

2026

ANNUAL REPORT



Baldwin Education COALITION

STUDENTS • EDUCATORS • COMMUNITY

Investing in public
education to build brighter
futures for every Baldwin
County student.



www.BetterBaldwin.com



STUDENTS & EDUCATORS

OBJECTIVES:

Expand teacher knowledge and skills through training and mentorships.

Provide educational funding support to teachers and students where public funds are unavailable.



- Host Baldwin County Public School District's **Teacher of the Year Banquet** recognizing **45** outstanding educators from **44** public schools
- Recognized **12** new National Board Certification Teachers
- Recognized the district Elementary & Secondary Counselors of the Year



- Serve as fiscal agent for the **Baldwin Proud Future Teacher Scholarship Fund**
- **\$57,000** in scholarships awarded to future teachers and existing employees advancing in their education
- **57 total scholarships awarded** (17 new and 40 renewed)



- Awarded **24** scholarships totaling **\$24,000** for the **JLS International Vocational Scholarship** to students pursuing high-demand technical careers
- JLS International made an additional donation of **\$250,000** in January 2026 bringing their total investment to **\$1 Million** in the endowment fund.



- Host Gulf Regional Innovative Teaching Conference
- **\$17,000** in Sponsorships
- **1,260** attendees over three days with **197** unique sessions
- Provided lanyards, name badges and ribbons, secured food trucks and free lunches, obtained door prizes, secured community partners, and provided swag



- Coordinate **Palm Project** serving **44** public schools
- **435** orders fulfilled with more than **16,249** items total
- **\$633,068** in total donations and grants for Palm Project since launching in 2022
- Total cost of items distributed was **\$87,835.27**
- Average cost per item of **\$5.41** and average **37** items per order
- Secured **6 community partners** who hosted supply drives

ADDITIONAL PROGRAMS, CONTRIBUTIONS, AND PROFESSIONAL DEVELOPMENT:

Provided lunch for ACT Mastery Training for teachers; Provided Employee of the Month awards and gift bags; End of year celebration for Curriculum Leaders; eMINTS t-shirts; Dinner for eMINTS Graduation; T-shirts, lanyards, and lunch for STEAM Certification Teachers; Lunch for ACT Boot Camp; T-shirts for all Fine Arts Teachers; Scholars Bowl; LETRS Certification Plaques; CLAS Professional Development; Bud Drive Appreciation; Waters for school buses; County Spelling Bee; Model United Nations; Math T-Shirts, Etc.

COMMUNITY

OBJECTIVES:

Inform, engage and connect the community to our public schools.
Strengthen awareness and support for the district and the Coalition.



- Hosted 4th Annual **Evening of Education Champions**
- **287 stakeholders** for education attended
- Raised **\$90,975** to support the Baldwin Proud Future Teacher Scholarship fund



- Hosted the 2nd Annual **Charity Chukkers Polo Event** benefiting Palm Project
- **194** guests were in attendance raising **\$46,403**



- Partnered with Baldwin County Sewer Service to host the **14th Annual Golf Classic** with **36 teams** and **120 Participants**
- Grossed **\$56,718** bringing the 14 year **net proceeds total to \$407,136**

COMMUNICATION

- Consistently inform through the Coalition's website, newsletters and social media channels
- **3,800 followers** across Facebook, Instagram, and LinkedIn
- **259,368 impressions** across Facebook, Instagram, and LinkedIn
- **11,390 pageviews** within the last year for www.betterbaldwin.com
- **14** email campaigns each sent to more than **5,000** contacts with a **36%** average open rate and a **1%** average click rate over the last year



INFORM & ADVOCATE

OBJECTIVES:

- Provide a united voice and build awareness for local and statewide educational initiatives.
- Maintain a working relationship with local and state elected officials.

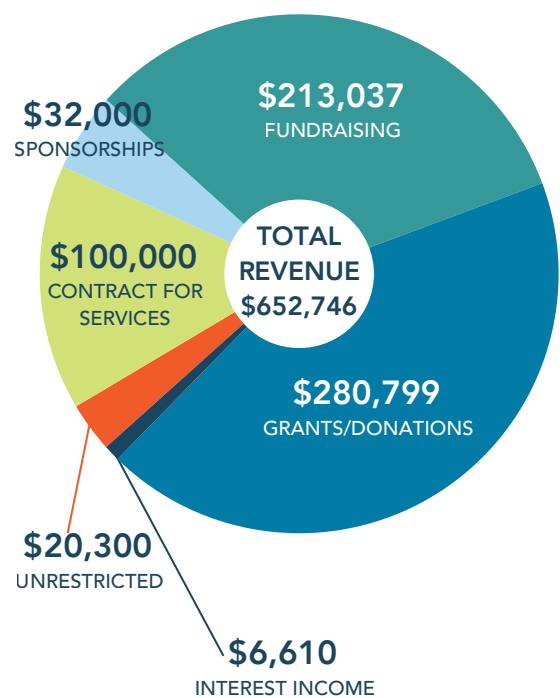
- Serve as founding member and Chairman of the Alabama STEM Foundation
- Member of Every Child Alabama Coalition – successful in advocating for RAISE Act during 2025 legislative session and currently working to increase the level of funding for RAISE ACT
- Serve on several district committees: Federal Programs Advisory, Counselors Advisory, Title IV Advisory, Foley High School CTE Advisory & Counselors Advisory
- Member of Baldwin County Safe Routes to School Task Force
- Member of HOPE Committee & Steering Committee (70 Baldwin County Nonprofits Collaborating to Share Resources and Operational Strategies)

DEVELOPMENT & OPERATIONS

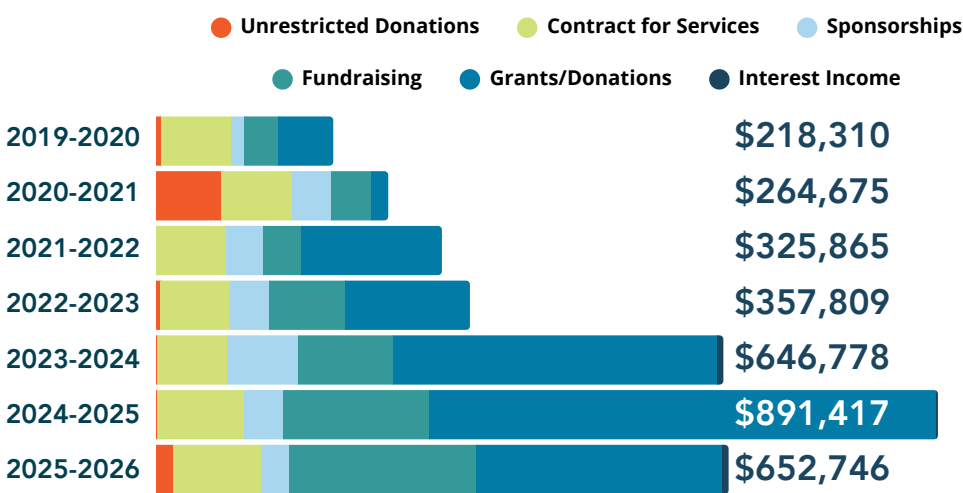
OBJECTIVES:

- Obtain adequate funding to implement best practices and meet the needs of educators and students.
- Increase funding in order to effectively manage programs and services of the organization.

TOTAL REVENUE 2025-2026



REVENUE YEAR OVER YEAR





UNITED WAY
Baldwin County

- **2026 United Way Agency Designation**
- **\$7,500** Dedicated to Palm Project from United Way
- Submitted application and accepted to continue as a United Way Agency Partner for 2027 (funds will continue to support Palm Project)
- Sales Tax Exemption Savings of **\$16,324**

GRANTS & DONATIONS

- Baldwin EMC Foundation
- Cadence Bank
- Collins Aerospace
- Cromeans Foundation
- Ascend Cares Foundation
- Elks Lodge Foley
- Trustmark Bank
- 68 Ventures
- Lee Charities
- Trustmark Bank
- J L Bedsole Foundation
- Mapp Family Foundation
- Pen Air Share It Program
- Mingledorff's
- GeoCon
- Performance Contractors
- Krewe of Serendipity
- Senator Chris Elliott
- Target
- Publix Charities
- Ascend Performance Materials
- Ashurst Niemeyer Real Estate
- Snook Family Foundation
- United Bank Charitable Foundation
- Tyndall Cares Foundation
- United Way of Baldwin County
- Eastern Shore Sertoma Club
- Rep. Frances Holk Jones
- Shirlee's Kids Foundation
- Fairhope St. James Episcopal

OPERATIONS

- Celebrating 15 years as an organization
- Increased News Media appearances to create awareness and support for the Coalition's mission
- Revised the Coalitions' profile on GuideStar, Charity Navigator and Benevity
- Held Annual Audit Review
- Submitted Sales Tax Exemption annual application & state report
- Partnered with Blue Leopard Agency for a brand refresh to include updated logo, full brand suite, marketing materials, and full website redesign.
- Partnered with StoryFuse to produce two videos: Baldwin Education Coalition Brand Anthem and Palm Project Program Video



Baldwin Education
COALITION



PALM
PROJECT