

We're so glad you're here!



2025 COMMUNITY SCHOOLS CONFERENCE

THANK YOU TO OUR SPONSORS!





2025 COMMUNITY
SCHOOLS CONFERENCE

BRAIDED & BLENDED: FUNDING FOR SUSTAINABILITY

Thursday, July 24 | 8:15-9:30 a.m.

Presenters:

Julie Chacona, Chief Development Officer, UWEC

Laurie Root, President, UWEC

Robin Scheppner, President/Owner, American Tinning & Galvanizing

sponsored by:



AMERICAN TINNING & GALVANIZING COMPANY

Speakers



Julie Chacona

Chief Development
Officer, UWEC



Laurie Root

President, UWEC



Robin Scheppner

President/Owner, American
Tinning & Galvanizing



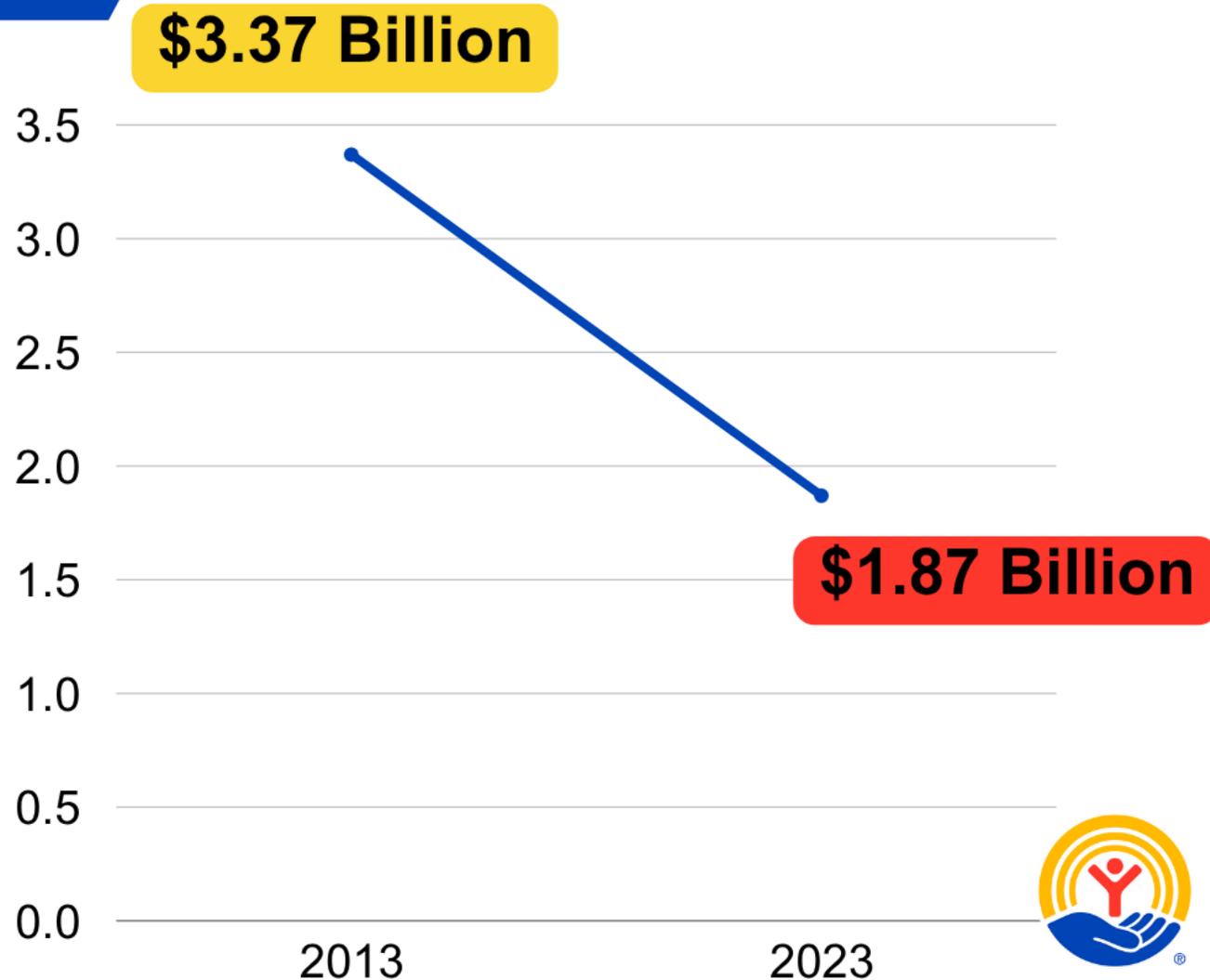
Braided Funding Model



Traditional United Way

Annual Campaign

Dramatic Decline
45% decrease





IMPACT FUNDING SHIFT

- Transaction to Transformative
- Traditional Passthrough Funding
- Backbone Funding



ISSUE FOCUSED WITH SOCIAL **IMPACT**

CRITICAL ISSUE

Generational
Poverty in Erie

SOLUTION

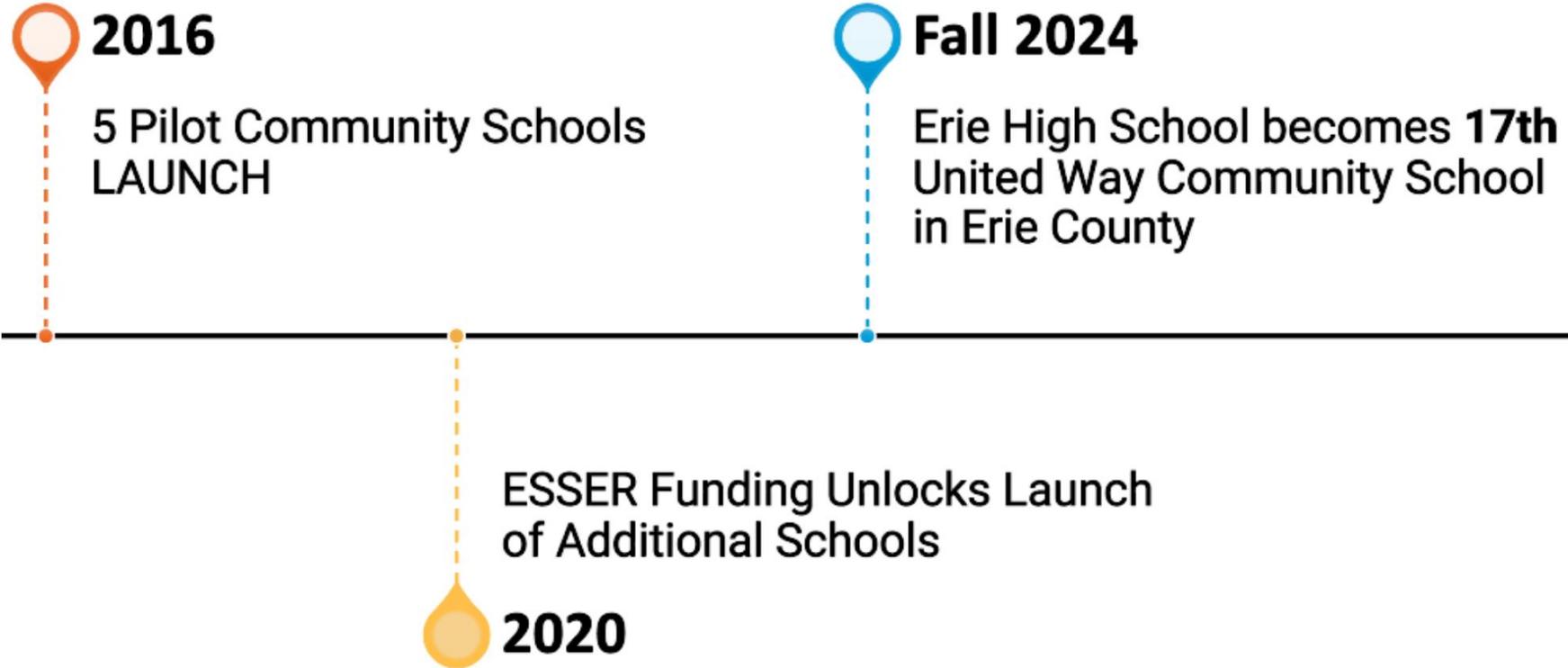
Investing in
Education

STRATEGY

The Community
School Model



Community School Timeline



Putting Erie on the Map



4 DISTRICTS | 17 SCHOOLS | 11,500+ STUDENTS | K-12 Continuum



INDIVIDUAL DONORS





Annual Workplace Campaign

Business Community



CORPORATE PARTNERS



3-Year Financial Commitment | Individual Companies to Coalitions |
Relationship Building | Impact Tours| Signed Agreement

Financial +++

- CS Leadership Team
- Biannual Briefings
- Weekly InBrief



Financial +++

- Curriculum Aligned STEAM Projects
- Tutoring
- Building Beautification
- Red Carpet & Special Events
- Community Closet
- Holiday Gifts



WOMEN UNITED



LEADING THE CHARGE INSPIRING THE CHANGE

- United Way Affinity Group
- Membership Levels
- 3-Year Financial Commitment



LEADING THE CHARGE INSPIRING THE CHANGE

- Executive Council
- Initiative Wide Support
- Volunteer Component



LEADING THE CHARGE INSPIRING THE CHANGE

- Inspiring the Change Sessions
- Member Recruiting
- Educational Sessions
- Holiday Celebration



GOVERNMENT AND FOUNDATIONS





- Local Foundation Funding
- Local Family Foundations
- Government Funding
 - Neighborhood Assistance Program
 - Educational Improvement Tax Credits
 - PennDOT
 - Local Government Opportunities



ENDOWMENT



Getting Ready - The Curtis Group

- Feasibility Study
- Goal Setting
- Timeline
- Case for Support



- Secure & Stable Funding Stream
- 3-Year Campaign / 5-Year Payout
- Core Endowment + Special Impact Project





CHILD POVERTY RATE BY GEOGRAPHY:

49%



At its most basic level, the Community School Model brings resources into the school building to remove nonacademic barriers that low-income children attending public schools in our community face every day.

Nonacademic barriers range from basic needs, such as clothing, food and school supplies; to mental and behavioral health challenges; to unmet vision and dental needs; and a lack of family engagement, to name a few.

Expecting children who struggle with nonacademic barriers daily to come to school, be attentive and focus on academic curriculum is simply unrealistic. Students are facing barriers preventing them from attending school regularly and, as a result, are falling behind.



IMAGINE ... Sophia, a second grader who has to walk a mile to school in the November rain in hand-me-down worn out shoes. When she gets to school, she's cold, shivering and tired.





ERIE HIGH LAUNCHED AS A COMMUNITY SCHOOL IN 2024



ROLES & RESPONSIBILITIES

- Endowment Leadership Cabinet
- Staff
- Ongoing Meetings



Tim NeCastro
CEO, Erie Insurance
Endowment Leadership Cabinet Co-Chair

Lisa NeCastro
UWEC Board Member, Founding Member, Women United
Endowment Leadership Cabinet Co-Chair



Marketing, Communications, Resource Development

A New Model



KEY TAKEAWAYS



KEY TAKEAWAYS

- Marathon not a sprint
- Realistic expectations (endowment)
- Dedicated staff
- Braided model
- Secure and stable funding stream





2025 COMMUNITY
SCHOOLS CONFERENCE

Q&A



SCAN FOR RESOURCES

THANK YOU!

#CommunitySchoolsInAction



follow & tag us on social media!



@unitedwayerie