

LEAF Definition (1993)

The District 742 Local Education & Activities Foundation (LEAF) is a citizens' organization whose purpose is to secure and channel private funds to support and enhance the educational process. The Foundation shall serve to promote the value of a comprehensive educational program and to increase public confidence and involvement in the public school system. It shall build links among the public school system, business and industry, government, civic organizations, and the public.

LEAF Vision (2009)

Excellence, opportunity and community pride in our public schools

LEAF Mission (2015)

The District 742 Local Education & Activities Foundation (LEAF) is a citizens' organization whose purpose is to secure and channel private funds to support and enhance excellence and opportunity in a comprehensive District 742 public educational program.

Strategic Plan Priorities & Goals (2009)

- 1) **Increase Brand Recognition**
Goal: Regularly & systematically develop and produce PR efforts
- 2) **Research, Identify & Approach Potential Major Donors**
Goal: Intentionally and strategically create a list of potential major donors and cultivate a relationship with each one.
- 3) **Create a Donor & Potential Donor Data Base** (software)
Goal: Develop and maintain a LEAF data base by August 31, 2010
- 4) **Expand Overall Donor Base** (asks)
Goal: Develop and maintain a data base of past alumni donors
- 5) **Promote the Impact of Quality Birth to Grade 12 Education**
Goal: Identify and promote District 742 success stories on the website, in mailings and in programs
- 6) **Encourage Greater Participation**
Goal: Develop and implement a strategy to reach District 742 staff, coaches/advisers and administrators more effectively to increase grant applications by 20% by the next two grant cycles

LEAF Strategic Priorities (2012)

Target Date

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|---|-----------------------------------|
| 1. Develop criteria to prioritize board activities | June, 2012 (completed) |
| 2. Revitalize the development committee & identify priorities | July, 2012 (completed) |
| 3. Examine LEAF Brand identification | August, 2012 |
| 4. Evaluate committee composition & focus | September, 2012 |
| 5. Create 6-10 testimonials/success stories | December, 2012 |

LEAF Strategic Financial Goals (2012)

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|--|------------------------------|
| 1. Increase in endowed funds of \$300,000 over a 3-year period | TBD August 31, 2015 |
| 2. Increase the community impact (grants) by 10% per year | Over 10% per year |