Marana Schools' 2340 Foundation Strategic Plan (2025–2028)

Engagement Goal: Grow partnerships between schools, alumni, local businesses, nonprofits, and families.

Priority	Activity	Responsible	Timeline	Proposed Funding
Community & Business Engagement and Awareness	Host a large-scale Community Event to increase visibility and build relationships ● Annual Fun Run or Walk ● Pickleball, 3 on 3 Basketball or Cornhole Tournament ● Gala	Executive Director, Engagement Committee	Spring 2026 (Annually)	$5,000 to $20,00 (based upon event)
Community & Business Engagement and Awareness	Organize annual "Thank You" Luncheon for business sponsors and donors.	Executive Director, Board Chair, Engagement Committee	Summer 2027 (Annually)	Up to $2,000
Awareness in MUSD Schools, Parent Organizations, and Community Events	Provide opportunities to share information about the foundation ● Attend Parent and Community Organization Meetings ● Attend MUSD Staff Meetings and School Activities ● Sponsor Community Events	Executive Director, Board Members	Fall 2025 (Annually)	Up to $1,500 Community Sponsor Events
Marketing & Communication Strategy	Enhance marketing: ● Website, Facebook, Instagram, LinkedIn, E-mail ● Quarterly Newsletter ● Year-End Report ● Yearly Survey to Stakeholders for Input ● Marana/Tucson Local Media ● Members' Benefits	Executive Director, Engagement Committee	Fall 2025 (Quarterly/Annually) Local Media Company – Fall 2027 Members' Benefits – Fall 2027	Website and Facebook Hosting - $15,000 Local Media Company - $10,000 Member Benefits - $2,000

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Investment Goal: Increase and diversify funding sources to ensure greater sustainability, impact, and awareness.

Priority	Activity	Responsible	Timeline	Funding
Comprehensive Budget	Develop annual budgets	Executive Director, Treasurer, Finance Committee	Adopt in Fall 2025 (Annually)	Staff Time
Comprehensive Financial and Donor Policies	Develop Financial and Donor Policies ● Review and Update Annually	Executive Director, Treasurer, Finance Committee	Adopt by Fall 2026	Staff Time
Strategic Fundraising Initiatives	Expand fundraising ● Fundraising Events ● Corporate Sponsorships (company gives a percentage of sales) ● Payroll Deductions ● Recurring Donor Contracts	Executive Director, Finance Committee, Engagement Committee	Ongoing	Staff Time/Volunteer Time
Strategic Fundraising Initiatives	Explore grants and foundation partnerships ● Attend Collaboration Meetings with Local Educational Foundations ● Research Grant Opportunities ● Apply for Eligible Grant Opportunities	Executive Director	Ongoing	Staff Time
Strategic Fundraising Initiatives	Promote financial transparency and donor confidence through annual impact and financial reports ● Add to Year-End Report ● Place on Website	Executive Director, Treasurer, Finance Committee	Spring 2027 (Annually)	Staff Time

Impact Goal: Make funding decisions that support the mission of the Marana Schools 2340 Foundation and align with the Marana Unified School District's priorities.

Priority	Activity	Responsible	Timeline	Funding
Student Scholarships	Increase the amount and number of scholarships awarded annually ● Allocate funds from the foundation's budget for the 2340 Foundation to sponsor additional scholarships. ● Donor campaign to increase the number of scholarships awarded. ● Additional focus on 2340 eligible students who would go to trade schools.	Executive Director, Board of Directors Members, Impact Committee	Fall to Spring (Yearly)	Scholarships - $30,000
Classroom Teacher Support	Increase the number of mini-grants funded ● Receive additional grants ● Donor campaign to raise funds for Mini-Grants ● Celebrate mini-grant recipients at each school ● Highlight Mini-Grant projects in Newsletter Classroom Teacher Supplies ● Donor campaign to raise funds for the new teacher's classroom setup.	Executive Director, Mini-Grant Sub-Committee, Board of Directors Members	Ongoing	Mini-Grants - $10,000 (Above outside grants) Funding Requests for Student Support - $45,000
Employee Support and Recognition Programs	Expand beyond the three major recognitions	Executive Director, Impact Committee	Spring 2026 (Ongoing)	Current Employee

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	• Promote recognition stories in the Newsletter and website to showcase district talent • Start a nomination process for employees to recommend recognition for other MUSD employees. • Allocate funds for teachers to receive additional education for dual enrollment and National Certifications. • Allocate funds for refreshments and supplies for Professional Development and Staff events that support educators. • Promote recognition stories in the Newsletter of teachers who complete additional education that provides resources for MUSD students.			Recognition - $15,000 Funding Requests for PD and Teaching Fellows - $25,000 Funding Requests for Staff and District Support - $20,000 Funding for Inservice Days and Teacher Induction - $13,500

Mission Statement:

The Marana Schools' 2340 Foundation provides support and resources for the Marana Unified School District to become a national model of educational excellence.

We do this through:

- Student Scholarships
- Classroom Support
- Professional Development
- Employee Recognition
- Building Community Relationships

Committees

- Finance Committee
    - Finance and Donor Policies
    - Yearly Budgets
    - Participate in school and community events
    - Payroll Deductions
    - Recurring Donor Contracts
- Engagement Committee
    - Fundraising Event
    - Corporate Sponsorships
    - Thank You, Sponsor Lunch
    - Marketing
    - Member Benefits
    - Participate in school and community events
- Impact Committee
    - Newsletter
    - Year-End Reports
    - Participate in school and community events
    - School Appreciation Activities
    - Donor Campaign for additional scholarships
- Mini-Grant Sub Committee
    - Mini-Grant Application Process
    - Grants to support Mini-Grant Program
    - Participate in school and community events

Evaluation & Accountability

- Bi-Annual Reviews: The Board of Directors will assess progress toward goals twice per year.
- Annual Stakeholder Feedback: Surveys and outreach to gather input and adjust initiatives accordingly

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Committee Assignments			
Finance Committee	**Engagement Committee**	**Impact Committee**	**Mini-Grant Committee**
Thomas Bogart	Cathie Raymond	Jan Truitt	Jan Truitt
Fred Knapp	Dan Streeter	Thomas Bogart	Brenda Drury
Roy Alexander	Roy Alexander	Suzanne Hopkins	Maribel Lopez
Dan Contorno	Lynn Nystrom	Leigh-Ann Harrison	Lynn Nystrom
Laurie Wright	Maribel Lopez	Michaelle Hall	Laurie Wright
	Amanda Mizell	Laurie Wright	
	Laurie Wright		

Committee Assignments may change as needed.