

**2009 - 10 ANNUAL REPORT**

**The Education Foundation  
for Prince William County  
Public Schools**

# **SPARK**

**SUPPORTING PARTNERSHIPS AND RESOURCES FOR KIDS**



# MESSAGE FROM THE PRESIDENT

MR. DAVID HISH OF KOONS OF MANASSAS

## EXCELLENT SCHOOLS ARE POWERED BY

I'm proud to be president as we finish up our first official year as SPARK. Change is something that is unavoidable, and while we have enjoyed more than 20 years of success as the Prince William County Public Schools (PWCS) Education Foundation, the Board of Directors recognized a need to adopt an updated look and feel that not only represents the Foundation's enthusiasm for inspiring students and teachers, but also has a more energetic and youthful appearance that will resonate better with students and the community — those stakeholders that the Foundation works to serve.

### WHAT IS SPARK?

So you may ask, "What is SPARK?" SPARK is creativity, technology, energy, enthusiasm, and innovation. SPARK is people coming together to "Support Partnerships and Resources for Kids." And, SPARK is a lot easier to say than "The Prince William County Public Schools Education Foundation."

In all seriousness, SPARK is the new word on the street in Prince William County. Our support of the more than 79,000 students in Prince William County Public Schools is stronger than ever, and more and more people are beginning to notice.

### NEARLY HALF A MILLION DOLLARS FOR INNOVATIVE PROGRAMS

Supported by donations from local businesses, SPARK has been able to provide nearly 100 grants to Prince William County teachers and schools, as well as to Division departments, staff, and offices, through our "Innovative Grants" program. Thanks to the generosity of our community, the Foundation has provided more than \$485,000 in grant funding for this program since 1999, which allows schools and departments to implement programs that would not be possible otherwise. In FY 2009, the Foundation generated over \$750,000 in funds, goods, and services for the students of Prince William County Public Schools.

### TRANSFORMING THE WAY OUR SCHOOLS COMMUNICATE

The Foundation continues to support the use of "SchoolFusion," a one-of-a-kind Web site solution, in all 89 Division schools. This easy-to-use, online communications tool gives parents and students instant access to classroom information, student records, lessons, assignments, and more. The tool makes it easier than ever for parents to stay involved and engaged in their children's education.

### HONORING PAST LEADERS BY CREATING FUTURE ONES

SPARK is also fortunate to provide the Dr. Edward L. Kelly Memorial Scholarship Fund and the Michele D. Wickham Endowment Fund as additional ways to support local public education. To date, 15 students have received money from the Kelly Memorial Scholarship Fund to pursue a career in teaching.

### ALWAYS FINDING NEW WAYS TO HELP

Each year we embark upon new initiatives to help make education brighter for our students. We now support more than seven scholarship funds; play a vital role in the VA STAR computer education and refurbishment program; provide clothes and gifts to families in need via our Holiday Helpers initiative; and have just launched our newest fundraising campaign, Eats for Education.

### VISIT POWEREDBYSARK.ORG AND GET INVOLVED

We invite you to offer support for the Foundation's initiatives and help provide opportunities for PWCS students to reach their greatest potential. Your involvement will be tremendously rewarding to you and to our community's students. Visit PoweredBySPARK.org or call us at 703.791.8001 to find out more.

## 2009 - 10 HIGHLIGHTS

### INNOVATIVE GRANTS

- Provided funding for “Mustang Library Sports Club,” an after-school reading club using sports and technology to spark elementary students’ interest in reading in order to improve SOL reading scores.
- Funded “Careers and Cultural Connections: The Art Behind the Mask,” a program for fourth-grade students to learn about the importance of artwork as a tradition and pursuing art as a career choice.
- Provided funding for a simultaneous translation program to encourage participation of English Speakers of Other Languages (ESOL) parents in student activities.
- Funded “SPF 90,” a program to provide classes to parents, students, and the community that teaches them how to use “SchoolFusion,” Photoshop, and Facebook. These classes will illustrate the opportunities offered by these programs as well as the risks inherent in internet usage.
- Provided funds to establish an after-school music program, called “Drummentunity,” with a goal of building confidence, encouraging a cooperative spirit, and improving listening and communication skills in students who do not normally participate in athletic or social after-school programs and who are not particularly engaged in school.
- Funded a project where students construct an estuary model in the classroom to learn about the importance of watershed health and protecting the environment.
- Provided funding for “Seeing Through Students’ Eyes,” a program where students develop their writing skills by preparing an individual report on why they are not engaged in school. To add interest, the students use digital cameras and other technology to illustrate their reports with photos representing their relationship with school. The ultimate goal of the program is to re-engage students in school and prevent them from dropping out.
- Funded “Safe Dates,” a program to change student behavior towards dating abuse and to raise awareness of what constitutes healthy versus abusive dating relationships.
- Provided funding for “Tranquil Days and Nights,” a program that offers DVD workshops demonstrating effective learning strategies for parents to use with their children who have difficulty focusing or other attention problems. The program aims to help these children become more focused and receptive to learning.
- Funded the introduction of the iPod Touch to students as a learning tool and extension of what is learned in the classroom. The iPod is incorporated into almost every lesson throughout the school year, and is also used by students to access the school’s Web site to provide a “virtual classroom” full of pertinent information anywhere and at any time.
- Provided funding for a classroom SMART board to be used by severely disabled students who have difficulties with fine motor control. Many of them cannot use a mouse, trackball, or touch screen, so using a SMART board will allow them to use larger arm movements to manipulate what they see on the screen and change the way instruction is delivered in the classroom.
- Funded the implementation of a coordinated physical education package that provides a high active curriculum, on-site staff development, extensive follow-up support, and expert-selected, content-matched equipment that is more inclusive than what is available in a standard physical education class.
- Provided funding to supplement the funding received from The Cecil and Irene Hylton Foundation to upgrade the planetarium at Hylton High School. The planetarium is being upgraded to support current SOL instruction for K-12 students, and to also better serve the general public who attend evening and weekend shows.





- Funded a reading program for first-grade students that allows them to develop independent reading practice to meet success. An important part of the program is for students to read aloud to family members, which not only helps students become successful readers but also encourages parents to become actively involved in their children's education.

## SCHOLARSHIPS

- Awarded four high school seniors \$1,000 each to pursue a career in teaching as part of the Dr. Edward L. Kelly Memorial Scholarship program.
- Distributed \$900 from Caulkins Construction to the PWCS Office of Adult Education as a scholarship to support students pursuing their GED.
- Awarded a \$1,000 scholarship to a student athlete from the Derek Crowe Scholarship Fund.
- Distributed \$5,000 in scholarships from the Herff Jones company.
- Collected funds for and managed activity for the Paul A. Wilson Memorial and "Yes" (Yorkshire Elementary School) Scholarship funds.

## PROGRAM SUPPORT

- Established a "Holiday Helpers" giving program to provide food, gifts, and warm clothing to families-in-need identified by community partners and the School Division.
- Provided extensive support and financial assistance to the VA STAR (Virginia Student Training and Refurbishment) program.
- Assisted in the creation of a new Science, Technology, Engineering, and Math (STEM) Education Coordinator position, funded by three public school divisions, two universities, and other community partners. The coordina-

tor works from the SPARK office to support both STEM and career and technical education initiatives, to include a robust selection of robotics programs.

- Provided financial and program support for the "Making It Real" financial education program, a simulation game in which each participating student is randomly assigned an occupation with an annual salary and a family situation, which may or may not include children. Students then visit various booths to experience what life in Prince William County might be like at age 25.
- Continued support of the use of the "SchoolFusion" online communications tool in all 89 PWCS schools by providing more than \$75,000 in funding for the initiative, raised by leasing and managing commercial advertising space on school Web sites.

## ACTIVITIES AND EVENTS

- Hosted the "Honoring Our Heroes in Education" gala to recognize individuals and businesses that made a significant impact on education and learning in Prince William County.
- Funded the School Division's "Saluting Our Student Stars" event (formerly known as the Classy Awards) to honor students who have been recognized for significant scholastic, artistic, and athletic achievements.
- Sponsored the 17th Annual "Tee Off for Education" golf classic fundraising event.
- Collaborated with Lockheed Martin to host the 10th Annual Superintendent's Business Breakfast to provide a "State of the Schools" update and spotlight the School Division's commitment to excellence.
- Launched the new "Eats for Education" fundraiser series in partnership with local restaurants to generate additional money for Foundation programs and initiatives.

# FY 2009 – 10 FINANCIAL REPORT

## REVENUES

	2008–09	2009–10
Grants	\$ 214,147	\$ 648,918
In-Kind Donations	\$ 178,763	\$ 266,838
United Way	\$ 53,781	\$ 143,447
Fundraising Events	\$ 131,037	\$ 109,147
Other Income/Contributions	\$ 49,915	\$ 73,628
Capital Project — <i>SchoolFusion</i>	\$ 75,981	\$ 58,225
<b>Total Income Contributions</b>	<b>\$ 703,624</b>	<b>\$ 1,300,203</b>

## EXPENDITURES

### Operating Expenses

Fundraising Expenses	\$ 65,703	\$ 119,529
Administrative Expenses	\$ 46,935	\$ 103,543
In-Kind Support	\$ 165,591	\$ 97,297

### Education Program Investments

Corporate Foundation Grants	\$ 195,644	\$ 659,123
Capital Project — <i>SchoolFusion</i>	\$ 75,000	\$ 75,000
Innovative Grants	\$ 36,365	\$ 69,421
Other Program Expense	\$ 7,100	\$ 68,779

<b>Total Expenditures</b>	<b>\$ 592,338</b>	<b>\$ 1,192,692</b>
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<b>Total Income Contributions</b>	<b>\$ 703,624</b>	<b>\$ 1,300,203</b>
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<b>Total Expenditures</b>	<b>\$ 592,338</b>	<b>\$ 1,192,692</b>
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<b>Revenue Carry Over</b>	<b>\$ 111,286</b>	<b>\$ 107,511</b>
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# 2009 – 10 FINANCIAL SUPPORTERS

TOTALS MAY REFLECT IN-KIND AS WELL AS MONETARY CONTRIBUTIONS.

## LEADERSHIP

(\$10,000+)

BB&T\*  
CECIL & IRENE HYLTON FOUNDATION  
CHICK-FIL-A MANASSAS\*  
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NORTHERN VIRGINIA COMMUNITY COLLEGE  
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PRINCE WILLIAM COUNTY PUBLIC SCHOOLS  
MARIAN ROGNLIEN  
SOUTHEAST SERVICES  
UNITED WAY OF THE NATIONAL CAPITAL AREA  
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## DIRECTOR

(\$2,501 – \$9,999)

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(\$251 – \$500)

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PIKES PEAK UNITED WAY

## OUR VISION

SPARK, a non-profit 501 (c) (3) organization, engages community partners to fund and promote initiatives that enhance educational excellence.

PLEASANT VALLEY GOLF CLUB  
 CATHERINE PUTTRE  
 HEATHER RAMSEY  
 RASPBERRY FALLS GOLF CLUB  
 SOUTH RIDING GOLF CLUB  
 JULIE VUILLEMOT  
 WASHINGTON REDSKINS  
 WEGMANS FOOD MARKETS, INC (GAINESVILLE)  
 WEGMANS FOOD MARKETS, INC (POTOMAC)  
 WESTFIELDS GOLF CLUB

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(\$101 – \$250)

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 DON BAKER  
 JOY BASHAM  
 AMBER BATEMAN  
 PARAMYR BHANBRA  
 AMY BLACK  
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 JANICE MCCURDY  
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 GLORIA MEISTER  
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 STACY PATTERSON  
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 PORTER TRADITIONAL SCHOOL  
 SHARON POWERS  
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# OUR MISSION

All students in Prince William County Public Schools receive a *World-Class* Education through innovative programs supported by our community.

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INTELLIGENT BUILDING SYSTEMS  
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## FRIENDSHIP

*(up to \$50)*

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KAREN JACKSON*	SHARON PANDAK	P. A. THOMPSON
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We also give our heartfelt thanks to the many businesses, civic organizations, and individuals who so generously gave of their time, talent, and dollars to invest in public education during the 2009–10 school year. Without their contributions, the work of SPARK would not have been possible.

Many donors choose to support SPARK through their workplace giving campaigns, such as the United Way, America's Charities, or other charitable programs. Several PWCS employees also contribute through payroll deduction. While the names of these individuals are often unknown, their gifts enabled our program to flourish. For that, we thank you.

We hope we have not omitted valuable community partners from this list. If we have, please accept our sincere apologies for the oversight. We invite you to contact us at 703.791.8001 so we can correct our records.

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### WHY I **SPARK** EDUCATION

#### DAVID HISH, KOONS OF MANASSAS

Koons of Manassas is an enthusiastic supporter of SPARK and I am honored to represent my family business on the Board. My grandmother, Eleanor Koons, was a teacher and girls' basketball coach, my sister is an autism specialist who taught K-2nd grade, and my father served on the Fairfax County Education Foundation Board for many years. They taught me to value education, and the hard work of our schools' teachers and administrative staff that provide it. My commitment to SPARK is one of the ways I live that lesson.



SPARK channels the resources of local businesses, combined with the generosity of our friends and neighbors, to give life to exciting projects in the classroom and across the school system. Whether funding the cutting-edge ideas of our best teachers with our Innovative Grants, or deploying the county-wide "SchoolFusion" Web site solution that gives

parents access to the information and activities of all their children in one place, SPARK gets things started. At Koons of Manassas, and in my family, we believe in SPARK because there is no better investment in the future growth and prosperity of our county than in the education of our youth.

## A PERFECT PARTNERSHIP

SPARK greatly appreciates the continued support that is received from the Prince William County School Board. Our success is the result of a great partnership with our School Division and its leadership, and for this we are incredibly thankful. The Foundation looks forward to collaborating with our School Board members for many years to come.

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JANUARY 2011

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