



The Education Foundation of Collier County – Champions For Learning
Strategic Roadmap
January 2026 – June 2027
Draft, 10/30/25

Mission:

Serve as a catalyst for educational success by investing in Collier's students and educators.

No change

Goals, Strategies, and Key Performance Indicators:

1. Students are educated and empowered to choose and navigate their own path to success. *No change*
 - a. Increase the number of students applying to and admitted to Take Stock in Children (TSIC), Comprehensive College & Career Prep (Comprehensive CCP), and Upperclass College & Career Prep (Upperclass CCP). *Revised*
 - **FY26 Applications:** Recruit x, x, and x number of student applicants (unique, not duplicate, count) to TSIC, Comprehensive CCP, and Upperclass CCP, respectively.
 - **FY26 Admitted Students:** Admit x, x, and x number of students to TSIC, Comprehensive CCP, and Upperclass CCP, respectively.
 - **FY27 Admitted Students:** Admit x, x, and x number of students to TSIC, Comprehensive CCP, and Upperclass CCP, respectively.
 - **FY26 Students Meeting Program Requirements:** x, x, and x number of students meet annual program requirements for TSIC, Comprehensive CCP, and Upperclass CCP, respectively.
 - **FY27 Students Meeting Program Requirements:** x, x, and x number of students meet annual program requirements for TSIC, Comprehensive CCP, and Upperclass CCP, respectively.
 - b. Increase the number of students participating in college access activities. *Revised*
 - **FY26 College Access Activities:** Support x number of students and x number of parents with the Free Application for Federal Student Aid (FAFSA), respectively and provide x number of other touchpoints with students relating to college and career prep.
 - **FY27 College Access Activities:** Support x number of students and x number of parents with the Free Application for Federal Student Aid (FAFSA), respectively, and provide x number of other college access touchpoints with students.

2. Educators have support and resources to experience professional success. *No change*
 - a. Strengthen the value and impact of our recognition programs for educators. *No change*
 - **FY27 Thank-A-Teacher Nomination Cards:** X or more Thank-A-Teacher Nomination Cards will be submitted relating to x or more educators.
 - **FY27 Recognition Appreciation Satisfaction:** At least x% of respondents report that they are satisfied or highly satisfied with the value and impact of the Golden Apple Teacher Recognition Program
 - b. Increase the grant awards for educators. *No change*
 - **FY27 Classroom Grants Awarded:** At least \$x and \$x of classroom grants will be funded by Champions For Learning and direct public funding, respectively.
 - **FY27 Schoolwide Innovation Grants Awarded:** At least \$x of Schoolwide Innovation Grants will be awarded.
3. Engage volunteers and donors as champions for learning, fulfilling their passions and interests. *New*
 - a. Sustain, expand, and improve mentor recruitment and engagement. *No change*
 - b. Refine and implement community outreach and engagement strategies to secure volunteers. *No change*
 - **FY26 Learning Sessions/Networking Events:** Host a minimum of x learning sessions/networking events reaching x or more volunteers across all programs.
 - **FY27 Volunteer Retention Rate:** Maintain a volunteer retention rate of at least x% among donors who volunteered at least x hours in FY26.
 - **FY27 New Volunteer Acquisition:** Acquire at least x new volunteers, each volunteering at least x hours.
 - **FY27 Volunteer Satisfaction Rate:** At least x% of respondents who volunteer at least x hours will report that they are satisfied or highly satisfied with their volunteer experience on an end of year survey.
 - c. Implement a consistent, systematic fundraising approach that provides structure for donor acquisition, qualification, cultivation, solicitation, retention, upgrading and stewardship, thereby building a more balanced donor pipeline across entry-level, mid-level, and major giving. *New*
 - d. Cultivate and steward donors through authentic, donor-centered relationships that emphasize meaningful recognition and celebration of impact. *New*
 - e. Generate sustainable revenue, aligning donor partnerships with organizational priorities. *Revised*
 - **FY26 Donor Qualification Review:** Complete the review of donors who have given \$500+ in the last three years for potential qualification.
 - **FY26 Data Monitoring and Reporting:** Report to the Board of Directors data relating to personalized touchpoints, donor retention rate, value attrition, and entry-level donor acquisition.

- **FY26 Total Dollars Raised:** Raise at least \$3,445,000 in total contributions, as assumed in the FY26 budget.
- **FY27 Donor Retention Rate:** Maintain a donor retention rate of at least x% among donors who gave at least \$x in FY26.
- **FY27 Value Attrition Rate:** Limit value attrition so that the average gift size among donors who have given \$500+ in the last three fiscal years does not decrease by more than x%.
- **FY27 Entry-Level Donor Acquisition:** Acquire at least x new donors, each contributing less than \$500 during the fiscal year.
- **FY27 Total Dollars Raised:** Raise at least \$x in total contributions.