effort, nor have we been approached by anyone to do so.

The Foundation for FCPS is an independent 501c3 organization, governed by an external board of directors who set the focus areas for our work. In this fiscal year, we are concentrating on Workforce Development (specifically Cyber Patriot), Employee Recognition (FCPS Honors) and Kids in Need (Resource Fairs).

If the ad-hoc committee identifies an organization or organizations that would be interested and able to support the costs involved as delineated in your attached spreadsheet, the Foundation could be the recipient of the funds on Stuart's behalf.

Elizabeth



Elizabeth Murphy

Executive Director

8115 Gatehouse Road

Falls Church, VA 22042
[REDACTED]

Subcommittee's request for Information sent to the interim Superintendent's office, April 13, 2017, and the responses, April 26, 2017 and later

On Apr 13, 2017, at 11:11 AM, Matt B wrote:

Good Afternoon Marty,

No later than Friday May 12th, Sub-committee 3-4 requests FCPS or FCSB provide information/responses to the below requests. Please provide all in the CC any responses to the requests below as soon as they are available. Please do not wait until you have a final submission. Sending on a rolling basis will allow us (Sub-committee 3-4) to review as we have time available and incorporate into our single report. (We are planning to submit a single report and not two separate reports)

Requests:

- a) Provide an analysis of the current and projected fundraising environment for Mason District or the Stuart-Pyramid-serviced geographic area.
- b) Provide an analysis of the current and projected fundraising environment for FCPS.
- c) Provide a feasibility study of raising the current FCPS estimate of \$678,000 to fill name change cost obligations.
- d) Provide an analysis of the potential impact fundraising for a name change could have on fundraising and funding for another school program or Foundation for FCPS program.

On Wed, Apr 26, 2017 at 11:08 AM, Skahen, Tracey wrote:

Good morning everyone. Another update to the requests.

The response directly below in red, answers request "a" through "d".

In order to facilitate any potential name change at Stuart High School, funds would be needed to cover costs related to changing sports uniforms, logos on buildings and common areas, etc. A conservative estimate for fulfilling all the changes is a minimum of \$675,000, and all changes will need to be effectuated at the same time. There is no mechanism currently within FCPS to raise money for a project of this type.

For a one-time effort such as this, best practices would suggest that an outside fundraising committee be formed. The Foundation for FCPS** could be used as a mechanism for holding funds raised through such an independent committee. Contributions would be tax-deductible to the donor. Any monies raised would be restricted funds at the Foundation, designated for the name-changing effort.

It is impossible to predict with certainty the likelihood of raising these funds. The fundraising environment in Fairfax County is challenging generally. A targeted approach by a committed group of people to individual alumni, parents and former parents, and neighbors would be the recommended strategy. Personal connection to the school and commitment to the name change will drive decisions about donating. Offering options for donor recognition at the school could enhance a successful fundraising effort (i.e. bricks, chairs, plaques, etc).

Corporate expectations should be very low. The corporate philanthropic landscape has changed, and many Fairfax companies do not give locally at all. Companies that do give locally have their own corporate social responsibility goals, and any projects that they support must fall within those parameters.

** The Foundation for FCPS is an independent 501c3 with an external governing board that sets its direction and focus. The Foundation solicits contributions from entities and individuals across the county to support its own dedicated programs and fulfill its mission. The Foundation and its board do not actively raise money for projects outside the focus areas; however, it could be a conduit for funds raised for special projects within FCPS by an outside group.

e) Provide the following relative to the original J.E.B. Stuart H.S. turf fields

- 1) Original cost estimate to install. (Please include the date when the estimate was determined)
- 2) Actual cost to install.
- 3) Original assessment of who would pay. (For example: FCPS - \$500k; Athletic Boosters \$500k) (Please include the date when this assessment was determined)
- 4) Break-out of where funds actually came from to pay. (For example: FCPS - \$700k; Fairfax County - \$100k; Athletic Boosters \$65k; Rental revenue for antenna - \$35k)

- 5) When (date, at least Month & Year) did FCPS (or entity thereof) request Stuart Boosters to raise funds and what was the last day (date, at least Month & Year) Stuart Boosters provided funds for the initial turf field installations.
- 6) Provide the same information in 1 through 5 above for at least two other schools who went through turf field installations within 2-years before or after the Stuart turf field replacement.
- f) Provide the FCPS developed cost assessment documents to relevant to a potential name change of J.E.B. Stuart H.S .

We were under the impression FCPS would sending this out to the full committee)

- g) Additionally, will the School Board acknowledge in writing that if they (FCSB) decide to change the name of the high school , that financial support from various Booster organizations and the PTSA is voluntary and neither the y (FCSB) nor FCPS can compel these organizations to raise additional funds?

FCPS has regulations that address guidelines for local school organization and administration fund-raising. Regulation 1370.6 does not address whether the School Board and/or FCPS can compel booster organizations or the PTSA (referred to as nonschool organizations) to raise additional funds for an identified program or project. In addition, Regulation 1370.6 says the principal has the authority to approve fund-raising activities sponsored by non-school organizations that involve *student* participation.

Regulation 5810.8 addresses school activity funds and school activity funds management. The regulation says parent-teacher organizations, booster clubs, and foundations are neither school sponsored clubs nor student-initiated clubs (page 15). They are independent entities from the school division but may be recognized as “school-related organizations.” Further, the regulation states that school-related organizations are solely responsible for the accounting of their fundraising activities and the use of proceeds. Funds raised in the name of the school

Upon review, if FCPS or FCSB cannot fulfill these requests, please notify us (all in the CC line) immediately.

Without responses to these requests, the sub-committee 3-4 report will not be complete prior to the deadline, and will be submitted as “incomplete due to...”

Thank you,

Sub-committee 3-4

Follow up questions sent to the interim superintendent's office from the subcommittee, April 26, 2017 and the response, April 28, 2017

Sent: Wednesday, April 26, 2017 11:40 AM
To: Skahen, Tracey
Cc: Smith, Marty K.; Thomas, Kathleen; Anderson, Kate; Alex Rodriguez; Campbell Palmer; Debbie Ratliff; Edwin Henderson; Emma VanZandt; Michael Klein
Subject: Re: Sub-committee 3/4 Requests for Information to FCPS and FCSB

All,

Thanks for providing the answers thus far.

Two follow-ups:

On the current answer: How does this ("Offering options for donor recognition at the school could enhance a successful fundraising effort [i.e. bricks, chairs, plaques, etc.]") work given FCSB disallowed a local businesses from naming items in schools tied to giving?

Also, can you explain how this was answered? d) Provide an analysis of the potential impact fundraising for a name change could have on fundraising and funding for another school program or Foundation for FCPS program.

Thanks,

On Fri, Apr 28, 2017 at 2:28 PM, Skahen, Tracey wrote:

The response to Mr. Bush's follow-up is below. Thank you and have a great weekend!

The option for donor recognition is a suggestion for any potential fundraising committee to consider. An example would be designating an area of the building where bricks could be laid to recognize individual contributors. It was not intended as an opportunity for a business to name spaces within the building or on its grounds, but simply as a mechanism to drive and recognize contributions, as the fundraising committee would determine.

As for part (d), as this is a special one-time opportunity, the donors and audience are anticipated to be a defined group of interested parties, specific to this project, and different from donors to projects and programs in other portions of FCPS, including the

Foundation. This type of fundraising effort could potentially impact fundraising elsewhere in the district, but it is not possible to define with certainty.