

## CASE STUDY

# How Chesterfield Education Foundation pivoted to support vulnerable students and their families during COVID-19.





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# How Chesterfield Education Foundation supported 63,000 students during COVID-19.

## The challenge

The Chesterfield Education Foundation (CEF) works to provide equitable educational opportunities and increase classroom innovation for Virginia's Chesterfield County Public Schools' students through mentoring and reading programs, test preparation, and innovation grants to educators.

Prior to beginning in the Bonterra Jumpstart program, CEF struggled to understand their donors and how best to engage with them.



They also sought to build stronger partnerships with businesses and families in their community, and to communicate more effectively with their board of trustees in order to be transparent and financially responsible.

As a small (but mighty) team of three, CEF set grand ambitions for 2020, and were met with an array of challenges.

# The strategy

In late 2019, Chesterfield Education Foundation applied for and received a micro-grant from the Robins Foundation to enroll in the Jumpstart program, a fundraising capacity building program powered by Bonterra.

Led by a team of three prolific nonprofit leaders—Tyren Frazier (executive director), Gina Bedford (administrative operations manager), and Jake Bailey (development manager), CEF has risen to the occasion in the wake of COVID-19. When the pandemic began, they leveraged Bonterra Donor Engagement’s Guided Fundraising solution (formerly Network for Good) provided through the Jumpstart program to quickly launch a series of fundraising campaigns, fueling their provision of food and financial assistance to families in need.



**Tyren Frazier, Ed.D.**  
*Executive director*



**Gina Bedford**  
*Administrative operations manager*



**Jake Bailey**  
*Development manager*

“Jumpstart has allowed our organization to be more versatile in our fundraising efforts. From understanding our donors and their tendencies better, to being able to pull reports and present accurate data to our board of trustees, Jumpstart has improved our fundraising capabilities immensely. Additionally, the tech support provided from Jumpstart has been excellent.”

- Tyren Frazier, Ed.D., Executive director

To continue engaging an increasingly isolated community, they have also worked closely with their fundraising coach, Lea Ann, who has provided new fundraising tactics to help the trio think through and try new outreach strategies. With her guidance, they have been able to make more targeted asks, far exceed their fundraising goals, and double their recurring donors.

**“Jumpstart has improved our fundraising capabilities immensely. The tech support provided from Jumpstart has been excellent. The flexibility the [campaign] pages create, and the ability to start fresh, delete old, and provide as little or as much information needed in the pages allows us to portray the perfect message to increase donor acquisition.”**

What’s next for CEF? Tyren Frazier, executive director, has set two ambitious goals to support their 63,000 students in Chesterfield county during virtual learning: provide 1:1 technology to every student, and ensure every student has internet access.



One of the primary reasons for our success has been the guidance received from our fundraising coach, Lea Ann. We have been meeting with Lea Ann every month for one hour as a whole staff. Within these sessions, she has provided us great insight, from new fundraising tactics to helping us think through our outreach strategies, she has been a great source of new information and perspective. With the years of experience that Lea Ann has, there is not much she has not seen in the fundraising world and that experience is invaluable.”

## ***Chesterfield Education Foundation set two goals:***



***Provide 1:1 technology to every student***

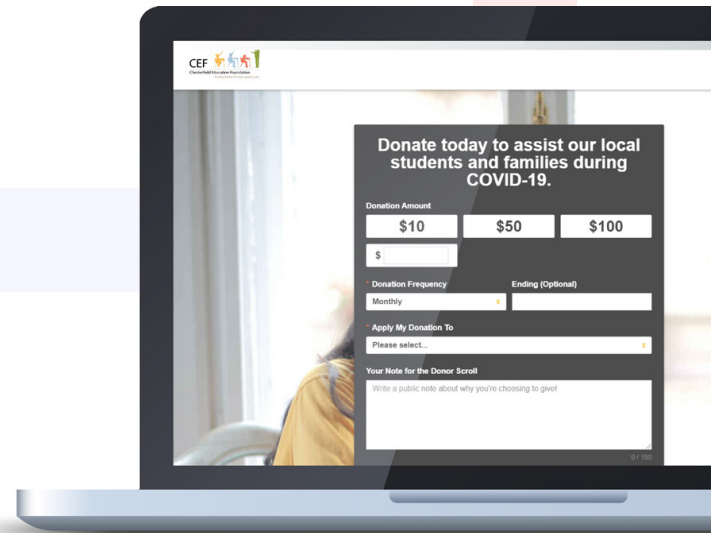


***Ensure every student has internet access***



Given the uncertain nature of schooling, CEF will continue to face challenges that will require harnessing the power of community-based support.

We commend the CEF team for embracing Jumpstart and for leveraging the program while pivoting to meet the needs of students and families!



## Results

**140x  
INCREASE**

raised \$70,000  
more in revenue than  
2019 total in just  
six months

**1,497  
DONATIONS**  
since the  
beginning of  
Jumpstart

**100%  
INCREASE**  
in recurring gifts

## COVID-19 Response

**\$75,000**  
in food assistance

**\$50,000**  
in technical  
support for  
students

**\$150,000**  
in direct family  
payments of  
\$500 each