



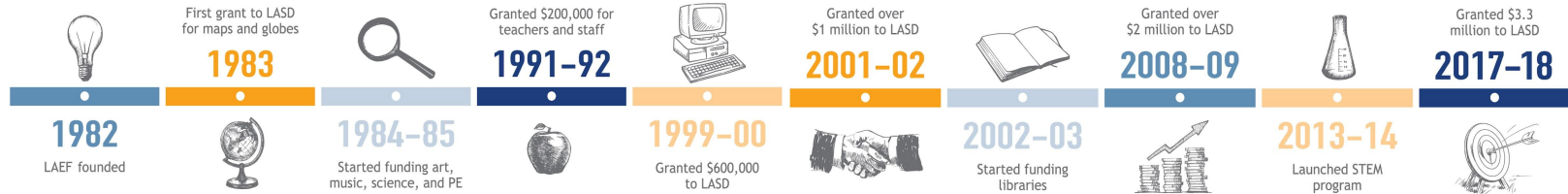
2024-27 Strategic Plan Summary



About LAEF

Los Altos Educational Foundation (LAEF) is a non-profit 501(c)(3) organization formed in 1982 by a group of parents in search of a way to support the Los Altos School District (LASD) during a state budget crisis that threatened sudden cuts in teaching staff.

LAEF raises funds from parents, the community, and corporate matching gifts through its annual giving campaigns to support Wellness, Innovation, Library, and Arts & Humanities programs at all nine district schools. Since its founding, LAEF has contributed over \$59M and enriched the education of more than 155,000 LASD elementary and junior high school students.



Strategic Plan Process

The Los Altos Educational Foundation's Board and Staff are committed to strengthening their ability to effectively, resourcefully, and sustainably serve the students of LASD now and in the future. LAEF updated its strategic plan during the 2023-24 school year to guide its work over the next three years. The **2024-27 Strategic Plan** builds on the significant achievements of LAEF and identifies areas where LAEF can optimize and provide the greatest impact.

LAEF's **Mission, Vision, Strategies, and Key Focus Areas** from the prior strategic plan continue to meaningfully reflect the organization's purpose and provide a solid foundation for its continued work. Key inputs from the prior plan were reviewed and refreshed as needed, including the SWOT analysis, metrics, and action plans.

There are **external factors** that affect LAEF's fundraising capacity. The Los Altos School District has experienced a 25% decline in enrollment since 2016-17. This is due to declining birth rates, population shifts due to the pandemic, and the charter school's enrollment. LAEF's fundraising capacity mirrors the district enrollment. In addition, inflation, economic concerns, job losses, and the political cycle impact LAEF's ability to raise funds from parents and the community. It is anticipated that these same economic and demographic conditions will continue in the near term.

Strategic Plan Overview

LAEF outlined the five strategies needed for a successful and sustainable education foundation supporting the Los Altos School District.



Each strategy page in the Strategic Plan outlines the areas of focus over the next three years to achieve LAEF's vision of an exceptional education for all LASD students.

LAEF's committees, board leadership, and staff are responsible for defining, implementing, and reporting on the tasks for each area of focus.



Los Altos Educational Foundation

Mission: The Los Altos Educational Foundation raises funds to sustain and enrich the Los Altos School District's excellent educational program beyond what public funding provides.

Vision: All Los Altos School District students receive an exceptional education preparing them to achieve their highest potential.



Program Impact

LAEF-funded programs that are aligned with LASD's vision

- Establish strategic and annual plans for grantmaking in line with LASD's vision
- Utilize Innovation Grants to nurture and develop rich learning experiences
- Assess the impact of LAEF-funded programs



Optimized Fundraising

Fundraising capacity to sustain a well-rounded education

- Develop annual fundraising goals and the activities to meet those goals



Effective Communications

Communications that convey the value and impact of LAEF-funded programs

- Convey the value proposition utilizing digital and analog communications
- Maintain a physical presence on school campuses through meetings and events
- Advocate for a well-rounded education



Key Partnerships

Strong partnerships within LASD and the broader community

- Educate, engage, and collaborate with our constituents
- Partner with LASD, the PTAs, and donors to effectively and efficiently support the school communities



Operational Effectiveness

Operations aligned to meet organizational goals

- Align the people, processes, and systems in an optimal structure to achieve LAEF Vision

2023-24 Team

LAEF Board of Directors

Emily Harris, President, Covington*

Jeff Zeisler, Vice President, Almond

Jensen Barna, CFO and Past President, Egan

JP Lu, Secretary, Almond

Adina Ardelean, Covington

Rita Chan, Gardner Bullis

Emma (Xinhui) Cheng, Springer

Margo Felt, Egan

Shen Jackson, Oak

Brandon Kam, Covington*

Jialin Jiao, Springer

Patricia Moll Kriese, Gardner Bullis

Justin Martin, Santa Rita

Rama Mulpuri, Oak

Nita Poloju, Loyola

Chryssa Sanders, Blach

Erich Schmidt, Springer

Aleks Stanojevic, Santa Rita

Masoud Vakili, Blach

Aubrey Wing, Blach

LAEF Staff

Heather Macdonald, Executive Director*

Kyuri Doeden, Donor Specialist*

Anna Kjos, Marketing Coordinator*

Strategic Planning Consultant

Gigi Luke

*Strategic Planning Subcommittee

