

STUDENTS EDUCATORS COMMUNITY



Baldwin County
Education
Coalition

www.BetterBaldwin.com



2024

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
- **\$25,000** in Sponsorships
- **633** attendees with **298** 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 each school's outstanding educator
- Recognized National Board Certification Teachers



- Host "**Evening of Education Champions**" to benefit the Baldwin Proud Future Teacher Scholarship Fund
- **\$62,000** in scholarships awarded through BPFTS initiative
- **62** total scholarships awarded (28 new and 12 renewed)
- Serve as fiscal agent for scholarship funds



- Coordinate **Palm Project** serving **43** public schools
- **405** orders fulfilled with more than **18,041** items total
- **\$387,724** in total donations and grants for Palm Project
- Total cost of items distributed was **\$89,032** compared to the retail value of total items distributed at **\$139,640**



- Formed agreement between Jeff Smith and BCEC to receive and manage the **JLS International Vocational Endowment Fund**
- Interviewed and selected financial investor for the endowment – Patrick Bussey, Bussey Capital and StoneX Wealth Management
- Revised investment policy to include investment of the endowment
- Held a reception for the initial donation of **\$250,000**. Additional donation of **\$250,000** to be made before December 2024.

ADDITIONAL PROGRAMS, CONTRIBUTIONS, AND PROFESSIONAL DEVELOPMENT:

Provided lunch for ACT Mastery Training for teachers; Provided Employee of the Month awards and gift bags; Aspiring Leaders Reception; 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; 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 **12th Annual Golf Classic** with **36 teams** and **120 Participants**
- Grossed **\$47,495** bringing the 12 year **net proceeds total** to **\$323,375**



- Hosted 2nd Annual **Evening of Education Champions**
- **250 stakeholders** for education attended
- Raised **\$60,692** to support the Baldwin Proud Future Teacher Scholarship fund

COMMUNICATION & PARTNERSHIP

- Consistently inform through the Coalition's website, newsletters and social media channels
- **3,000** followers across Facebook, Instagram, and LinkedIn
- **160,000** impressions across Facebook, Instagram, and LinkedIn
- **14,000** pageviews within the last year for **www.betterbaldwin.com**
- **15** emails each sent to **5,000** contacts with a **41%** average open rate over the last year
- Shared **8 blogs** within the last year to provide more details on relevant topics to stakeholders
- Secured **7 community partners** who hosted supply drives, provided lunches for teachers at CF Taylor Alternative School, 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 – actively involved in study of changing public school funding formula
- 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

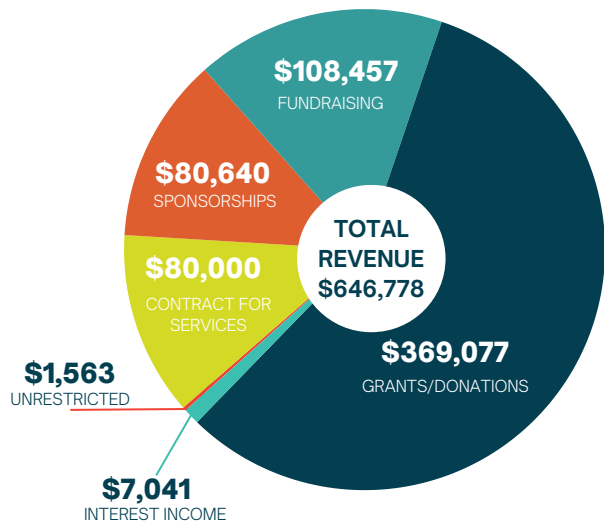
OBJECTIVES:

- 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 2023-2024

REVENUE YEAR OVER YEAR

■ Unrestricted Donations
 ■ Contract for Services
 ■ Sponsorships
 ■ Fundraising
 ■ Grants/Donations
 ■ Interest Income



United Way of Baldwin County

- **2024 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 2025**. Funds will continue to support Palm Project
- Sales Tax Exemption Savings of \$13,355



GRANTS & DONATIONS

- | | | |
|--------------------------------|---|---|
| • Ascend Performance Materials | • H G Clay Foundation | • Poarch Band of Creek Indians Foundation |
| • Baldwin EMC Foundation | • J L Bedsole Foundation | • Senator Chris Elliott |
| • Cadence Bank | • Mapp Family Foundation | • Snook Family Foundation |
| • Collins Aerospace | • Noble Foundation | • Trustmark Bank |
| • Cromeans Foundation | • Pen Air Credit Union Share It Program | • United Way of Baldwin County |

- On-boarding of new staff – Phillippi Pyles, Operations Director
- Graduated from year-long Nonprofit Executive Leadership Institute, led by Alabama Association of Nonprofits
- Adopted Gift Acceptance Policy
- Adopted Employee Handbook
- Expanded standard board committees to include Advocacy
- Held Annual Audit Review
- Submitted Sales Tax Exemption annual application & state report

