

**Salem Education Foundation**  
 P.O. BOX 8184, SALEM, MA 01970  
 978-744-8008 ph  
 SalemEducationFoundation.org  
 Sarah Morrill, President  
 Katherine Palmer, Vice-President  
 Richard Wyke, Treasurer  
 Kathie Walsh, Clerk  
 Julie Anderson  
 Constance Arlander  
 Ben Arlander  
 Justine Bassett  
 Marcie Clawson  
 John Keenan  
 Kendra Malonek



**15th Annual Spring Auction**  
 April 1, 2010 at The Hawthorne Hotel

Sallie Belle Davis, Auction Chair  
 sbdavis1@comcast.net  
 978-744-8431

**The Development Committee** is responsible for all fundraising activities. This includes the annual auction, seasonal fundraising and other sponsorship activities.

**The Finance Committee** is responsible for all book-keeping activities of the Foundation. Monthly budget summaries, annual tax returns, investments and bill paying fall within this Committee.

**The Grants Committee** serves to initiate and process annual grant applications according to the Foundation's mission and guidelines. The Committee is responsible for the entire application process.

**The Governance and Membership Committee** is responsible for the review and maintenance of all bylaws and Guidelines for the Foundation as well as recruitment of membership and identification of roles and responsibilities.

**Public Relations and Marketing Committee** is responsible for all communications with media for special events, functions and Foundation announcements as well as ongoing communications with the school community and partnership agencies.

## Our Mission

*To provide funding for projects that further students' educational experiences in science, mathematics, the arts and humanities and go beyond the scope of those funded by the Salem Public School Department.*

The Foundation works with the larger community to make schools a true community enterprise. The Foundation promotes and coordinates other kinds of community volunteerism and participation in the schools. The Foundation has an interest in

funding projects that help students develop their talents according to their needs and interests, foster lifelong learning and effective citizenship, and create an environment in which to pursue and achieve excellence.



# appleseeds

TEACHER'S EDITION

winter 2010



SUPPORTING CREATIVITY AND INNOVATION

Letter from the President	01
We Heard You and We Took Action	02
New at the Salem Education Foundation	03
Our Mission	04

## Letter from the President



*Welcome to our special Teacher's Edition of Appleseeds. We have so many exciting changes and additions to tell you about, we decided to*

*write an edition just for you.*

### Our New Look What's in a Name?

*"Keep up the good work, Federation!"*

*"Whom do I write this check out to? Salem Foundation? Foundation for Salem what???"*

The first change, our new name and new look. Introducing the **Salem Education Foundation**, a new name that says it all, only more efficiently! We believe that a new name, updated look and interactive website support our desire to continually adapt to best meet your needs.

In this newsletter we answer many of your questions voiced through the survey, introduce the parent and teacher ambassadors and describe some changes and new grant opportunities available this year. We hope you will take a moment to review these changes and visit our website to learn much more.

As always, we thank you for the amazing learning happening every day in our public schools and encourage you to visit our new website at [www.salemeducationfoundation.org](http://www.salemeducationfoundation.org) to learn more about how we are trying to strengthen our organization to continually meet your needs. Sincerely,

*Sarah Morrill*

Sarah Morrill, SEF President  
 2009-2010

These are some of the many quotes we have received over the years when people try to remember who we are. They know we have been around a while, they know we fund "really cool stuff our kids love to do in school", but they cannot get our name off their tongues. Well, we have a solution for that: a new name!



We still raise funds toward enrichment and collaboration, aim to build partnerships with the larger community and continue to bring innovative learning to our students.

Along with the new name is our new look. We hope you will take time to check out the website, chat on our blog, visit our Facebook page, learn more about all we do, ask questions and find answers. We are thrilled to offer so many ways to communicate with our community and welcome your participation.

"I think you guys do a great job!"

"Keep up the great work."

# We Heard You and We Took Action!

In an effort to improve communication with teachers, administrators and others eligible for SEF funding, the Grants Committee conducted a survey of the Grants process. We thank the many respondents to the Grants Survey posted June 2009. The following describes some changes underway to improve our work with you.

## Funding

“We need more money” “Fund everyone equally”  
“Fund all applications that come in”

SEF is guided by two major specifications: our mission and available funds. Our mission precludes us from funding anything that is covered in the school budget, it also guides us toward funding those projects that illustrate creativity and innovation to students. Collaboration, hands-on learning and service are always viewed positively. SEF is working diligently to increase development funds to be more responsive to those needs that fall within our mission. We hope to be able to provide more in specific areas (technology, arts, sustainability grants) in the near future. Additionally, we have improved communication with school administration to highlight needs outside our mission or currently beyond our capacity.

## Application

“We are not sure what you want”  
“Guidelines seem to change” “Application is too long”  
“We want to know who is doing what”

We have surveyed other education foundations and find our application to be on par with the standard both in terms of content and timeline. Grant guidelines and FAQs are available on our website. The new online application will have tutorials to assist in explaining what we seek and allows us to pull summaries for the sharing of ideas. We now have teacher ambassadors to help get answers to questions, and we have added a week for Q&A to be sure that worthy applications are fully vetted. We are happy to meet at your school if desired.

## Idea Sharing

“We want to share ideas” “Can we collaborate?”

We strongly encourage the sharing of ideas as it exemplifies our goals of community, collaboration and citizenship. We now offer a collaborative grants application and will soon be hosting a place on our website to share ideas.

Remember to let us know when grants are occurring so we can document the work through our newsletter and web site.

## Where You Want Funds to Go

“Specialist Positions” “Transportation”  
“Smart Boards” “Materials”  
“Community Projects” “Counseling”  
“Training and Professional Development”

Although many suggestions currently fall outside our stated mission, others are squarely in it. Our development goals this year include the ability to provide funds to meet more specific needs. In addition to the survey, SEF conducted targeted interviews to better understand overarching needs and are pleased to offer the following grant opportunities:

**Enrichment Grants (up to \$1000 each)** – these are the traditional foundation grants. As always these funds are available to projects that: advance students’ educational experiences in science, math, arts and humanities; go beyond the scope of those funded through the school system; seek to advance the partnership with the community; help students develop their talents, foster lifelong learning and citizenship; and create an environment in which to pursue excellence.

**Collaborative Grants (up to \$5000 each)** – this new category of funds are designed to promote cooperative efforts across disciplines, across grade levels, and among schools. While adhering to the same standards of the Enrichment Grants, the Collaborative Grants category enables the Foundation to promote professional teamwork, cooperative learning and share innovation across Salem schools.

**Professional Development** - these grants will be developed & administered in conjunction with district and SACS staff on an annual basis.

By focusing efforts on fund development, SEF hopes to expand its funding ability in the future to meet a broad range of educational needs.

If you would like more information about these and many other great questions and recommendations, please contact **Sarah Morrill at sarahmorrill@comcast.net** or **Julie Anderson at cmanderson13@verizon.net**.



# New at The Salem Education Foundation

## Parent School Ambassadors

New in 2010, SEF welcomed parents from each school to help communicate the great work of the schools to us and vice-a-versa. Feel free to contact any of the following people for more information about SEF in your school:

- Bates:** Michelle Ambler
- Bentley:** Tania Skeffington
- Carlton:** Kendra LeFleur
- Horace Mann:** Tracy Kapantais
- Witchcraft:** Cristina Woolhiser
- Bowditch:** Janet Puleo
- Saltonstall:** Jennifer Barz-Snell
- Collins Middle:** Erin van de Stadt
- Salem High:** Cindy Phelan
- Salem Academy:** Cheryl Davis-Jermyn  
Krisin Meche

## Teacher Ambassadors

Perhaps the most exciting new development for the 2010 Grants Cycle is the addition of a teacher representative from each school in the district to our ranks. The primary mission is to help us improve communication between SEF and school staff, allowing us to make the grants process as seamless as possible. Please join us in welcoming our team of Teacher Ambassadors!

- Bates:** Eleanor King
- Bentley:** Maryellen Stone and Mary Tuttle
- Carlton:** Laurie Mendoza and Jen Aldrich
- Horace Mann:** Paige Covello and Stacey Vaillancourt
- Witchcraft:** Kathy Marchetti, Linda Luneau and Jennifer Ginley
- Bowditch:** Ben Chertok
- Saltonstall:** Kathryn DiPietro
- Collins Middle:** Tracey Kline and Roger Perham
- Salem High:** Graeme Marcoux and Julie Kong
- Salem Academy:** Rob Pelletier



We are looking forward to another great year!

## Grant Cycle Updates

The 2010-2011 grants cycle is about to begin!

As always, we are excited to kick off this year’s Grants Cycle. We are finalizing our online grant applications to be available on our website by Friday, January 8th. Grant applications are due **Monday, March 8th** and decisions will be announced prior to the May 20th Awards Ceremony.

This year, our online grants site will have a number of new features.

## Inspiration Book

Available soon at our website, this “book” will provide a sampling of actual and potential grant ideas to stir people’s imaginations and perhaps inspire teachers who are thinking of applying but do not have a fully developed project in mind.

## Online Tutorials

Not sure what the Grants Committee is looking for? Click the “tutorial” button and for each stage of the application process you will find a description of the intent behind each of the application questions.

“Teacher’s Lounge” - Join in the conversation! Visit the blog for general communication and the “Guestbook” for grant applicants who want to share their ideas with others. We are hoping that this will lead to an increase in collaboration across and between schools and allow educators who may be looking for ideas to find out more information about programs that have already proven successful for colleagues.

CONGRATULATIONS

to our 2009-2010 Grant Recipients!

Please visit [www.SalemEducationFoundation.org](http://www.SalemEducationFoundation.org) for a complete listing.