



MBEF Donor Appreciation Community Recognition Proposal

September 2019

Introduction

Since 1983, the Manhattan Beach Education Foundation (MBEF) has helped implement exceptional educational opportunities in Manhattan Beach public schools that would not otherwise be possible. It is through the consistent generosity of community stakeholders over the past three decades that our schools have become pillars of excellence in education. Since its inception, MBEF has supported over \$75 million in directed grants at each grade level across the seven schools within the district.

MBEF's investment each year ensures that students have access to personalized learning in smaller classes, comprehensive support and counseling services, and a strong, well-rounded academic program – with enrichment opportunities in Science, Technology, Engineering and Mathematics (STEM), Music & the Arts, Physical Education, and Reading, Writing & Libraries.

The cornerstone of MBEF's mission is the MBEF Endowment Fund. MBEF formed an Endowment in 1986 with an initial investment of \$10,000. Patterned after university endowments, the goal of MBEF's Endowment is to serve as a permanent fund to enhance and stabilize the long-term growth of MBEF's annual contribution to the Manhattan Beach Unified School District. Today, the Endowment has over \$18 million in assets and has begun to make yearly disbursements to MBEF, which are dedicated to our annual grants.

MBEF and the MBEF Endowment are a crucial element of the fabric of our community. Strong schools build strong communities. Our schools are an integral part of what we love about Manhattan Beach and how we connect with each other. They help protect property values and strengthen community ties. Together, MBEF and the Endowment are dedicated to ensuring that the children of Manhattan Beach continue to have the highest caliber of educational experiences and programs – today and forever.

Purpose

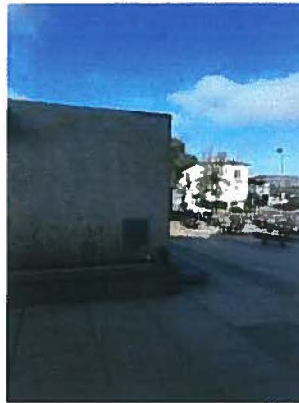
Since 1983, we continued to face inadequate funding from the state of California to fund our schools. As expenses rise, MBEF's contribution to the District's budget must also increase if we are to continue to have the same impact. To celebrate past support, and grow future support, MBEF and the Endowment would like to plan for a special way to publicly recognize our loyal donors who share the vision and mission of MBEF and have contributed significantly to strengthening our community thru the organizations over the years. By recognizing those who have made significant gifts to our schools and our community, we are confident that it will encourage our donors to give at a higher level, as well as encourage new donors to join the effort. In addition, we believe that the right donor recognition installation will add an element of beauty and inspiration for community members and visitors for years to come.

Project Description

We propose that the donor appreciation project be installed in a community gathering place, such as the Metlox Plaza or the Civic Center Plaza. While some thought has been given to the appearance and parameters of the project, these are all initial concepts and would require more collaboration before final.

We have often depicted support of MBEF and the Endowment with a tree, representing the deep roots of generations of support, as well as the growth from the nurturing of new donors. We believe a tree would lend itself well to this project, which would likely include a proverb which reflects a community's passion for their city, "A society grows when its people plant trees in whose shade they know they will never sit."

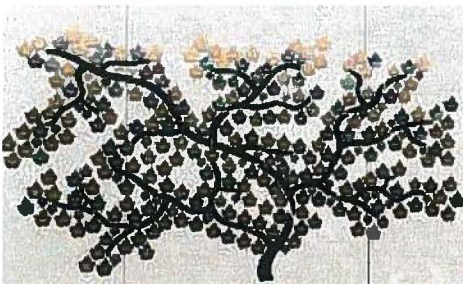
In Metlox Plaza, there is an ideal wall (approximately 30' x 12') facing East that connects the Waterleaf storefront to the location of the weekly Farmers Market (please see the photographs). This wall is ideal for a flat or even three-dimensional piece, such as a tree with leaves that reflect supporters (please see suggested tree images).



In the Civic Center Plaza, there are several areas that are part of the landscape and would support a three-dimensional piece, perhaps a sculpture or live tree. Below is a sample of a temporary art installation that is among the three currently on display in the Civic Center Plaza.



We explored options for completing the project through several national donor recognition companies and intend to also bid it locally. Based on preliminary research and the bids we have received, the project could cost anywhere between \$5,000-\$45,000 to install. Our intention is to ensure the wall is an attractive and prestigious work of art that appropriately recognizes those who have supported our public schools.



These renderings are a starting point for the project. Upon approval, MBEF will create an RFP for artists and architects to produce renderings for this project, including our own Mira Costa Art Department. The top 3 options would then be submitted to the MBEF and Endowment Boards, as well as the City Council for input and approval. MBEF views this as great opportunity for a partnership with the City and engaging community members.

Recognition Policy

MBEF is considering that all donors with accumulated contributions from both individuals and businesses equivalent to combined gifts of at least \$100,000 or more will be recognized in the project. Combined gifts include cash gifts or stock gifts to the Annual Appeal, Endowment or Community Partners sponsorship program. In kind donations, matching gifts, or sponsorships of the Manhattan Wine Auction or other events that include the receipt of goods and services, are not considered. While we have electronic records from 2006 on, every effort will be made to track significant donations prior to that to ensure that the accumulated gifts are accurate. The proposed recognition would allow for up to three donation levels (\$100K, \$250K, \$500K), and the opportunity to progress to a higher level as donations grow. Currently, these proposed levels would result is approximately 50 businesses and families to recognize. If the threshold is increased to \$150,000 it would be approximately 25 business and families to recognize.

Timeline

MBEF would like to begin including the benefit of a donor recognition project in the community by early 2020 (January) with the intention that it will encourage donations in conjunction with the \$20 Million by 2020 campaign. The ideal timeframe for the installation of the project would be late 2020 (November) or early 2021 (January). MBEF would welcome the opportunity to work with the City to hold a celebration to unveil the piece to the community once the project has been completed.

Budget

MBEF will seek funding from local partners, LA County, the City of Manhattan Beach and private donors for the project. MBEF plans to reach out to architects and artists who may be willing to donate all or a portion of services to assist with completing the project. MBEF will lead a fundraising campaign advertising the opportunity for donors to be recognized in conjunction with our \$20 Million by 2020 campaign. MBEF is also exploring the opportunity to reach out to major donors who may be interested in underwriting some or all of the costs associated with the project. We would appreciate cooperation from the City of Manhattan Beach to maintain the final project within the current maintenance schedules for city grounds.

Thank you for your consideration. Please let us know if you have any questions about the proposed project. We look forward to continuing the conversation.

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