

CCS Reconfiguration Funding Committee DRAFT - 7/13/21 version (prepared by Chris Meyer)

Why: Additional resources need to be generated to make the necessary investments in infrastructure to support Charlottesville's learners. Charlottesville's City Councilors face a challenging fiscal future, which at this moment, make them hesitant to commit the necessary financial support to Reconfiguration. Property taxes will likely need to be raised, which will be unpopular without outreach to the community and the vocal support by many.

Additionally, and while the City (and State) needs to utilize its own taxing powers to support school infrastructure, there is also recognition of the City's fiscal limitations and the significant wealth found in Charlottesville that is capable of contributing to improving early childhood education. The opportunity to make major infrastructure investments in an early childhood learning center in a coordinated manner with the reconfiguring of the middle schools, would better leverage financially the reconfiguration process and the City's financial support.

CCS serves 4,300 (K-12) students from diverse ethnic and socio-economic backgrounds. Of those students: 39.6% white, 32% black, 13.2% Hispanic/Latino, 6% Asian/Pacific Islander/Hawaii, 9.2% 2+ or other races. ESL students make up 14% of the population. 45.9% are economically disadvantaged and 51 languages are spoken. Source: Virginia Department of Education [Charlottesville City Public Schools - Virginia School Quality Profiles](#)

What exactly: The creation of a Committee of community leaders, parents, and experts to support the School Board in generating the needed community support to adequately fund the Reconfiguration (at least \$70MM in City, \$10MM in Philanthropic, and 1 cent sales tax increase.) The Committee shall organize, educate, and fundraise for the Reconfiguration. Specifically on fundraising, the Committee shall attempt a capital campaign to raise \$10+ million of philanthropic funding to support the building of the Early Childhood Center as part of CCS larger reconfiguration process. Wide community support consisting of more than 500 donations would be sought.

Who (and roles):

Administrative and strategic organization partner: The Charlottesville Area Community Foundation that can provide support for complex philanthropic initiatives. Utilizing CACF's existing administrative capabilities would cost efficiently deliver to CCS the equivalence of a foundation, but in an expedited manner.

Charlottesville City Schools School Board: The School Board shall appoint a number of representatives to oversee and contribute to the Committee that will oversee the initiative.

Joint PTO Fund/Parent members: The Joint PTO Fund will commit a number of members with professional experience to assist in fundraising strategy, community organizing, media outreach and coordination, and linkages with parents in each school.

How:

The creation of a Capital Campaign Administrative and Fundraising Committee that will oversee the solicitation of funds, outreach to media and the public, and administration of funds received. Such a Committee should be diverse and reflect the principal stakeholders of such a campaign. Probably want 10-12 people in order to divvy up the work. The Committee could/should include:

- School Board Representatives (2x)
- City Council Representative (1)
- Joint PTO Fund/Parent members (2-3)
- UVa Representative (maybe not official, need for leveraging major gift)
- Local Business Representative (help in soliciting funds from businesses)
- Education Nonprofit Representative
- Major donor/connection to the philanthropic community willing to anchor the effort
- Superintendent or district level staffer
- United Way's Early Education Task Force representative
- Who else?

Initial funding?: Starter "investment" of \$25k by CCS (maybe matched by a donor) to CACF to raise \$2 million plus in its first year of the capital campaign. Would support outreach, messaging, and facilitation of the Committee. This would normally cost \$100k plus for such an initiative.

Total target raise: \$10+ million over 3 years. Get UVa to commit to \$5 million (?) in year 1 plus an anchor donor of another \$1 million.

The Committee and philanthropic campaign would end after securing City funding goals and the philanthropic raise. A review would be done as to whether this model was successful and how it might be used/modified to support CCS initiatives in the future. Thus, no one or institution will have to permanently commit to this model.