



# **NORTHWEST ISD EDUCATION FOUNDATION**

District Effectiveness Report – June 9, 2025

# MEET OUR TEAM



**Jennifer Burton**  
Executive Director



**Alyssa Pry**  
Director of  
Communications & PR



**Rhiannon Chaffee**  
Business Operations  
Manager



**Bailey Cryts**  
Store & Library  
Associate

# ABOUT NEF

The mission of the Northwest ISD Education Foundation is to provide financial support to **empower** NISD educators, **engage** the community and **encourage** future-ready students.

Our **vision** is to be the recognized leader in providing financial support to teachers and students in the region that Northwest ISD serves.

## Programs

- Teaching Grants
- Students Scholarships
- District Initiatives
  - Free Resource Store & Library



# NEF STRATEGIC GOALS



Strategic Goal 1: To create an infrastructure that allows NEF to fulfill its mission and vision



Strategic Goal 2: Secure, safeguard and manage the funds to ensure the financial prosperity of NEF



Strategic Goal 3: Engage the community by providing effective communications through marketing, public relations and outreach



Strategic Goal 4: Encourage future-ready students through high impact opportunities to increase academic excellence



Strategic Goal 5: Establish trust with NISD educators to empower them to seek opportunities with NEF



# STRATEGIC GOALS IMPACT

## Strategic Goal 1: To create an infrastructure that allows NEF to fulfill its mission and vision

- Fidelity Investments partnership increased volunteerism
- Expanded intern support through NISD student groups and the Church of Jesus Christ of Latter Day Saints
- Established in-kind partnerships with Community Storehouse and The Tree of North Texas to support the resource store and library

**+50%**

Increase in the number of interns working for NEF

**10K**

Snacks donated by Community Storehouse in spring

**400+**

Fidelity volunteers supported NEF projects in May



# STRATEGIC GOALS IMPACT

## Strategic Goal 2: Secure, safeguard and manage the funds to ensure financial prosperity of NEF

- Monthly and quarterly meetings to ensure the highest level of financial accountability
- Completed full audit with independent CPA firm
- Completed RFP for banking services as required by policy



# STRATEGIC GOALS IMPACT

## Strategic Goal 3: Engage the community by providing effective communications through marketing, public relations and outreach

- Worked with NISD Communications to effectively share NEF stories across platforms
- Neffie marketing events and donation drives in the community
- Hosted two appreciation nights with Partners in Education at the stadium



# STRATEGIC GOALS IMPACT

## Strategic Goal 4: Encourage future-ready students through high impact opportunities to increase academic excellence

- Increased PTA participation in scholarship management
  - Established four new named scholarships, El Lobo Endowment
  - NEF programs to include:
    - Speeding to Read
    - Kinder Club
    - Bilingual Spelling Bee
- **11** participating PTAs
  - El LoBo Endowment awarded **3 scholarships** in its first year
  - **2,200 Kinder Club** books distributed
  - **230,852** minutes read through Speeding to Read



# STRATEGIC GOALS IMPACT

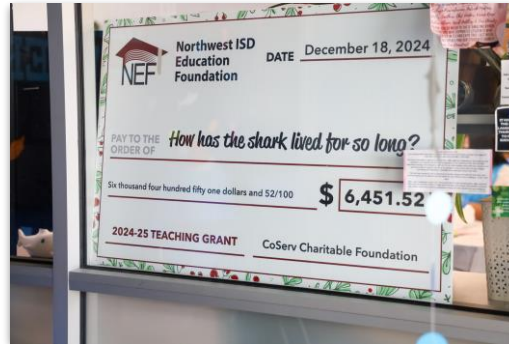
## Strategic Goal 5: Establish trust with NISD educators to empower them to seek opportunities with NEF

- Program expansion through Neffie implementation
- Resource Store & Library improvements based on survey feedback
- Monetary support for teacher transitions to support growth



# TEACHING GRANTS

- Awarded **31 grants** at **21 campuses**
- Funded a total of **\$81,860** in grants
- Projects supported literacy, STEM, special education, physical education, CTE and SEL



# STUDENT SCHOLARSHIPS

- Awarded **133 scholarships**
- Funded a total of **\$198,400** across all four high schools
- Highest number of applications ever received



# RESOURCE STORE & LIBRARY



The goal of the store and library is to **provide immediate support and help fill the gap** for NISD teachers and students through **free** resources and supplies. This year, we continued to **improve our processes** based on survey feedback from the 2023-24 school year.



# STORE AND LIBRARY | IMPROVEMENTS

This year, we made changes to what we provided in the store based on survey feedback and being good stewards of donor funds. Survey feedback also influenced how we packaged and displayed resources in the store and library.

Communication + Availability	Products
"Order has been completed for delivery" Email	Better brands/quality requested and exchanged: tape, dry erase markers, markers
Order form open all year - with exceptions for long breaks and large NEF events	Resources added based on survey: colored copy paper (donations only), manilla file folders, board games (donations only), hand sanitizer
Extended hours for bus drivers and teachers (12-6:30 p.m. on Wednesdays)	Removed items that were less requested or available on campus to increase budget for other areas
New inventory ordering pattern to keep items in stock more often during the school year	Increased graphic novels and Spanish books in library



# HOW TO SHOP

NISD employees can shop in-person or online throughout the school year!

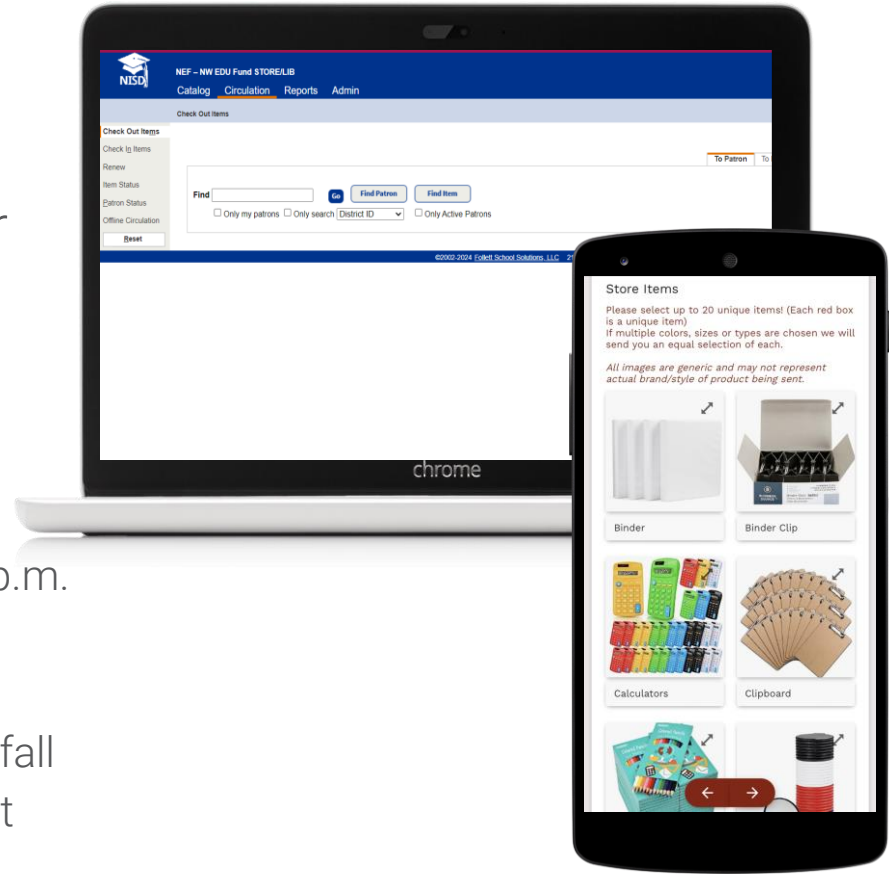
- **Regular Hours**

- Tuesday and Thursday: 2 – 5 p.m.
- Wednesday: 12 – 6:30 p.m.
- 3<sup>rd</sup> Saturday of each month: 9 a.m. – 1 p.m.

- **Online Form**

- **Neffie**

- Visited every NISD middle school in the fall
- Elementary professional development at Eaton in spring



# STORE AND LIBRARY | TIMELINE

This year, we opened in-person shopping and the online form earlier than previous years. The demand was so high that we briefly closed the store to catch up on the **543 orders** that we received in the first two weeks!



# \$781,740.33

- Books: 29,717
- Glue Sticks: 21,804
- Headphones: 18,549
- Folders: 14,572
- Chisel Expo Markers: 13,651
- Snack Sets: 1,694
- Treasure Kits: 1,115
- **Total Orders: 4,765**
- **Total Teachers Served: 1,757**
- **Total Items Distributed: 265,991**



# Neffie | IMPLEMENTATION

In October, we hosted a **ribbon cutting for Neffie** with our founding donors and community leaders.

Neffie played a critical role in **expanding the reach** of the resource store and library this school year.



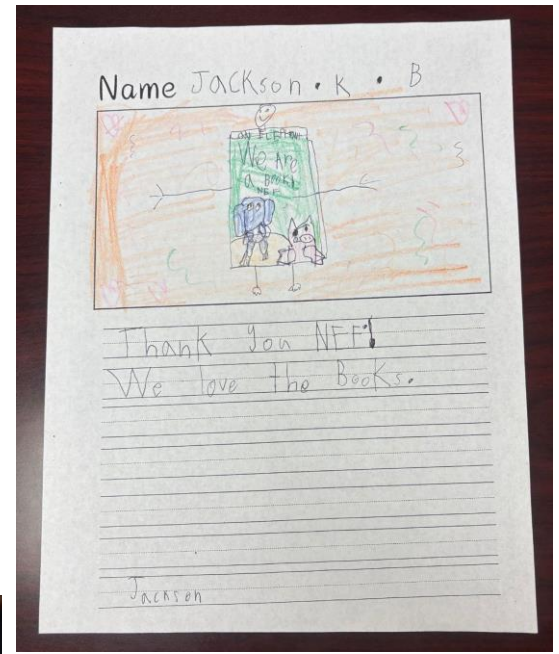
# Neffie | IMPACT

- Headphones: 2,140
- Chisel Expo Markers: 1,469
- Pencils: 1,450
- Glue Sticks: 1,392
- Thin Expo Markers: 1,098
- Small Dry Erasers: 1,025
- Books: 640
- Snack Sets: 183
- **Total Teachers Served: 497**
- **Total Items Distributed: 19,328**



# INITIATIVES | KINDER CLUB

- Third year
- Partnered with Pogue Construction
- 2,220 books distributed
- Distributed Spanish books to bilingual classrooms



# INITIATIVES | ELEMENTARY ROBOTICS

- Sixth year to sponsor the event
- First year hosted in-person at Pike Middle School
- NEF team volunteered as judges



# INITIATIVES | uFLI CURRICULUM SUPPORT

- Provided cookie sheets for every kindergarten classroom
- Our first initiative request to test our new and improved application
- Featured at EXPO, Inside the Classroom



# INITIATIVES | PROGRAMS

- Bilingual Spelling Bee
- Speeding to Read
- Monthly Food Pantry
- Summer Learning
- Back-to-School Fair/Virtual Angel Tree
- Inspire Awards
- NRSEA Rookie of the Year
- Dr. Hicks Excellence in Education Awards
- Teacher Certifications



# SPONSORSHIPS & SUPPORT

- The Big Event
- EXPO
- NISD Fit Don't Quit Challenge
- Holiday Card Teacher Celebration
- New Teacher Breakfast & Convocation
- Northwest Reads Bookmark Contest
- eSports Invitational at BNHS
- Teacher Growth Positions



# 2024-25 FUNDRAISING



## Welcome Events

- **\$27,650**
- \$10K increase from previous year



## Back-to-School Fair

- **\$31,435**
- Co-Presenting with Huckabee



## Golf Tournament

- **\$280,362**
- Record-breaking year, Halloween contest for golfers



## NTX Giving Day

- **\$15,040**
- Kiss a pig with Dr. Foust coming to Cox in Sept!



# 2024-25 FUNDRAISING



## NISD Angel Tree

- **\$18,330**
- Funded an additional \$5K in support from 2024



## Cornhole Tournament

- **\$25,588**
- Teams ranging from 4th graders to adults!



## Play with a Purpose

- **\$71,600**
- Donor stewardship and enhanced revenue



## Party with a Purpose

- **\$446,941**
- Highest attendance, record-breaking fundraising year



# CONNECT WITH NEF!

