

STUDENTS EDUCATORS COMMUNITY



Baldwin County
Education
Coalition



www.BetterBaldwin.com

2025 ANNUAL REPORT

PREPARING EVERY STUDENT. SUPPORTING EVERY EDUCATOR.



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 Gulf Regional Innovative Teaching Conference
- **\$23,000** in Sponsorships
- **1,123** attendees with **392** unique sessions
- Provided lanyards, name badges and ribbons, secured food trucks and free lunches, obtained door prizes, secured community partners, and provided swag



- Host Baldwin County Public School District's **Teacher of the Year Banquet** recognizing outstanding educators from 45 public schools
- Recognized 13 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**
- **\$52,000** in scholarships awarded to future teachers and existing employees advancing in their education
- **52 total scholarships awarded** (30 new and 22 renewed)



- Coordinate **Palm Project** serving **43** public schools
- **423** orders fulfilled with more than **18,729** items total
- **\$511,979** in total donations and grants for Palm Project
- Total cost of items distributed was **\$93,940** compared to the retail value of total items distributed at **\$103,320**



- Formed agreement between Jeff Smith and BCEC to receive and manage the **JLS International Vocational Endowment Fund**
- Awarded the first 10 scholarships for the JLS International Vocational Scholarship to students pursuing high-demand technical careers
- JLS International made an additional donation of **\$250,000** in May 2025 bringing the total investment to **\$750,000**

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; Refreshments for ACT Boot Camp; T-shirts for all Fine Arts Teachers; Scholars Bowl; LETRS Certification Plaques; Mental Health T-Shirts for Counselors & Social Workers; Reception for John Wilson, etc.

COMMUNITY

OBJECTIVES:

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



- Partnered with Baldwin County Sewer Service to host the **13th Annual Golf Classic** with **36 teams** and **128 Participants**
- Grossed **\$50,555** bringing the 13 year **net proceeds total to \$373,930**



- Hosted 3rd Annual **Evening of Education Champions**
- **225 stakeholders** for education attended
- Raised **\$63,943** to support the Baldwin Proud Future Teacher Scholarship fund



- Hosted **Cocktails for a Cause Fundraiser** to increase revenue for **Palm Project**
- **125 attendees** gathered to support the cause
- Raised **\$15,055** in sponsorships and donations



- Hosted the inaugural **Charity Chukkers Polo Event** benefiting **Palm Project**
- **150 guests** were in attendance raising **\$38,000**



COMMUNICATION & PARTNERSHIP

- Consistently inform through the Coalition's website, newsletters and social media channels
- **3,500** followers across Facebook, Instagram, and LinkedIn
- **175,000** impressions across Facebook, Instagram, and LinkedIn
- **13,500** pageviews within the last year for **www.betterbaldwin.com**
- **17** emails each sent to more than **5,000** contacts with a **39%** open rate over the last year
- Shared **9 blogs** within the last year to provide more details on relevant topics to stakeholders
- Secured **8 community partners** who hosted supply drives, meals for teachers and administrators, and water and Gatorade to Baldwin County Schools' transportation department

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.

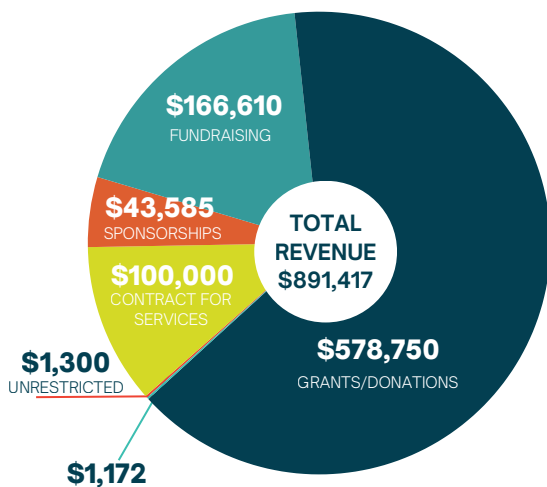
- Serve on the Alabama STEM Council and the STEM Council's Executive Committee
- Serve as founding member and Chairman of the Alabama STEM Foundation
- Member of Every Child Alabama Coalition – successful in advocating for RAISE Act during 2025 legislative session
- Serve on several district committees: 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

DEVELOPMENT & OPERATIONS

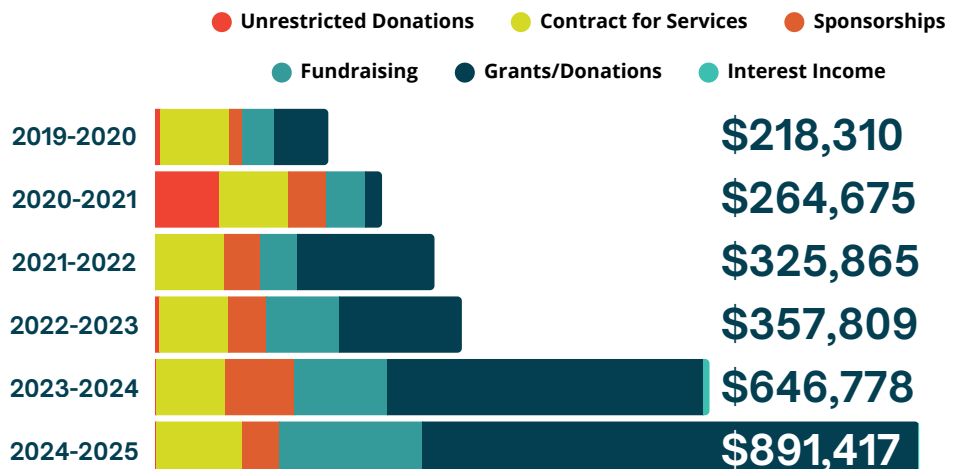
OBJECTIVES:

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 2024-2025



REVENUE YEAR OVER YEAR





UNITED WAY
Baldwin County

- **2025 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 2026**. Funds will continue to support Palm Project



GRANTS & DONATIONS

- Baldwin EMC Foundation
- Cadence Bank
- Collins Aerospace
- Cromeans Foundation
- Poarch Creek Indians Charitable Giving
- J L Bedsole Foundation
- Mapp Family Foundation
- Pen Air Share It Program
- Eastern Shore Sertoma Club
- Mingledorff's
- Snook Family Foundation
- Trustmark Bank
- Tyndall Cares Foundation
- United Way of Baldwin County
- Gulf Shores Orange Beach Tourism



OPERATIONS

- Increased News Media appearances to create awareness and support for the Coalition's mission.
- Launched a specific community outreach targeting financial institutions.
- Reviewed and updated committee charters
- Revised the Coalitions' profile on GuideStar, Charity Navigator and Benevity.
- Create committee charter for the Advocacy Committee
- Performed a board assessment and held board planning meeting
- Revised the Coalition's mission & vision statements
- Held Annual Audit Review
- Submitted Sales Tax Exemption annual application & state report



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