

A NEW

NARRATIVE

FOR PUBLIC

EDUCATION

2013 IMPACT REPORT



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BRIGHT HORIZONS FOR PUBLIC EDUCATION IN DUVAL COUNTY



As advocates for public education, we talk a lot about preparing Jacksonville's children to succeed in the future. But what does it mean to build the workforce of the 21st Century? What will it take to ensure this city's prosperity in the years to come?

These are questions that the Jacksonville Public Education Fund works to answer every day. There's no silver bullet. Instead, there is the long-term work of advocating for policies and practices that will make our education system strong.

Have you ever taken on the job of remodeling a room or even a whole house? It's a lot like improving our education system. It takes careful consideration, study and planning. It requires identifying what parts are working well, and what parts need to be modernized and updated. And when it comes to what needs to be changed, it means implementing the most efficient and effective solutions.

First and foremost, however, the foundation of the house must be strong. That's why the bedrock of the Jacksonville Public Education Fund's work is to build a community that insists on a system of universally high-quality public schools for all children.

We believe that this foundation of civic engagement is stronger than ever before. We are excited to share this report on some of the truly transformative events that have recently occurred, setting the stage for a new narrative about public education in Duval County. We take the long view, because the work to support public education is not for the impatient. From here, the horizon looks very bright.

Sincerely,

Cindy Edelman, Chair, Board of Directors
Trey Csar, President

MORE

VISION

THE JACKSONVILLE PUBLIC EDUCATION FUND'S WORK FOCUSES ON MAKING IMPACT AROUND FOUR KEY LEVERS OF CHANGE THAT WILL RESULT IN A COMMUNITY THAT INSISTS ON A SYSTEM OF UNIVERSALLY HIGH-QUALITY PUBLIC SCHOOLS FOR ALL CHILDREN IN DUVAL COUNTY.

MISSION Inform and mobilize the community to advocate for universally high-quality public schools for all children.

LEVERS OF CHANGE



WE HAVE AN IMPACT ON THESE LEVERS IN MANY DIFFERENT WAYS:



CORE VALUES



INFORMED & ENGAGED COMMUNITY MEMBERS

THERE'S A LOT OF DATA OUT THERE ON PUBLIC EDUCATION. GETTING IT IS ONE THING — MAKING SENSE OF IT IS ANOTHER. THE JACKSONVILLE PUBLIC EDUCATION FUND AIMS TO MAKE THE COMPLEX ISSUES FACING PUBLIC SCHOOLS EASY TO UNDERSTAND SO THAT ADVOCATES CAN TAKE ACTION ON WHAT'S IMPORTANT.

Getting this information into the hands of the right people is key, too. Keeping public education at the top of the public agenda means working with elected officials, policy makers and media to build knowledge and awareness about progress and opportunities for improvement in public education.

SCHOOL FACTS JAX: Making school information easy to use

Responding to community demand for easier ways to learn about public school performance, the Jacksonville Public Education Fund officially launched School Facts Jax in December 2012. Powered by a grant from the John S. and James L. Knight Foundation's Community Information Challenge that was matched by The Community Foundation in Jacksonville and several other generous local investors, School Facts Jax makes it easy for anyone to find and understand comprehensive academic performance information at the regional, district or individual school level. Monthly updates add interactive online graphics that broaden the lens on public education.

“Very few communities across this country have the level of engagement and commitment to public education as Duval County. The Jacksonville Public Education Fund has been a strong advocate of efforts that mobilize and inspire the community to support programs and initiatives aligned to our mission of providing educational excellence in every school, in every classroom, for every student, every day.”

— Dr. Nikolai P. Vitti, Superintendent, Duval County Public Schools





ADVOCATES

ENGAGED CITIZENS BECOME COMMUNITY ADVOCATES

ONE BY ONE HAS BECOME A CORNERSTONE INITIATIVE FOR THE JACKSONVILLE PUBLIC EDUCATION FUND, BUILT ON THE BELIEF THAT CHANGE IS NOT POSSIBLE WITHOUT A UNIFIED CITIZENRY ACTING IN CONCERT WITH THE SCHOOL DISTRICT.

INFORMING AND MOBILIZING THE COMMUNITY TO ADVOCATE FOR UNIVERSALLY HIGH-QUALITY EDUCATION FOR ALL CHILDREN:

ONE x ONE
TRANSFORMING OUR FUTURE TOGETHER.

THE CORNERSTONE OF THIS MISSION IS OUR WORK TO INFORM AND ENGAGE CITIZENS AROUND THE ISSUE OF PUBLIC EDUCATION. KEY TO THIS IS CREATING OPPORTUNITIES AND PROVIDING TOOLS FOR THE COMMUNITY TO DISCUSS, DEBATE AND GET INVOLVED IN IMPROVING PUBLIC SCHOOLS.

The opportunities — gatherings like issue forums and ONE by ONE conversations — give citizens a space and a place to learn. Tools — such as research briefs and electronic advocacy alerts — put the power to take informed action in everyone’s hands.

Our commitment to a two-way conversation always means providing the facts while also drawing on the wisdom of parents, students, teachers and citizens in every corner of Duval County.

**ONE BY ONE:
From Conversation To Action**

Launched in the fall of 2011 with the exhibit lifting the faces and stories of 20 current and former public school students, the campaign quickly caught fire as it moved throughout the community, more than doubling the original goals set for it. The exhibit traveled to 16 venues and had more than 75,000 viewers. Nearly 2,000 people participated in two-hour, small group conversations about

their aspirations for public schools in Duval County. In January 2013, more than 170 diverse delegates nominated by conversation participants gathered for a convention, resulting in a Community Agreement with the community’s top priorities for public schools.

Following the convention, the ONE by ONE Community Agreement received more than 2,300 ratifications and the Duval County School Board voted unanimously to adopt

a new strategic plan that incorporated the priorities, representing unprecedented community-district alignment and greater momentum for improving public schools among a newly-energized public.

In the words of ONE by ONE featured student and delegate Travis Pinckney, “a new narrative is being written about Duval County Public Schools, and everyone in our community has the chance to be a co-author.”

Visionary leadership for our community and our public schools is imperative. High-quality leaders have a vision for success, the courage to make hard choices and the dedication it takes to make our city a place that prioritizes children.

VISIONARY LEADERSHIP

WE SUPPORT AND BUILD THE CAPACITY OF KEY DISTRICT, CIVIC AND EMERGING LEADERS AND WE INFORM AND MOBILIZE CITIZENS TO BECOME ACTIVE DURING ELECTIONS, SO THAT THE COMMUNITY IS WELL-REPRESENTED AT THE DECISION-MAKING TABLE.

INVESTING IN SCHOOL DISTRICT LEADERS



To help school district administrators most effectively lead education improvement efforts, the Jacksonville Public Education Fund identifies and funds opportunities for professional growth. One example: The Harvard Strategic Data Project, a two-year program for data strategists that includes access to Harvard fellowship training and a network of cutting-edge data tracking and analysis projects. Three fellows, one from the Jacksonville Public Education Fund and two from Duval County Public Schools, will partner to bring high-level, national models of data analysis to Duval County.

THE EDDY AWARDS: Celebrating and learning from our best educators

The EDDY Awards have grown from a single event recognizing the teacher of the year into a year-long initiative to elevate the role of educators in the community and to showcase teacher best practices.

In March 2013, Apryl Shackelford was named the 2013 Florida Blue Duval County Teacher of the Year at the EDDY Awards, which is a joint venture of the Jacksonville

A WATERSHED YEAR FOR NEW LEADERSHIP

As the ONE by ONE campaign built momentum throughout Duval County, the key issue of leadership emerged. Facing a superintendent transition and four open seats on the Duval County School Board, the community faced an inflection point: What kind of leaders were needed to move public schools forward? The Jacksonville Public Education Fund elicited citizen feedback on the qualities they desired in a new superintendent, and published a white paper on best practices in superintendent searches. At the same time, we worked with a diverse coalition of community organizations to inform voters through candidate questionnaires, candidate forums and increasing the amount of media coverage devoted to the school board races during a busy presidential election year, all leading to increased voter turnout.

Public Education Fund and the Schultz Center for Teaching and Leadership. Shackelford went on to become a top five finalist for the state title.

She, along with previous teachers of the year, empowered with resources and leadership responsibilities such as serving on the Jacksonville Public Education Fund Board of Directors, have formed their own teacher-leader coalition and participated in various events and leadership positions throughout the education sector in Duval County and beyond.



EDDY Awards Sponsors

Best Practices Seminar Series Sponsor: Wells Fargo

Reception Sponsor: Acosta Sales & Marketing, Inc.

Special Recognition Sponsor: Community First Credit Union

Teacher Recognition Sponsors: Ajax Building Corporation, Chartwells Thompson Food Service, GCA Services Group, Inc., Publix Super Markets Charities, CSX Transportation, University of Phoenix North Florida Campus, FMBC Benefits Management, Inc., Prepaloo

Distinguished Sponsors: The Florida Times-Union, PRI Productions, Cady & Cady Studios, Stein Mart, WJXT - Channel 4, Sweet Pete's, Hampton Inn, RPM Automotive

Notable Sponsors: Nova Southeastern University, The Thomas P. and Gretchen C. Lynch Family Foundation, SAVOR, The Parts House



Creating a pipeline of future leaders

The Jacksonville Public Education Fund is working to identify and develop emerging leaders, equipping them with the knowledge and skills to become strong advocates for public education. Whether by identifying talented ONE by ONE volunteer facilitators or exceptional teachers, we know that it's key to extend a hand to bring up the next generation of extraordinary leaders for Jacksonville.

Members of our Community Advisory Team are emerging grassroots leaders from throughout Duval County.

STRATEGIC INVESTMENT

EVERYONE IN OUR COMMUNITY SHOULD HAVE THE CHANCE TO CONTRIBUTE PERSONALLY TO MAKING OUR PUBLIC EDUCATION SYSTEM BETTER. THAT'S WHY THE JACKSONVILLE PUBLIC EDUCATION FUND WORKS TO IDENTIFY AND CREATE OPPORTUNITIES FOR PRIVATE INVESTMENTS OF VARIED AMOUNTS IN PUBLIC SCHOOLS AND EFFECTIVE PROGRAMS.

STRATEGIC INVESTMENT IN PUBLIC EDUCATION IS AN ESSENTIAL COMPONENT IN EMPOWERING COMMUNITY MEMBERS TO MAKE POSITIVE CHANGE IN PUBLIC SCHOOLS.

Whether it's serving as an intermediary for philanthropists interested in investing significantly in public education or advocating for targeted public-sector investment in strategic school improvements, the Jacksonville Public Education Fund works to ensure that the funds make the biggest impact.

QUALITY EDUCATION FOR ALL FUND: Leveraging expertise to harness investment in public education

Quality Education for All is a large pool of private dollars that will be invested in programs and activities designed to attract and retain high-quality teachers and leaders for Duval County Public Schools. Quality Education for All will work in alignment with the district, providing resources that will complement, not supplant, public investments. Quality Education for All, an initiative of The Community Foundation for Northeast Florida, plans to raise and spend \$50 million in private dollars over five years, and encourage a comparable investment of public dollars by Duval County Public Schools. Operations of the Quality Education for All Fund will be managed by the Jacksonville Public Education Fund with financial and programmatic oversight by The Community Foundation.

INVESTING IN INNOVATION: A new model for students at highest risk

Through researching, advocating and providing seed funding for innovative policies and practices that drive student achievement, the Jacksonville Public Education Fund works to create the systemic change needed to prepare all students with the skills they need for the future.

One of the first advocacy and investment projects taken on by the Jacksonville Public Education Fund was the introduction of and investment in a new model for students that the Learning to Finish collaborative found were most at risk of dropping out — those who have been held back two or more years.

The initial \$150,000 investment in research, planning and start-up funding for Schools for the Future Academy, located at the Bridge of Northeast Florida, led to the school opening in 2011.

In summer 2013, the Duval County School Board voted to expand services to students who are overage for their grade based on the successful model developed at Schools for the Future, directing nearly \$12 million in district funding to take the model to scale. Called "Bridge to Success," the program is now serving more than 1,400 of the district's most vulnerable students.

In a short few years, the initial investment in this project has leveraged an exceptionally high return in targeted public funding to a critical area of need.



INTRODUCING POWERUP JAX: Fueling classroom innovation

Teachers might just be the most creative people we know. Now, Duval County public school teachers have a chance to innovate in their own classrooms — thanks to a new giving portal called PowerUP Jax. It's a website where community members can invest — whether it's \$5 or \$500 — in creative classroom projects designed by teachers throughout Duval County. Sponsored by the Community First Cares Foundation, PowerUP Jax connects citizens with classrooms to empower teachers and foster greater community involvement in our schools.



“The Jacksonville Public Education Fund has earned the respect of the major public education stakeholders, and has both the deep knowledge base and the organizational capacity to execute the work envisioned by the Quality Education for All steering committee. We are entrusting The Jacksonville Public Education Fund with this work because of its depth of experience with research, advocacy and collaboration, underpinned by a deep passion for high quality public schools for every child in our system. ”

— Nina Waters, President of The Community Foundation for Northeast Florida



HOW TO GET INVOLVED

Get connected.

Stay informed about public education news and research. Take action on issues that face Duval County students. Sign up at www.jaxpef.org.

Volunteer.

Engage your friends, neighbors and members of the community through conversations, trainings and events that build the network of advocates for public education. E-mail volunteer@jaxpef.org or call (904) 356-7757.

Invest.

Spark classroom innovation at any level through PowerUP Jax, where you can contribute to classroom projects that empower teachers and boost student achievement. Go to www.powerupjax.org to get started.



“ I volunteer with the Jacksonville Public Education Fund as a way of paying it forward. As an immigrant raised in the inner city, my young life was challenging. School was my only way out. I asked one of my mentors growing up, ‘how can I ever repay you?’ He replied, ‘you do the same for someone else who needs you! ”

- Margo Ferguson

Volunteer and 2013 ONE by ONE Delegate

FINANCIALS

FY 2013 REVENUE

Individual:	\$257,754
Foundation:	\$1,324,153
Corporate:	\$170,635
State:	\$111,235
Other:	\$55,679

Total: \$1,919,456

FY 2013 EXPENSES

ADVOCACY & INVESTMENT	\$737,881
COMMUNITY MOBILIZATION	\$331,720
DATA & RESEARCH	\$254,703
OPERATIONS	\$159,123
FUNDRAISING	\$134,286
EDDY AWARDS	\$117,328
FISCAL AGENCY ADMINISTRATION	\$14,656
Total:	\$1,749,697

These figures do not represent QEA grants and fiscal agency accounts. IRS Form 990 and additional information is available at www.jaxpef.org.

In 2008, a small group of venture philanthropists, inspired by the opportunity to create change in Duval County’s public education system, invested in the creation of the Jacksonville Public Education Fund. Five years later, the Jacksonville Public Education Fund has been the catalyst for a movement in public education. With new leadership and an energized citizenry rallying around a common vision, we have charted a course to move from vision to reality. Our investors are committed long-term to the work of the Jacksonville Public Education Fund because they understand that the future prosperity of our entire community is built on the success of each of our city’s students. We are honored to recognize our investors.

SUSTAINING INVESTORS

Cynthia G. Edelman Family Foundation	Florida Blue	Joan Newton	Judge Brian Davis
Weaver Family Foundation	Poppy and Rob Clements	The Dianne T. and Charles E. Rice Family Foundation	Dr. Shannon Perry
Nancy and Gary Chartrand	David A. Stein Family Foundation	The DuBow Family Foundation	Kenneth Reddick
Michael and Kim Ward Foundation	Ann and David Hicks	Preston Haskell	Ronnie Ferguson
Anne and John D. Baker	Jessie Ball duPont Fund	John Anderson	Ann & Ted Baker
	The Community Foundation for Northeast Florida	Reverend Torin Dailey	Eartha M. M. White Legacy Fund

ANNUAL INVESTORS

\$50,000 – \$100,000 John S. and James L. Knight Foundation	\$10,000 – \$49,999 Jay and Deanie Stein The Prudential Foundation	\$1,999 – \$9,999 Philanthropic Class of 2011 at the Community Foundation in Northeast Florida	Up to \$1,000 Anita Vining
School District Education Foundation Matching Grant Program	Bruce Bower	Fidelity National Financial	One Spark, Inc.
EverBank	Duval County Public Schools	Mayo Clinic Jacksonville	Howard Serkin
	James Swanson	Pam Y. Paul	Unity Church of Jacksonville
		Rayonier	Mary and Greg Norgord
		PGA Tour, Inc.	Patricia Houlihan and Richard Skinner
		Jodie and Eric Leach	Jeff Smith
		Progress Home Buyers	Gary Malarkey
			Richard Hathaway
			Wells Fargo Educational Matching Gift Program

Become a sustaining investor and make a commitment to the future of our city and the future of its students. Contact Trey Csar at trey@jaxpef.org or (904) 356-7757 for more information.

EDDY Awards sponsors listed on page 8.

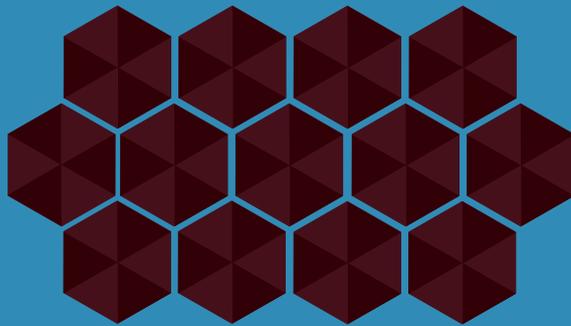
2400

Online advocacy actions taken by constituents in 2013

16% MORE GRADUATES



Percentage point increase in the graduation rate, 2009-2013



Thirteen

volunteers spoke at official government meetings in 2013



Community partners in 2013

Return on Investment

54 -to- 1

The return on investment when the Jacksonville Public Education Fund leveraged \$600,000 in private philanthropic support to help Duval County Public Schools access \$32.6 million in technology for low-income students.

School Facts Jax

77,000

Pageviews since its launch in December 2012

