

2020

ANNUAL REPORT



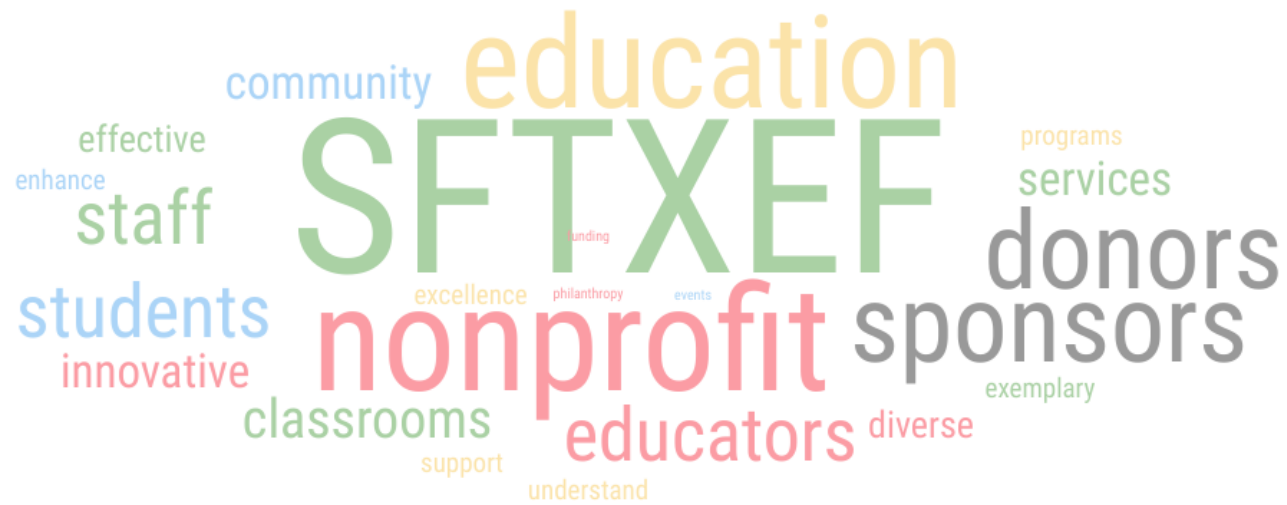


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Executive Director's Review

“ Despite the challenges brought forth in 2020, we found many successes within the Santa Fe TX Education Foundation.

In January 2020, the Foundation began with a part-time Marketing Coordinator and a part-time Foundation Coordinator. Little did we know the challenges around the corner. In mid-February I was hired as the Executive Director and a few days later we all celebrated a milestone for the Education Foundation at the 10 Year Anniversary Diamond Jubilee Gala, where we unveiled our new logo. We all know what came about in March when we did not return to the classroom or to the office after Spring Break.

Through the next few months, we focused on building our social media rapport with the community. We worked closely with our Board of Directors through Zoom meetings, and our energy and momentum were at a high point. This teamwork and passion helped us cultivate relationships in new ways with local businesses and community members. Through Zoom, we managed to pivot the image of the Foundation with the new logo, an updated mission statement, and a new quote and tagline.

We hosted our first Virtual event with The Great Pumpkin Race Virtual Fun Run, but we couldn't wait to be back to hosting in-person events! However, we found ourselves planning another Virtual event for our biggest fundraiser of the year in early 2021. The focus for the remainder of 2020 was to nurture and build relationships within the community, to build the camaraderie of our Board of Directors, and to engage more with the departments and campuses in Santa Fe ISD.







Despite the challenges brought forth in 2020, we found many successes within the Santa Fe TX Education Foundation. Thank you for being an integral part in the success we experienced.



A handwritten signature in black ink, which appears to read "Gina Welsh".

Gina Welsh
Executive Director
Santa Fe TX Education Foundation

2020 Highlights

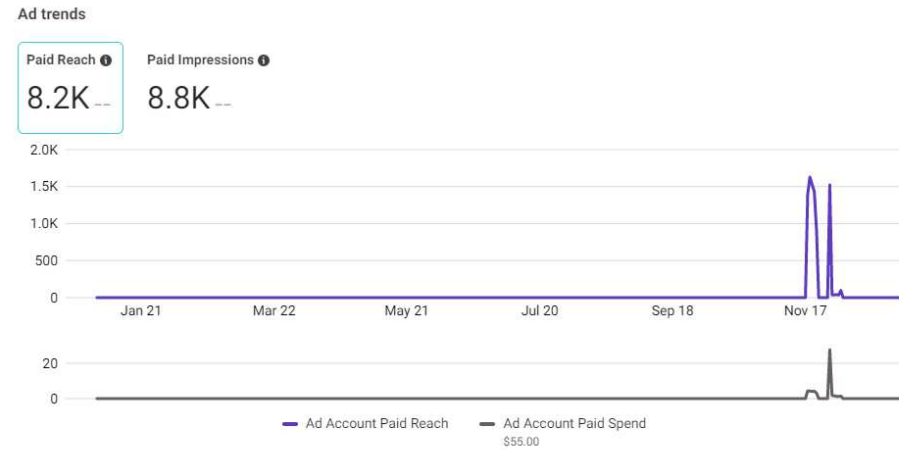
<p>New Executive Director Hired 10 Year Anniversary Gala</p> 	<p>Work-from-home continued 10 Year Anniversary fundraiser with Kendra Scott</p> 	<p>Virtual Convocation held</p> 	<p>Hosted The Great Pumpkin Race Virtual Fun Run</p> 				
<p>FEB 2020</p>	<p>MAR 2020</p>	<p>APR 2020</p>	<p>JUN 2020</p>	<p>AUG 2020</p>	<p>SEP 2020</p>	<p>OCT 2020</p>	<p>NOV 2020</p>
<p>COVID-19 caused work-from-home conditions</p> 		<p>Surprised Classroom Wish List participants from Gala with fully funding 65 Wish Lists totaling \$27,768.00. Secured new website platform. Secured new donor management system.</p> 		<p>Grants for Great Ideas online submission process created</p> 		<p>Grants for Great Ideas Limited Parade Awarded \$35,343.43</p> 	

2019 vs. 2020 Social Media Insights

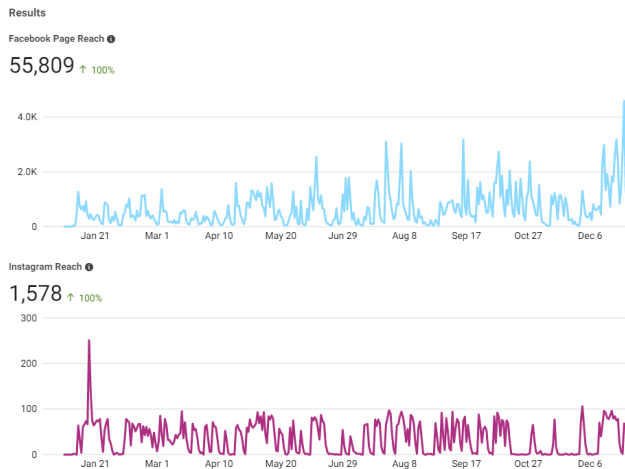
2019: Facebook & Instagram Page Reach



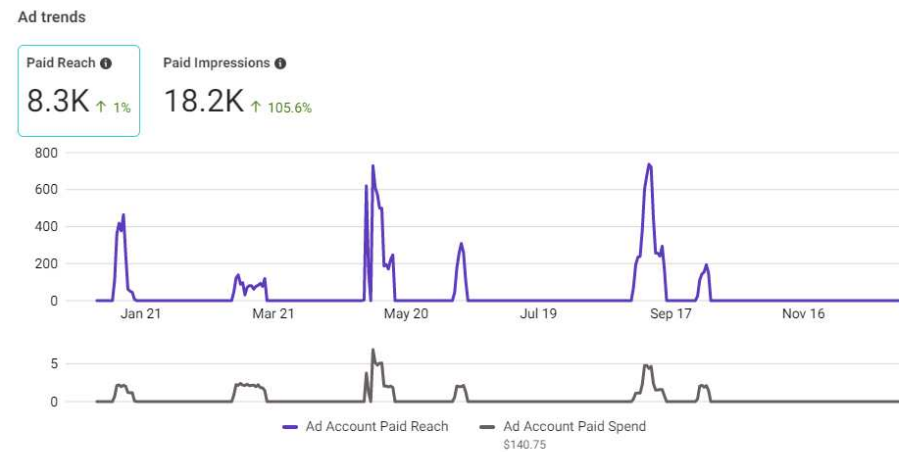
2019: Facebook & Instagram Ad Trends



2020: Facebook & Instagram Page Reach



2020: Facebook & Instagram Ad Trends



Financial Performance

The Santa Fe TX Education Foundation recorded total income of **\$206,853** in 2020.

COVID-19 significantly impacted the fundraising abilities of the Santa Fe TX Education Foundation during the 2020 calendar year. This resulted in grants accounting for a smaller than expected proportion in 2020.

2020 Total Income:

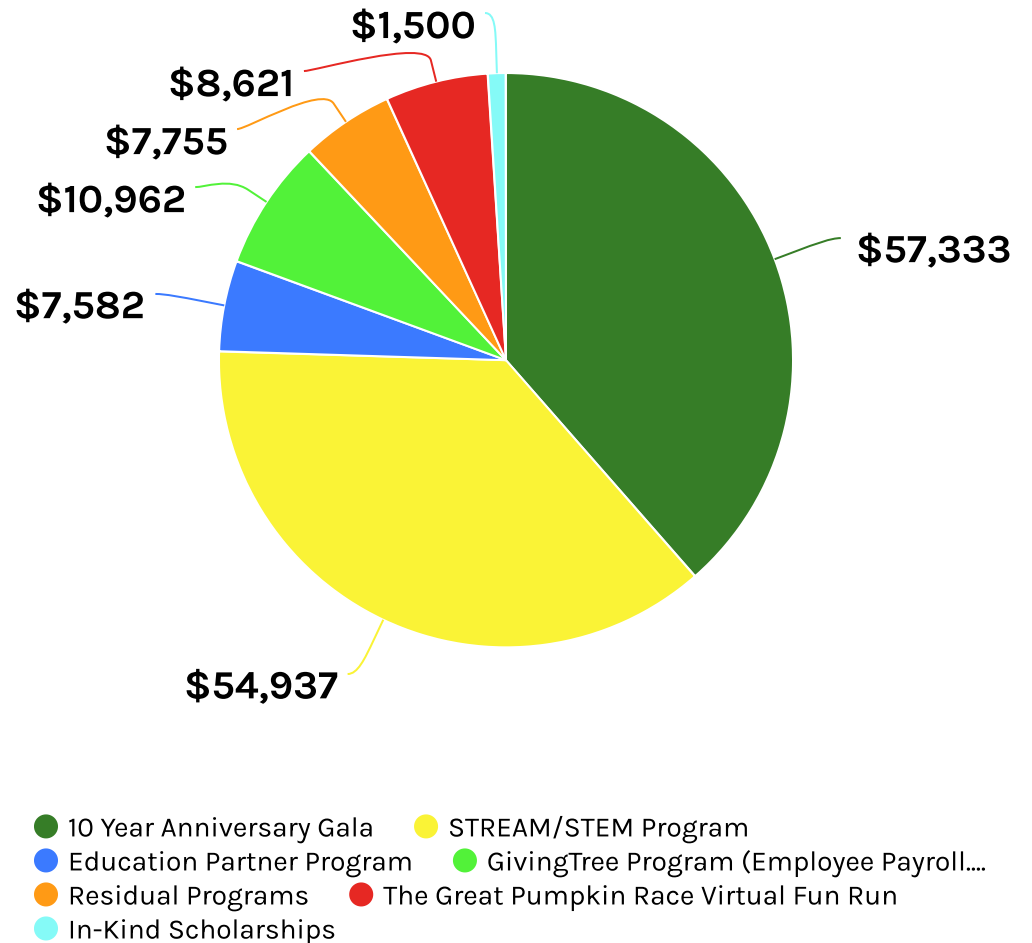
\$206,853

Expenses:

\$33,543.43 Grants for Great Ideas

\$30,118.00 Classroom Wish Lists

\$63,661.43 for innovative opportunities in Santa Fe ISD classrooms!



Impact

The Santa Fe TX Education Foundation works in tandem with Santa Fe ISD to support an array of programs such as **Tribe's Closet**, **The Reading Tree Program**, **Grants for Great Ideas**, **Classroom Wish Lists**, and **STEM**.

While it is evident that COVID-19 significantly impacted fundraising during 2020, the year was still **successful** in other ways. You've since read about the **expanded reach** to the community through **social media**. Additionally, we **cultivated new relationships** with businesses and individuals and **nurtured existing relationships** for sustained partnerships.

Fiscal Year	Foundation Income	District Enrollment	Raised per student
2010	\$47,753	4,511	\$10.59
2011	\$96,918	4,612	\$21.01
2012	\$97,212	4,676	\$20.79
2013	\$142,854	4,640	\$30.79
2014	\$155,167	4,647	\$33.39
2015	\$156,704	4,697	\$33.36
2016	\$176,536	4,774	\$36.98
2017	\$235,516	4,797	\$49.10
2019	\$348,946	4,602	\$75.82
2020	\$206,853	4,343	\$47.62



2020 Board of Directors

Executive Committee

Renee Rockers
President

Kay Winwood
Past President

Greg Gardner
Vice-President of Administration

Pam Schwertner
Vice-President of Development,
President Elect

Dr. Leigh Wall
Santa Fe ISD Superintendent
Corporate Secretary

Sophia Splawn
Treasurer

Jason Tabor, Mayor
Director-at-Large

Wayne Logan
Santa Fe ISD Trustee

Paula Heileman
Director-at-Large

Board Members

Karen Anderson

Chris Bozeman

Matt Crable

Paul Joseph Edinburgh, Sr.

Shawn Gardner

Gladys Haak

Susan Hall

Shannon Harms

Fidencio Leija, Jr.

Anthony Macaluso

Rebecca Martinez

Ollie Niederhofer

Teddi Pruitt

Lacey Searcy

Joel Sumrall

Michelle Walker

Nicole Zornes



Contact Us

“A single act of kindness throws out roots in all directions, and the roots spring up and make new trees. -Amelia Earhart

If you have questions about this annual report, please contact:



Santa Fe Texas Education Foundation
4133 Warpath Avenue
Santa Fe, TX 77510



Email: gina.welsh@sfisd.org
Website: www.santafetxedfoundation.org
Phone: (409) 925-9080



You can find a digital version of
our annual report at: santafetxedfoundation.org/who-we-are/financials.html
*IRS Form 990 is available by request