

**MVSD and Educational Partners (KIDDO!/PTA) Strategic Funding Alliance
Key Questions (and answers):**

1. Is there an expressed need for this alliance?

- Yes, there is. Based upon anecdotal examples, the expressed need is for better understanding of each organization's funding structure, schedule, strengths and limitations.
- Better levels of communication and collaboration among the three partners are needed.

2. What is the purpose (mission) for the existence of this alliance?

- Develop better strategies that will improve coordination, communication and collaboration among the three partners.
- Serve as an advisory group to the superintendent.
- Review all policies related to fund raising and make recommendations for any needed modifications. Carry forward policies and regulations to each group.
- Inform the strategic planning process specifically around fund raising.
- Continue a high level of transparency related to fiscal issues and fund raising.

3. Issues, individual partner interests, collective interests? (Are there problems to be solved?)

- Better coordination, communication, and collaboration among all
- Address the perception that we are now conducting year round fund raising
- Equity in fund raising and what equity means
- Clear policies that are communicated and followed
- Perception on part of some that fund raising is out of control
- Lack of strategy across partners can affect our donors (confusion)
- Are all organizations suitably educated on the district's financial health and long term fiscal health?

4. Who serves on the alliance?

- PTA Council President and Vice-President; Kiddo Executive Director and Board Chair; Community Financial Advisory Commission (CFAC) representative; Superintendent (or designee), Assistant Superintendent, Business Services (as needed), Board Liaison

5. Communication Strategies

- Monthly, Administrative Council discusses any major PTA fund raising events/fund raising proposals and discusses/evaluates any equity issues that may arise; and/or any communications Principals may need to take back to PTA.
- Principals lead priority setting for fund raising at school level.
- Superintendent meets monthly with PTA council president; meets monthly with Kiddo Executive Director/Board Chair
- Establish revised Board Policies related to fund raising
- General fiscal communication strategies responsibility of CFAC.
- Establish annual fund raising planning calendar shared and communicated among District, Kiddo, PTAs