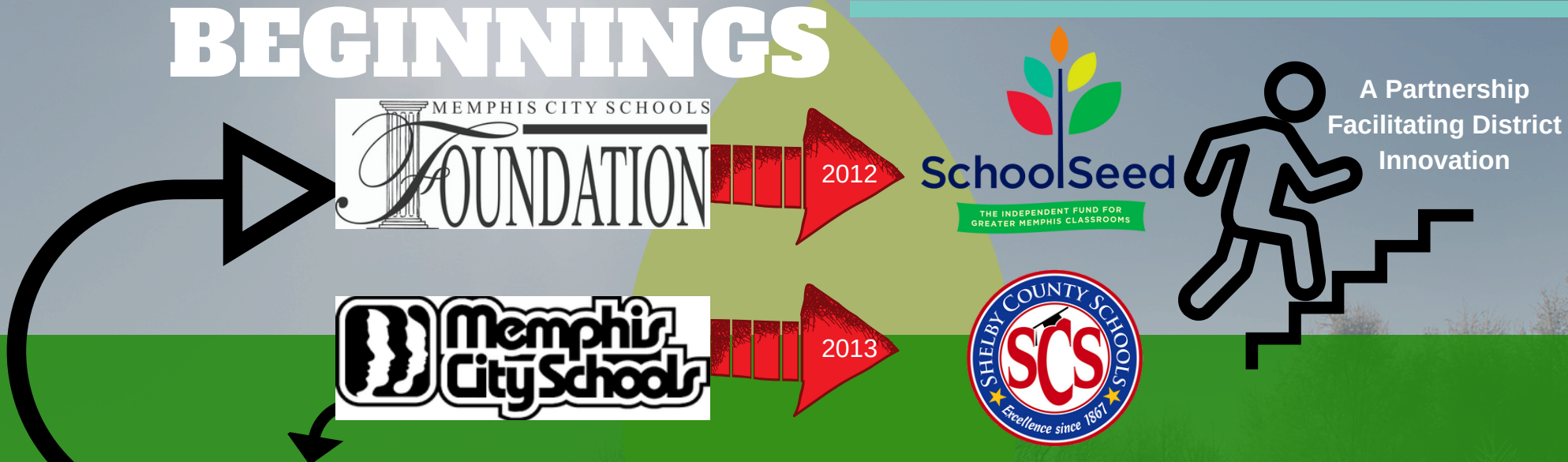


# SCHOOLSEED BEGINNINGS



## 2009 SCHOOL BOARD FOUNDATION RESOLUTION RECORD

Title of Resolution	Action	Description	Implementation Required	Status	
Resolution Requesting the Feasibility of Creating a Memphis City School Non-Profit Education Foundation (Robinson) (seconded by Jones)	I=1/26/09 A=2/16/09	Resolution requesting that the GC and Superintendent research feasibility of creating a MCS non-profit education foundation; and that GC provide report of findings to the board.	Directs GC and Superintendent to conduct feasibility study on creating non-profit education foundation; and directs GC to provide report of findings.	State of TN has approved MCS' application for non-profit status. An application is being prepared to request 501(c)(3) status.	In Progress

SchoolSeed was formerly the Memphis City Schools Foundation. The foundation was the brain child of the MCS Board of Education Commission to create an independent, yet supportive 501 (c) 3, that would build donor relations and help schools with private investments on behalf of the public school system. In January 2009, former school board member Patrice Jordan Robinson, introduced a resolution to fully support and endorse the creation of an independent entity.

## SchoolSeed Beginnings *continued*

During her tenure with the Memphis City Schools Board of Education and the Tennessee School Board Association, Ms. Robinson noticed that surrounding school districts each had foundations in place that optimized philanthropic dollars. "When I wrote and proposed the resolution to create a foundation for specialized programs, no opposition existed. We knew the District had to stretch its creativity beyond the general fund. Our superintendent caught the vision, the attorneys approved, and the board voted "yes" unanimously, said Ms. Robinson. Looking back, devotion to the students of Shelby County charged us to take positive action and remain resilient through the birthing process. "We believed, and we achieved." In February of 2009, the school board unanimously approved this effort led by Vincent J. McCaskill who was the chief development officer working inside of Memphis City Schools.

"McCaskill skillfully operated as a connector and understood his role would not always be spelled out in a job description," said Robinson. During Mr. McCaskill's unexpected transition from media relations coordinator to chief development officer in 2006 under Superintendent Dr. Carol Johnson, he began to form tactics outside of public relations and marketing to navigate the tools necessary to foster a foundation for Memphis City Schools. Although the school system was not built to be a fundraiser body, McCaskill established a process of acknowledging donations made by individuals, non-profits, and private sector organizations which conclusively enhanced community engagement.

By the end of 2008, the groundwork was laid. The MCS Foundation was solidified under the administration of Dr. Kriner Cash who joined the district in July of 2008. By February of 2009, the foundation became an intermediary where the community could donate funding for the support of schools.



**Patrice Jordan Robinson**  
*Memphis City Council Member*

# TESTED PROVEN TRUSTED

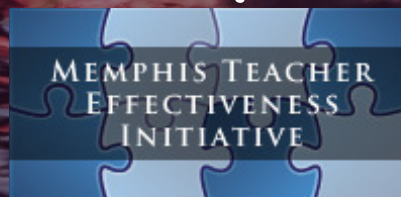
## SchoolSeed Beginnings *continued*

It is a remarkable feeling to reflect on SchoolSeed's beginning. The organization has accomplished so much," said William Mitchell, Board Chairman. Mitchell has served on the foundation board since the beginning. The first major test of the foundation was to spearhead a local fundraising campaign to support Teacher and Leadership Effectiveness. The organization raised nearly \$21 million locally in 6 months working side by side with the superintendent. "This was a team effort," said Lisa Jenkins, founding board of director. "The superintendent had to be the face of the initiative and it was our role to handle the coordination of the local fundraising effort working with the superintendent," she said.

The foundation was established to create a development vehicle that would work closely with the school system and its schools in building donor relations and maintaining transparency and accountability of the private contributions. The foundation's role is to ensure a donor's wishes are met from receiving the funds to the completion of a project, and reporting back to the donor. SchoolSeed has remained a stable operation and is still led by its founding CEO. The organization's stability has made it easier for privately funded projects to transcend administrations. "We have a historical knowledge base for the new superintendent to tap into regarding current fundraising efforts or major investments in programs from private resources that the superintendent may not be aware of. This ensures there is not a disruption in the process or a duplication of requests that could impact future investments," said McCaskill.

During the merger and de-merger of Memphis City and Shelby County Schools, the foundation remained stable and successfully managed the \$90 million Bill and Melinda Gates Foundation grant to Memphis City Schools for Teacher Effectiveness. As the fiscal agent of the school system's largest private grant in its history, the foundation served as the fiduciary from the onset in 2009 to its completion in 2017.

## *First Major Test*



This proved to be beneficial during the transition of school district leadership and staff. The merger in 2013 was the largest public schools merger in the United States. "Our role was fundamental during the transition period. We were able to bring new school district staff up to speed on the process and we were the connectivity between the Gates Foundation's financial team and the school district's programmatic team. It was a very fluid period inside the school district," said David Cocke, SchoolSeed board vice chairman.

Community partnerships with organizations such as The Civil Rights Museum, United Way, The Urban League, local media and many others assisted in the growth of SchoolSeed. Across the board, the messaging of changing public education and instilling post-secondary strategies through innovation were palpable messages. However, SchoolSeed's mission of building resources for teacher and student programs enhanced the local efforts of Shelby County, specifically. By working together, the goals of alleviating poverty, fighting for civil and human rights through equity in education, and expanding local community engagement opportunities were advanced in several community schools.

SchoolSeed Foundation broadened its work by creating the first ever free supply store for teachers in Shelby County Schools in 2017. The store is called Teacher Toolbox and has served thousands of teachers since its inception in 2017. Teachers are able to shop once a month during the academic school year.

## Superintendents who played a key role in the foundation's development



**Dr. Carol Johnson**  
MCS Superintendent  
2003 - 2007



**Dan Ward**  
(Interim) MCS Superintendent  
2007 - 2008



**Dr. Kriner Cash**  
MCS Superintendent  
2008 - 2012



**Dorsey Hopson**  
SCS Superintendent  
2012 - 2018



**TRUSTED**



*SchoolSeed Foundation has a strong track record of being a trusted intermediary for Memphis-Shelby County Schools as it was intended from the very beginning when the former MCS board had the foresight to recognize the need for the school system to have an independent Education 501 (c) (3) in place.*



Miska Clay Bibbs  
Former MSCS Board Chair



**TESTED**

**PROVEN**

**TRUSTED**

# FOCUSED



*SchoolSeed Foundation never lost sight of why it was created in 2009. By focusing on teachers and students in our schools, SchoolSeed Foundation ensured the community had opportunities to support their neighborhood schools beyond what public resources have the ability to do. That engagement allows strong community support that positively impacts our Destination 2025 strategic plan.*



Scott McCormick  
Former SCS Board Vice Chair



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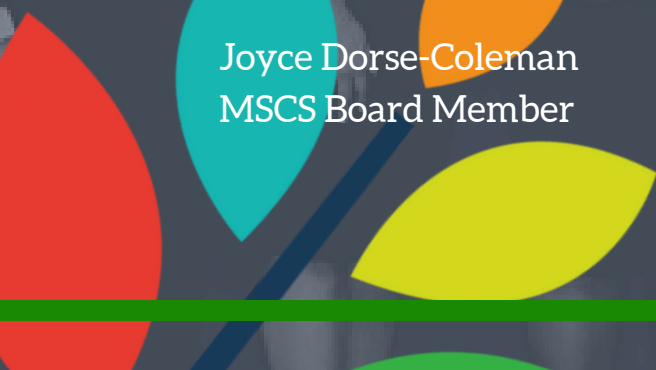


*I am truly inspired by the wonderful work that SchoolSeed does. I was hearing about SchoolSeed before I was elected and I was very knowledgeable about Mr. Vince McCaskill. After I was fortunate enough to be elected I had the wonderful pleasure of meeting with Mr McCaskill and I can say that this organization has a true passion for the students of Shelby County. They go above and beyond to make sure that all students are represented. They seek out the best for our families.*

Joyce Dorse-Coleman  
MSCS Board Member

*SchoolSeed Foundation is a trusted organization and partner to the District. The foundation has provided opportunities for the community to invest in their school of choice through the myriad of projects. I am proud of the work that has been accomplished on behalf of our students. Kudos to the 2009 School Board for creating this organization and envisioning a better Memphis for us all.*

Shante Avant  
Former MSCS Board Member





*SchoolSeed's role has made it easier for corporations to support academic enrichment efforts in our schools such as the East High STEM program. FedEx and other companies are collaborating with SchoolSeed to ensure the district has a cutting edge T-STEM and logistics program at East.*

*William 'Billy' Orgel  
Former MSCS Board Member*

*A strong educational foundation is a critical cornerstone for our school district. SchoolSeed's ability to help advocate and fundraise on behalf of more than 100,000 students continues to have a positive impact on Shelby County Schools. Be it encouraging students to apply for college scholarships or sponsoring the annual SCS Hall of Fame Gala, SCS is a sturdier district with the support of SchoolSeed.*

*Kevin Woods  
Former MSCS Board Member*





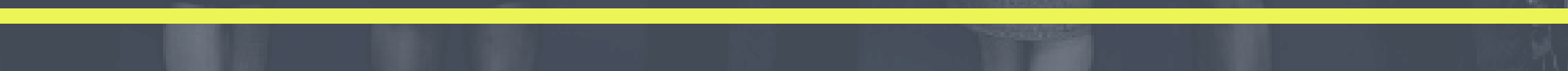


*SchoolSeed is an amazing organization that has put heart and soul behind all of its philanthropic dollars. From creating Teacher Toolbox to helping educators provide much-needed supplies for students without reaching into their own pockets, to connecting SCS students with scholarship money for college through it's partnership with Scholly, to so many more efforts happening behind the scenes. SchoolSeed continues to strive for more each day.*

Michelle Robinson McKissack  
MSCS Board Member

*Sometimes, God puts angels in the forefront for all to see the works of Hismighty hand. Other times, God places His angels behind the scenes to fulfill His work. SchoolSeed is the organization behind the scenes raising money for students impacted by a bus crash, or providing coats for students who need one, or working with other organizations to ensure a small project expands to a bigger one proving that all things work together for the good of those who love the Lord. I'm grateful to know the 'Angels in Disguise'.*

Stephanie Love  
MSCS Board Member



# TESTED

“When the challenges associated with the uncertainties surrounding the merger of legacy Memphis City Schools and legacy Shelby County Schools arose, SchoolSeed remained focused on the well-being of the children it served. Those were trying times for the entire community, but SchoolSeed continued to help address the myriad of needs of its target population - children.”

Martavius Jones  
Former Memphis City Council Member



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