



JACKSONVILLE
**PUBLIC
EDUCATION
FUND**

Powering Potential

2014
**IMPACT
REPORT**
& Five-Year Review

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The Honorable Cheryl Grymes, ex-officio
Chairman, Duval County School Board

Joseph Frencl, ex-officio
2014 Florida Blue Duval County Teacher of the Year

OUR MISSION

Inform and mobilize the community to advocate for universally high-quality public schools for all children.

Core Values

These principles guide our decisions and actions:

COMMUNITY-FOCUSED

DATA-DRIVEN AND TRANSPARENT

COLLABORATIVE

INCLUSIVE AND RESPECTFUL

LONG-TERM COMMITMENT

STUDENT-CENTERED

OUR VISION

A community that insists on a system of universally high-quality public schools for all children in Duval County.

Levers of Change

INFORMED & ENGAGED COMMUNITY MEMBERS

VISIONARY LEADERSHIP

ALIGNED ORGANIZATIONS

STRATEGIC INVESTMENT

It's hard to believe that five short years ago, the Jacksonville Public Education Fund was just emerging from an idea to a reality.

In those five years, our organization has grown from a staff of two to a team of twelve. It has emerged from an innovative proposal to a high-performing, high-capacity organization that is seen as a model around the country for what a local education fund can do. And most importantly, our community has seen significant change in its approach to public education, and fragmented in our approach to improvement. Five years ago, we were a city weary over the state of public education, and today, the optimism for our school system is strong, and there is a unified and fast-moving plan for change. And we have seen positive indicators that it's working — the graduation rate has increased 18.2 percentage points since 2009, growing faster than other urban districts across the state.

Yet it is not time to set the cruise control. Instead, with a clearer sense of direction of the road ahead, keeping our foot on the accelerator is vital to keep the momentum going. While we will spend some time in this report reflecting on the past, the Jacksonville Public Education Fund is committed to keeping our eyes on the long-term horizon, accelerating the pace of transformation and creating the conditions for positive change. We are powered by a firm belief in the potential of every child, and by a faith in our community's potential to make sure that all children can receive a high-quality public education. Working together like an orchestra — all playing our part, using our talents where they are needed most — we can continue to keep public education a community priority. And when every child is prepared to succeed in the future, Jacksonville will be the vibrant city we know it can be.

Our work doesn't stop until that day arrives — and we need more people to join us in powering the potential of public education. Now is the time to show your support for this work. We invite you to learn more about it in the following pages, and we hope to be in touch soon as you join us on this journey.

Sincerely,



Torin Dailey

Torin Dailey
2015-2016 Chairman
Board of Directors



Trey Csar

Trey Csar
President

STAFF

Trey Csar
President

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Ale'ta Turner
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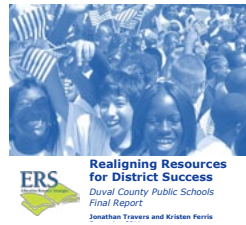
Ciara Walton
Community Mobilization Manager

2009

Jacksonville Public Education Fund established

Community leaders invested in improving public education identify the need for high-capacity local education fund.

2010



ERS study looked at resource use

One of the first initiatives was the proposal and co-funding with DCPS of a year-long study by Education Resource Strategies of resource use in the district. The study saved the district millions and continues to be used.

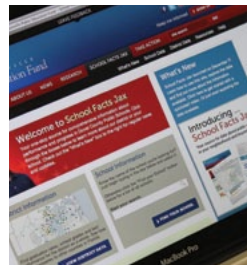
2011



ONE by ONE becomes flagship initiative

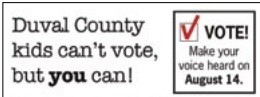
In September 2011, the Jacksonville Public Education Fund launched its first major community mobilization initiative. The ONE in THREE art exhibit was seen by more than 75,000 viewers, and nearly 1,700 people participated in ONE by ONE community conversations.

2012



School Facts Jax launched

Our new website to make academic performance data easily accessible to the community went live in December 2012. New tools on jaxpef.org made getting information and acting on it easier than ever.



Setting the stage for new transformational leadership

The Jacksonville Public Education Fund served as a strong advocate in informing and engaging the community around the 2012 school board elections, and around the school board's search for and selection of Superintendent Nikolai P. Vitti. We wrote a white paper and solicited community feedback on the superintendent search, and built a coalition to conduct a voter education campaign around key issues in the school board election.

2013



ONE by ONE priorities fuel unprecedented alignment

Following the ONE by ONE community conversations, more than 150 representative delegates distilled the conversation data into a Community Agreement with four key priorities. The priorities outlined by the community were incorporated into the Duval County Public Schools' Strategic Plan, representing unprecedented alignment of district and community priorities, which are: Great Educators & Leaders, Efficient & Effective Use of Resources, Develop the Whole Child, Caregiver & Community Involvement, and Policy & Political Reform.



Quality Education for All Fund announced

The Jacksonville Public Education Fund was named as the intermediary to help leverage this \$50 million investment in human capital, a partnership between the Community Foundation for Northeast Florida and DCPS to improve teaching and leadership in 36 historically low-performing schools and influence systemic change over the long term.

Annual public opinion poll released

Keeping a finger on the pulse of the community is crucial, so the first Annual Public Education Opinion Poll was conducted in fall 2013. The data — which showed growing support for district initiatives and leadership — has been used by media and in the annual ONE by ONE Community Progress Report.

2014

Local best practices spreading nationally

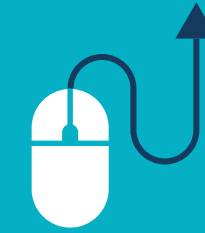
The ONE by ONE approach has been adopted by communities including Newark and Baltimore. JPEF staff were invited to give presentations about local work nationally, including at Grantmakers for Education, SXSWedu and Yale University conferences.



ONE by ONE: Building a base of grassroots leaders

The ONE by ONE movement evolved into a new, ongoing form of community mobilization, attracting 400 people to what has become the annual ONE by ONE Convention — more than twice the attendance in the first year and with greater diversity. The hundreds of ONE by ONE delegates who pledged to take action on the key priority areas continued to build their leadership and knowledge as they engaged throughout the year.

62,229



PEOPLE HAVE USED
JAXPEF.ORG TO
FIND INFORMATION

INFORMED & ENGAGED COMMUNITY MEMBERS



Powering Potential THROUGH COMMUNITY ACTION

Mobilizing the community to support high-quality public schools is a core function of the Jacksonville Public Education Fund. Whether it's recruiting new advocates to join the movement, or harnessing their passion to move public education forward by speaking at school board meetings and contacting legislators, ONE by ONE brings together people from all over the city and of every background to find common ground. Working together, they promote greater involvement by community, business, parent, faith and civic leaders and collectively turn aspirations into reality.

Powering Potential THROUGH RESEARCH

Strong advocates are equipped with the best information, and that's why informing community members, decision-makers and leaders is such an important part of our work. Ensuring that public education data is easily understandable and accessible is crucial, so we invest in online tools to give parents and community members the power to search for information about public schools and see district-wide performance data to make better informed decisions for their child. Research briefs, white papers and interactive visualizations elevate and illuminate key issues — such as school accountability, school choice and college readiness — in public education for the public and policy makers alike.



Spotlight on: THE COMMUNITY'S VOICE



“As a parent and educator who wants to believe in public schools, I got exactly what I was looking for at ONE by ONE. The amount of passion for public schools that exists in this city amazed me. At the convention, there were all kinds of people, united by one mission, and if you felt that energy and heard their excitement, you’d think they must all represent a top county full of sought-after schools that’s on its way to being even better.”

— Kayla D., ONE by ONE Delegate

In 2014, the ONE by ONE movement that grew so strong in 2013 continued to gain momentum. Due to demand, the ONE by ONE Convention became an annual event, and doubled in size. More than **400 diverse public education advocates** attended, making **1,090 pledges** to take action and sharing **1,300 posts** — or one every 17 seconds — to make #ONEbyONEjax trend on Twitter. Guided by the volunteer Community Advisory Team, ONE by ONE continues to be a groundbreaking initiative that constantly recruits more advocates for high-quality public education for all children. In quarterly gatherings, staff and volunteers create an environment where every conversation is inclusive, respectful and representative of the citizens from all over Jacksonville’s diverse communities.

Looking back

- **2010**
Held “Beyond the Movie” forum where more than 250 people discussed the movie “Waiting for Superman.”
- **2011**
Banded together with other local organizations for a community rally to raise awareness about a steep budget shortfall in Tallahassee that threatened to slash funding for the public school system.

Released first research inBRIEF looking at reading proficiency, which found that reading on or above grade level by the end of 3rd grade was critical for long-term success.
- **2012**
ONE by ONE campaign concluded with approximately 1,700 conversation participants and a full analysis of community feedback.

Launched School Facts Jax, a tool on jaxpef.org to make school data more easily accessible.
- **2013**
First ONE by ONE Convention held where delegates distilled community conversations into key priorities for public education.
- **2014**
Distributed thousands of copies of two policy briefs, one on school grades and another on school choice.



VISIONARY LEADERSHIP



“The Jacksonville Public Education Fund creates the conditions for positive change in Duval County by championing the need for visionary leadership — not just in traditional halls of power, but in every segment of our diverse community and school system.”

— Cheryl Grymes, Chairman, Duval County School Board

Powering Potential OF LEADERS AT EVERY LEVEL

Improving public education is a lot like remodeling a house — keeping the parts that work, updating what’s outdated. A job like that requires skilled leaders at many levels, and that’s why the Jacksonville Public Education Fund sees visionary leadership as a key lever of change. What does it look like to foster leadership at all levels? It means highlighting, elevating and empowering Duval County’s most exceptional educators through the EDDY Awards, which has grown from a single night teacher of the year ceremony into a year-long initiative. It means educating the community

about the importance of school board elections. It means populating our half-dozen advisory groups and committees with the best civic, grassroots, education and business leaders. And it means advocating from the statehouse to the classroom around key issues facing students. We know the role leadership plays in public education — and work to give leaders and community members what they need to make sure our schools have visionary leaders. The results? Polling showing a **31 percentage point increase** in perceptions of school district leadership since 2011.

Spotlight on: ADVANCING LEADERSHIP THROUGH INITIATIVES THAT EMPOWER

970



TEACHERS OF THE YEAR RECOGNIZED SINCE 2010

In the classroom: The EDDY Awards

Identifying, celebrating and elevating the voices of Duval County’s best educators is the goal of the EDDY Awards. In addition to the nearly 1,000 people who regularly attend the EDDYs to crown the annual Florida Blue Duval County Teacher of the Year, the initiative shares the best practices

of great teachers, grants them funds to improve their school and highlights classroom innovation.

At the district: The Strategic Data Project

Fellows from the Jacksonville Public Education Fund and Duval County Public Schools are participating in Harvard University’s Strategic

Data Project, which promises to strengthen the proactive use of student and teacher data in the district to ensure that all children receive a high-quality public education. Not only does it expose local staff to national leaders and best practices, the fellows’ project is focused on matching student needs with teacher strengths to keep students from getting off track in the early grades.

Looking back

○ 2010

Collaborated to produce Mayoral Candidate Forum on education and advocated for Mayor’s Education Commissioner position.

○ 2011

Co-funded with DCPS a study on resource use by Education Resources Strategies.

○ 2012

School Board 2012 coalition formed to raise awareness about four active school board races.

Conducted research and solicited community feedback about Duval County Public Schools’ superintendent search.

○ 2013

Duval County School Board adopted new strategic plan based in part on ONE by ONE community priorities; first co-created plan for public education.

○ 2014

19 organizations joined the School Board 2014 coalition.

ALIGNED ORGANIZATIONS



24



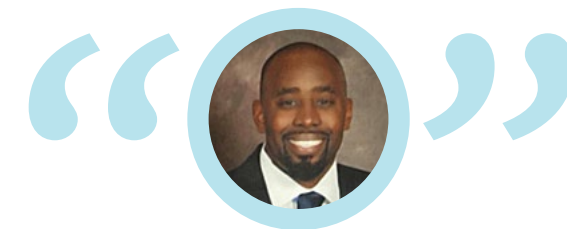
PARTNER ORGANIZATIONS REPRESENTED ON BOARD ADVISORY GROUPS

Powering Potential THROUGH COLLABORATION

The Jacksonville Public Education Fund believes in the power of collaboration and the alignment of shared goals to ensure success. Through

numerous partnerships and efforts, our focus continues to be centered on the five priorities developed by the community and district.

Spotlight on: COLLABORATION BUILDS VISIBILITY FOR SCHOOL BOARD ELECTIONS



“JPEF has the unique ability to gain the trust of a diverse group of community organizations — and more importantly, bring them together around a common agenda!”

— Ronnie King, MyVillage Project

Few elected offices are as important as school board members, but too often, voters either don't know enough about their choices or don't understand the significance of the election. That's why every two years, the Jacksonville Public Education Fund convenes a nonpartisan coalition

of nonprofit organizations to identify the most vital issues in the election and increase awareness among voters of the candidates running for School Board. The collaboration began in 2010 to offer voter education and outreach activities — primarily a candidate questionnaire and candidate forums

for each open school board seat. The collaboration expanded in 2012 and 2014, with the addition of many more organizations for a total of 19 organizations, ranging from the NAACP to Beaches Watch to the United Way of Northeast Florida — a diverse group that came to consensus around the key issues.

Looking back

2010

Shortly following its creation, the Jacksonville Public Education Fund took over facilitation of the Learning to Finish collaborative, a coalition of organizations working together to increase the graduation rate.

2012

The Learning to Finish collaborative produces a five-year report of accomplishments, including an 11 percent increase in the graduation rate over that time period.

2013

JPEF, WJCT and DCPS partner with dozens of child-serving organizations

for the new P.E.P. Rally for Excellence, an end-of-year celebration of student success.

JPEF, DCPS join together to partner with Harvard University's Strategic Data Project, a Bill & Melinda Gates Foundation-supported program to transform the use of data in public education to improve student achievement.

STRATEGIC INVESTMENT



“The Jacksonville Public Education Fund maximizes philanthropic investment because of its unique expertise in research and community engagement. Its holistic approach ensures that investments go further and are more likely to be successful.”

— **Wayne Weaver, Chairman, Quality Education for All Fund Advisory Board**



“JPEF listens to educators and the community stakeholders, educating and encouraging others to become education advocates ... [and] takes action on our feedback to improve the quality of public education for all public school students.”

— **Sabrina Hall, Andrew Jackson High School math teacher, 2015 Teacher of the Year Finalist and Jacksonville Teacher Residency mentor**

Powering Potential THROUGH INVESTMENT

Whether leveraging our expertise to ensure large-scale philanthropic investment is money well-spent to investing in micro-change at the classroom level, the Jacksonville Public Education Fund believes that private dollars should seed systemic change — not simply replace public dollars.

We also know that money alone isn't enough to improve public education. We make strategic investment successful by drawing on all of our capacities, whether it's research on best practices, community engagement expertise, or communications to advocate for change.



Spotlight on:

GUIDING QUALITY EDUCATION FOR ALL FUND INVESTMENTS WITH TECHNICAL EXPERTISE

From the moment it was announced in 2013, the Quality Education for All Fund, a \$50 million private investment in improving public education, has been breaking new ground. Its scale is unprecedented in this community, and it is gaining attention from national groups thanks to its envelope-pushing

investments that are grounded in research and supported by community engagement. The Quality Education for All Fund, housed at The Community Foundation for Northeast Florida, is a collaboration with Duval County Public Schools, with the Jacksonville Public Education Fund managing

the grants to ensure high-fidelity implementation and evaluation. In 2014, the initiative was highlighted at the national Grantmakers for Education conference, and featured in an Associated Press story that ran in newspapers across the country.

Looking back

2010

Initial investment of \$150,000 in innovative Schools for the Future model for overage students.

makes technology available to low-income schools thanks to a 50:1 donation match made possible by JPEF donors.

portal, sponsored by the Community First Cares Foundation, launched to empower and highlight innovation among Duval County public school teachers.

2011

Schools for the Future opens at the Bridge of Northeast Florida.

2013

Schools for the Future model, renamed Bridge to Success, expanded to multiple sites due to success in helping at-risk students graduate. Initial investment leveraged 80:1.

2014

QEA Fund investments get under way; including unprecedented performance pay for teachers in QEA schools and new training programs for new teachers and school leaders.

2012

New federal bond investment for Duval County Public Schools

PowerUP Jax crowdfunding



POWER IN NUMBERS

95,459



5-YEAR EVENT
ATTENDANCE

10,027



ACTIVELY ENGAGED
CONSTITUENTS

86



PARTNER
ORGANIZATIONS

1,221



DELEGATES &
VOLUNTEERS

18.2



PERCENTAGE
POINT INCREASE IN
GRADUATION RATE
SINCE 2009

FY 2014 FINANCIALS

FY 2014 REVENUES

Individual	\$926,661
Foundation	\$1,145,759
Corporate	\$77,178
State	\$195,666
Other	\$72,153

TOTAL
\$2,417,417

FY 2014 EXPENSES

Advocacy & Communications	\$324,031
Community Mobilization	\$242,098
Data & Research	\$283,199
QEA Administration	\$211,607
EDDY Awards	\$118,326
Grant Distributions	\$385,474
Operations	\$134,698
Development	\$159,035
Fiscal Agency Administration	\$11,869

TOTAL
\$1,870,337



“We believe that systemic public education reform in Duval County is achievable through focus on strategic data and research, an engaged and mobilized community, and targeted advocacy. This would not be possible without the work of the Jacksonville Public Education Fund and its talented staff, which is why we strongly support its mission and why we are proud to be investors.”

— Cindy and Dan Edelman

INVESTOR RECOGNITION

In 2008, a small group of venture philanthropists, inspired by the opportunity to create change in Duval County’s public education system, invested in the creation of the Jacksonville Public Education Fund. Six years later, the Jacksonville Public Education Fund has been the catalyst for a movement in public education. With visionary leadership and an energized citizenry rallying around a common vision, we have charted

a course forward while keeping our foot on the accelerator. Our investors are committed long-term to the work of the Jacksonville Public Education Fund because they understand that the future prosperity of our entire community is built on the success of each of our city’s students. We are honored to recognize our investors for the fiscal year ending June 30, 2014.

Sustaining Investors

Cynthia G. Edelman Family Foundation

J. Wayne and Delores Barr Weaver

Nancy and Gary Chartrand

Michael and Kim Ward Foundation

John D. and Anne Baker

Florida Blue

Poppy and Rob Clements

The Dianne T. and Charles E. Rice Family Foundation

David A. Stein Family Foundation

The Community Foundation for Northeast Florida

Ann and David Hicks

Dubow Family Foundation

Joan and Russell Newton, Jr.

John E. Anderson

Eartha M. M. White Legacy Fund

Dr. Shannon Perry

Judge Brian G. Davis

Kenneth Reddick

Rev. Torin Dailey

Annual Investors

\$50,000 and above

John S. and James L. Knight Foundation
School District Education Foundation Matching Grant

\$10,000-\$49,999

Rotary Clubs of Duval County
Community First Cares Foundation
Wells Fargo
Mayo Foundation
Prudential Foundation

\$1,999-\$9,999

Pam and Robert Paul III
The Hill Family Foundation, Inc.
PGA Tour, Inc.
Publix Super Market Charities
Chartwells Thompson School Dining Services
Ajax Building Corporation
GCA Education Services Group, Inc.
FBMC Benefits Management, Inc.

Baptist Medical Center
Dr. Mellena Bridges
The Thomas P. and Gretchen C. Lynch Family Foundation

UP TO \$1,000

Candace Stayton
Dr. Keith Collins
Suzanne Greener
Duane Sikes
Anita and Peter Vining
Susannah Albright
One Spark, Inc.

Audrey Moran
Mary Norgord
Dr. Sol Brotman
David Spielberg
Kai Kafferly
JustGive.org
Mimi Stephens
Anne Marie Helton
Sharon Pentaleri
Nicole Adimey
Mary Ellen Hennessy-Jones
Laura Ferguson
John Deffes

Make a commitment to the students of Duval County and the future of our city — become a sustaining investor. Contact Maureen Klein at maureen@jaxpef.org or (904) 394-9302.



JACKSONVILLE
**PUBLIC
EDUCATION
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Powering Potential

40 East Adams Street, Suite 110
Jacksonville FL 32202
(904) 356-7757 | www.jaxpef.org