



Education— Economics— Employment ... it's all connected.

Advocating and educating the public about Wisconsin's disinvestment in public education became a top priority in 2022 as we understood the depth and significance of needs juxtaposed with the reality of our state's history of funding our public schools.

Over the last 20 years, Wisconsin has fallen from 11th in the nation in per pupil funding to 25th, and we are near the bottom in the U.S. for per pupil special education funding. Compared to neighboring states, Wisconsin has invested less in our schools.

We did the research, collaborated with experts, and used our platform to tell the story. We convened groups to gather support to demand more from our elected officials for Wisconsin's public school students. We organized and gathered on October 24 at the Capitol for the Unity in the Community Rally. Our work continues.



Betsy Huebel, Schools Make Madison Champion and past Foundation Board Chair, and Melinda Heinritz lead the October 24 march to the Capital.

Stand up. Speak up. Champion K12 public education.

That's the title of a breakout session about the Foundation's advocacy program that I'll lead during our April 27, 2023 Schools Make Madison Summit. The title suggests that we must take action. Now. Because we are in another superintendent transition. Because the State of Wisconsin has disinvested in K12 for three decades. Because all our kids deserve better, whether in the smallest school district or the largest.

During times of great change, the Foundation is your constant. We are always here to partner with you and to determine how your contributions can have the greatest impact. Increasingly, however, our role is to engage you, to motivate and inspire you to... Stand up. Speak Up. Champion K12 public education. Your embracing of the civic responsibility that we all have to fight for our schools has never been more critical. And we're here to help you find the words, the best path, or the right connection to advocate. Sitting on the sidelines is no longer an option for any of us. Come together, join us - let's be a place where everyone steps up for public schools. Great public schools. That's the only way Madison will truly ever be "the best city to live in" for all community members.

Melinda Heinritz, President
Madison Public Schools Foundation

Schools value the support they receive from the community.

We had the joyous opportunity to reconnect our Adopt-a-School partners with their schools, as volunteers were welcomed back into our schools. Our partners answer calls for support and show up in myriad ways for our schools and students. Our 2022 Adopt-a-School partner survey results found:

90%

of current Adopt-a-School partners plan to continue their partnerships.

74%

rate their Adopt-a-School partnership as highly valuable.

81%

of Adopt-a-School partners feel highly supported by MPSF.

In the 2021-22 school year, our 69 Adopt-a-School partners maintained 84 partnerships across MMSD's 52 schools. Collectively they provided support valued at \$445,968. This breaks down as:

\$170,236

Value of hours spent planning and volunteering

\$156,474

Direct financial contributions

\$119,258

Material resources

The 2020 referenda brings new and renovated schools across MMSD, and convenient sites for student internships.

In a time when employees are in high demand, and the cost of a four-year college degree is out of reach for many, or isn't a good fit for students, J. H. Findorff & Sons Youth Apprenticeship program is giving MMSD students a chance to understand what a career in the trades looks like.

Owen Markofski has been apprenticing at his school, East High. "I'm getting real life experience for something that I like to do. And I'm getting class credit and everything. So it's a great set up."

Findorff is grateful for partners like MMSD who have similar views on encouraging early experiences in the trades for their students! Christin Mlsna, Findorff Vice President - Marketing & Communications shared, "I love when we get to expose the next generation to career opportunities! What an experience for students!"



East High apprentice gains real life experience.



Memorial High School's Construction and Woods Lab



Capital High School renovation includes a new elevator.

Findorff

BUILDING & BEYOND

A Visionary-level
Schools Make Madison Sponsor



Scan QR code
for more referenda
construction updates.



UW School of Law is one of the five Tipping the Scales sites students visit.



Summit Credit Union branch at Memorial High School.

Internships and field trips are powerful ways to spark interests and expose students to career opportunities.

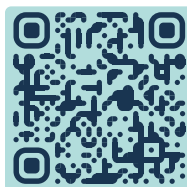
Tipping the Scales introduces students to the legal profession.

Alliant Energy has been an Adopt-a-School partner of East High School since 2016. Tipping the Scales came to fruition in 2020 thanks to Michelle Yun of Alliant Energy who wanted to expose students to the legal profession and the many possible legal careers.

In the 2021-22 school year, participants went to five very different settings to learn about different facets of the law and meet people in the profession.

East High School Counselor Sarah Elmore shared, "Tipping the Scales is such a valuable program because it provides students with the opportunity to learn outside the classroom and to hear from legal professionals of color. The participating lawyers

are underrepresented in the field of law and serve as role models for the students and encourage the students to follow their dreams."



Scan this QR code to read more about Tipping the Scales.

Summit Credit Union provides internship opportunities.

Over the last decade, Summit Credit Union established branches in the four comprehensive high schools. In addition to providing financial literacy education, they also have student interns at each site. Summit extends their workplace practices of establishing professional development and project-based goals to their interns, providing authentic work experiences.

Christina McFeely transitioned from working at the Memorial High School branch to working as a teller for Summit following college, and is now working in the Mortgage Department as a closer. Christina credits developing an interest in a career in financial services to her high school internship with Summit Credit Union.

Another student interned with Summit's IT department working with software development and coding. The supervisor remarked "he has been a real asset to our goal of creating automated scripts we use to test Summit Central development. Appreciated his genuine excitement and interest in IT. So glad we took the opportunity to do this."



Alliant Energy and Summit Credit Union are both Adopt-a-School partners and Schools Make Madison Sponsors.



Lake View Elementary is the only Hmong Bilingual program in MMSD and Wisconsin.

American Family Insurance creates a continuum of care for students throughout their K12 education.



James Kersten, physical education teacher at Lake View, shows Mary Bartzan, Community Partnerships Director, the soccer net purchased with a gift from American Family.

American Family Insurance has long had Adopt-a-School partnerships with Sherman Middle and East High schools. In 2018, they extended their support to the elementary level becoming a partner to Lake View Elementary.

Andy Jacus is a Senior Planning/Program/Portfolio Manager at

American Family Insurance, and representative for the Lake View Adopt-a-School partnership. "At American Family, we talk often about how to encourage and support dreams. Our Adopt-a-School partnership with Lake View Elementary provides an opportunity for our organization to help realize that mission in our community by allowing our employees to use their skills and interests to engage with and support these young students, thereby helping them to pursue and achieve their dreams."

One of the ways American Family supports Lake View is with financial gifts. As the only Hmong Bilingual Program in MMSD and in the state of Wisconsin, Lake View has used funds to support this program. In other years, it has been used to support staff wellness, racial equity work, student clubs, and outdoor learning.

Lake View Principal Nou Vang-Vue shared,

"The Adopt-a-School partnership is incredibly important to Lake View. As a community school where we serve a multicultural student, family, and staff population, it's important for us to have partners that understand our equity vision, our goals, and why we do what we do. Partnerships are valuable in that they provide human power to support our goals and voice to advocate for our vision, seeing themselves as an integral part of our school community. When the students, staff, and families of a school thrive, so does the larger community in which the school is a part of. American Family Insurance is one of Lake View's champions because American Family Insurance understands the importance of a thriving school and a thriving community."



Wesley Matthews, Memorial '05, champions Play Every Day



Laurie Stensland, Community Partnerships Director distributes Play Every Day recess equipment to Principal Emily Powers.

Teacher Support Network is a highly-functioning system of support to deliver needed resources for student success

"We love the support we have from the Madison Public Schools Foundation. Our Teacher Support Network funds are super helpful in ensuring our students and staff have what they need to create a learning environment where everyone can be successful. We use many of the funds right at the beginning of the year to stock up on school supplies. Families needing extra support in getting school supplies are 100% covered because we have access through the Teacher Support Network. Throughout the year, we use the fund to stock teachers with snacks and additional school supplies. Having the necessary materials throughout the year is key to continued growth and progress! I also utilize this fund for winter gear every year. We are able to stock our winter gear closet. We would not be able to support our Chávez community without Madison Public Schools Foundation—and for that we are forever grateful!"

- Besa Asani, Social Worker, Chávez Elementary

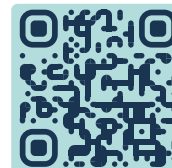
We are proud of the resources our Teacher Support Network provides our schools. We efficiently provided over \$160,000 in material to all 55 schools and student programs in the 2021-2022 school year. Thanks to school feedback and strong partners at MMSD, we are constantly expanding our offerings to meet needs. Our business partner, EZ Office Products, leverages their buying networks, making it easy for us to offer a range of products from essential supplies, hygiene products, snacks, and recess equipment. And for the second year, we've set aside funds to purchase Lands' End winter outerwear, a widespread need when Wisconsin's winter delivers cold temps and snow.

Play Every Day: Movement Matters for the Mind

A hallmark of the Teacher Support Network is listening for what is needed in our schools and responding as best we can. We had requests to add basketballs, soccer balls, jump ropes and other recess equipment to the online Teacher

Support Network store, so when we learned physical education classes were lacking equipment because of inadequate (9 or zero!) budgets, we decided to act. Concern for student health and well-being was at an all-time high, and research shows when students are able to move their bodies throughout the day their academics improve, as do peer relationships.

Memorial Class of 2005 alum and NBA star, Wesley Matthews understands the importance of movement and health and well-being. He championed our Play Every Day: Movement Matters for the Mind campaign and made a generous \$50,000 gift, and another \$50,000 matching gift. We are 70% of the way to our \$250,000 goal, and schools are purchasing equipment. We are thrilled to help kids play every day!



Help push us over the finish line!

Reading is the most important academic skill because it is the foundation for learning.

Knowing access to books plays a huge part in a student's reading proficiency, for the second year we provided every 5k student in the district a bundle of 8 culturally and linguistically relevant books.

For students at Nuestro Mundo Community School, this was a bit more special as several UW Football student athletes joined us in handing out and reading books to the kids. We are not sure who enjoyed this more – the youngest students or the Badger players!

Joshua Forehand, Principal, Nuestro Mundo Community School shared, "Research shows that having books in the home correlates to success in school and beyond. Many of the books that have been donated are bilingual which greatly increases the possibility of families reading with their children in the home. We are so grateful to the Madison Public Schools Foundation for supporting our students' success in this way."

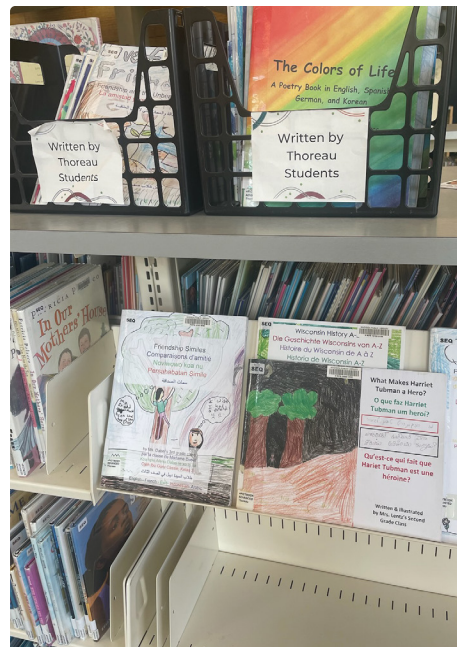
This was made possible through our Karen C. Ragatz Teacher Support Network Endowment in partnership with MMSD and the Madison Reading Project.



UW Student athletes distribute and read books with Nuestro Mundo students.

Thoreau Forever Literacy Fund

In 2013, Thoreau Elementary received a \$323,000 unrestricted bequest from Elizabeth Shema, a former MMSD staff member. While there were many needs at the school, ultimately school leadership created an endowment fund to be used for literacy broadly encompassing reading, writing, speaking and listening. The goal is to bridge gaps and support the achievement of all students.



Today, you can check out books written by Thoreau students from Madison's Sequoia branch library.

The scale of this endowment is meaningful, providing between \$12,000 and \$15,000 annually for Thoreau. Over the years they have

- purchased phonics materials and reading intervention resources and materials;
- funded educator professional development on summer slide which informed the creation of a summer reading program;
- updated classroom libraries with books in different languages and cultures, reflecting students and their families;
- held an after school cooking program where students read menus and recipes and compiled a cookbook.

Donor Recognition

Our Sponsor and Champion donors are integral in providing financial stability allowing us to give greater focus to creating equity and building opportunities for our MMSD students. As a 501(c)(3) nonprofit agency, we are supported solely by donations.



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 Pat Schiro

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Since 2001, \$35M in total resources secured for MMSD; 91,799 gifts from 34,433 donors

2022 Stats:

\$3M

in total resources secured for MMSD

\$174,000

raised for Physical Education and Recess Equipment

9 new

Schools Make Madison Champions

\$160,000

in material resources distributed to schools through Teacher Support Network including
1,011 items of winter gear & clothing
15,091 books given to all 5K students

2 new

Schools Make Madison Sponsors

69 AaS

partners invested
\$445,968
in our schools

Launched **61-member** Advisory Board

Organizing member for the 10/24/2022 **Unity in the Community rally**

Launched our **new brand and web site**, SchoolsMakeMadison.org

1st annual Partners for Progress breakfast convening business leaders held at Boardman Clark LLP

Great schools make Madison a great place to live, work and play. They are the heart of our communities, and they need our continued help.

Transformative change comes through civic engagement. Here are some ways you can partner with us:

Become an Adopt-a-School Partner

Host a Lunch & Learn Session
Invite us to share stories about our work and opportunities for involvement.

Offer Internships

Spark an interest in your industry.

Offer a Corporate Match on employee gifts made to Madison Public Schools Foundation.



Join our **Friends & Alumni Network**

Explore service as a board or committee member and/or support our advocacy work.

Make a financial gift. Madison Public Schools Foundation is a 501(c)(3) nonprofit agency, supported solely by donations.



As a business entity, become a Schools Make Madison Sponsor with an annual gift ranging from \$1,250 to \$25,000+



As an individual, become a Schools Make Madison Champion with an annual gift ranging from \$500 to \$10,000+.



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