

2010

## The Long term Sustainability of Education

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**THE LONG-TERM**  
**SUSTAINABILITY OF**  
**EDUCATION**



## List of Participants

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## Statement of the Problem

Education is Freedom (EIF) is a “comprehensive, local school-based program addressing the lack of educational support, mentoring, and college-going orientation among low-income youth in the Dallas Independent School District”.<sup>1</sup> The program begins in middle school with academic guidance and rewards as well as round table discussions geared toward establishing a college mindset. The following chart explains what happens during the high school years:<sup>2</sup>

Freshman Year	Sophomore Year	Junior Year	Senior Year
<b>ACADEMIC GUIDANCE</b> Academic Celebrations and Monitoring Grades			
		<b>ACADEMIC GUIDANCE</b> Monitoring TAKS Scores	
<b>LIFE SKILLS</b> Workshops, Seminars & Cultural Development			
	<b>CAREER SKILLS</b> Job Readiness Seminars		
	<b>CAREER SKILLS</b> Internships		
		<b>CAREER SKILLS</b> Resume Writing	
<b>GETTING INTO COLLEGE</b> Visits to College Campuses			
	<b>GETTING INTO COLLEGE</b> ACT / SAT Test Preparation		
		<b>GETTING INTO COLLEGE</b> Essay Writing	
			<b>GETTING INTO COLLEGE</b> College Applications
			<b>PAYING FOR COLLEGE</b> Financial Counseling EIF Exclusive Scholarships University Partners Scholarship Matching

The main problem we see with EIF is that it relies heavily on the external funding of donations and grant. This means that EIF is very limited in how the charity can reinvest in and grow itself. During the difficult economic times, cash inflow from donations is apt to diminish due to all-around tightening budgets. EIF has established a small overnight, short-term investment program that utilizes any excess cash on a daily basis. We believe we can provide further sources of income to help this foundation create long-term sustainability.

<sup>1</sup> “About EIF”. <http://www.educationisfreedom.com/Home/WhatisEIF/AboutEIF.aspx>

<sup>2</sup> “What Is EIF?”. <http://www.educationisfreedom.com/Home/WhatisEIF.aspx>

## **Proposed Methodology**

The goal of our project is to research and set-up a mean for this philanthropy to generate independent cash flow for the purpose of growing the foundation and assuring long-term sustainability. We would research the potential for and hopefully implement something along the lines of volunteer tutoring and professional college counseling services that target middle and upper class families. The money generated from business with middle and upper class families for can then be reinvested back into the charity for growth.

In our research we would work to answer several questions: How can we continuously motivate college students and professional college counselors to volunteer? How can we best sell these services to those who can afford them? What other services are plausible independent revenue streams? Maybe we could invest in college-oriented seminars and fairs, sell tickets, and generate further income? We will go about trying to answer these questions through various meetings with people who have some expertise in relevant fields.

We would also like to implement our ideas for these services. To do this we will also need to explore various marketing techniques for initiating the program along with cost-benefit analysis to ensure the most efficient use of funds. Students Consulting for Nonprofits and Teach for SMU are just two groups that already seem very interested in volunteering with this program. We will use a majority of the funds to promote interest, sponsor meetings with people who can help get all of this started,

## **Anticipated Benefit**

The anticipated benefits of our endeavor centers around two foundational goals: long-term sustainability and growth of EIF. Our hope is that our research and potential implementation of our findings will yield a steady and independent cash inflow for Education is Freedom. This cash inflow will create long-term sustainability because it offers a safety net source of income for EIF when donations dwindle for various reasons, like difficult economic times. Moreover, when alternative sources of income are strong, EIF can use the additional funds for reinvestment to expand the program to other educationally disadvantaged school districts and cities.

## **Rough Timeline of Activity**

January 29, 2010: All proposals due

Early February 2010: Meet with Mayor Leppert (as set up through Judge Vickers Cunningham)

February 22, 2010: Review panel announces proposals to fund; Contact Education Is Freedom about first meeting

February 23<sup>rd</sup> - March 3<sup>rd</sup>: First meeting with EIF to work out strategy

Early March: Begin advertising around SMU for recruiting potential volunteers

March 17<sup>th</sup>: Meet with potential volunteers

March 2010: Projects presented at the Big iDeas Symposium

April 2010: Training session for potential tutors

June 2010: Begin advertising to Dallas families for our services

August (Before Tax Free Weekend): Heaviest advertising for our services

August 31, 2010: Final day for funds to be expended

August 2010: Projected first tutoring session

October 2010: Progress updates presented at the Big iDeas Progress Symposium

## **A Rough Budget**

Initial Research and Set-up Expenses: \$1,600.00

Gas Transportation: \$600

Meetings: \$600

Survey/Research: \$400

Volunteer/Labor Force Expenses: \$1,400.00

Certification: \$1,200 We want to consider certification to offer a guaranteed quality.

Miscellaneous Supplies: \$200

\*Facility: we are hoping to look into reserving free facilities at SMU potentially in the Hamon Library. We are also open to considering drives to certain high schools or homes.

Advertising Expenses: \$1,500.00

Copying or Printing: \$250

Mailing expenses: \$250

Website: \$500

Google AdWords: \$500

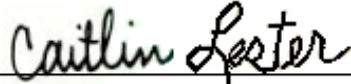
Other (specify): \$500

Miscellaneous: We want to allot a certain amount for any unforeseen necessary expenses. If this amount is not used upon completion of our project, it will be donated to Education Is Freedom.

### **Total anticipated budget:**

Person responsible for funds: Caitlin C. Lester

Signature of person responsible for funds:

  
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