

# ANNUAL IMPACT REPORT 2022

2023

The logo is contained within a white circle with a subtle drop shadow, set against a red background. It features a semi-circle of blue dots at the top and another at the bottom, framing the text. The text "WakeEd" is in red, and "PARTNERSHIP" is in blue, all in a sans-serif font.

WakeEd  
PARTNERSHIP

40 YEARS OF SUPPORTING WAKE COUNTY SCHOOLS

# A MESSAGE FROM THE PRESIDENT

Over the past three years we have faced extraordinary challenges as a nation and as a global community. The pandemic, along with various other divisive issues, has tested our resolve and resilience. I am immensely proud of how our WakeEd team, Board, and Leadership Council have risen to these challenges and embraced innovative ways to work. Together, we have created and expanded numerous programs aimed at providing the 160,000 students in Wake County Public Schools with the world-class education they truly deserve.

While we recognize that the challenges of the past three years may persist, it is equally clear that our dedication to our public schools, our energy, and our passion for finding solutions will continue undeterred. Together, we have much to celebrate for this past 2022-2023 year:

**Thriving New Initiatives:** The successful implementation of new initiatives-Tools4Schools, Career Accelerator, and Career Exploration, have directly benefited our teachers and students. Tools4Schools went from serving 741 teachers in our first six months to 3,637 this past school year giving away more than \$340,000 in new classroom supplies. Our direct student engagement through new career pathways programs have opened life-changing opportunities for students while forging stronger ties between WakeEd and the business community.

**Expanding Existing Programs:** Our existing programs, like Partners Read and SummerSTEM, continue to attract new partners and positively impact the lives of students and teachers. This past school year more than 300 WakeEd Partners Read volunteers read with struggling first grade students every week in 60 Wake County elementary schools, surpassing the 57 schools served pre-COVID.

**Return to In-Person Events:** This past year WakeEd successfully hosted fully in-person events, including the Stars of Education Gala, SummerSTEM, STEMposium, and Partners Read year-end celebration. As we prepare for the upcoming Stars of Education Gala in October 2023, we celebrate our 40th anniversary, adding a new teacher recognition and a student Emerging Star Award and scholarship.

**Growing Support:** Our progress and achievements would not have been possible without the unwavering support of companies, foundations, individuals, local government, and community partners. Thanks to this support, our financial health has significantly improved, with total giving reaching \$1 million this fiscal year, up from \$537,000 in 2020.

Looking ahead, there are new challenges, including changing leadership at Wake County Public Schools and deeply concerning budgets and legislation from the NC General Assembly that do not prioritize our public school teachers or students.

Together, we have proven our dedication to public schools and the value that WakeEd brings to the community. Let us continue to stand unified in our mission and unwavering belief in the transformative power of public education.



Keith Poston

A handwritten signature in black ink, consisting of stylized initials and a long horizontal line extending to the right.

**WAKEED PARTNERSHIP**  
3101 Industrial Drive., Suite 100  
Raleigh, NC 27609  
[www.wakeed.org](http://www.wakeed.org)

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Tools4Schools is a free classroom supply store open to all Wake County Public School teachers to help provide students with all the classroom supplies necessary for success. In just our first year of operation, we gave away more than \$300,000 in new classroom supplies.

# Tools4Schools

WakeEd PARTNERSHIP



**3,637**

Educators shopped since July 2022

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**93%**

WCPSS schools served

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**\$341,249**

Given away in school supplies

**98.2%**

Educators agree that T4S has reduced out-of-pocket spending

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**4,443**

Educators registered to shop at T4S

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WakeEd's SummerSTEM is a program that enriches educators' understanding of the skills and knowledge necessary to succeed in the workplace using Project-Based Learning (PBL) with an emphasis on STEM businesses and careers. In addition to direct instruction and coaching in lesson design, K-12 educators participate in immersive experiences with local companies, exploring targeted career fields they can take back to the classroom. This nationally recognized, award-winning program reaches 100 teachers each year.

# Summer STEM

WakeEd PARTNERSHIP



**Parker** **LORD**

**18**

**Partnering  
Businesses**



**Wolfspeed**

**29**

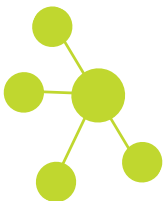
**Schools Participated  
in the Program**



**Martin  
Marietta**

**79**

**Teachers  
Participated**





35

Teams Presented  
(70 teachers)



38

Students  
Presented



24

Schools  
Participated





# Career **Accelerator**

WakeEd **PARTNERSHIP**

Career Accelerator is a workforce development program launched in 2022 created to provide high school students in rising 10th through 12th grades with immersive experiences with local companies, exploring a variety of career fields. This free summer program is hosted at local high schools across Wake County. All WCPSS rising 10th through 12th grade students are invited to participate. In addition to immersion experiences, students will receive coaching and instruction in other workforce development areas, such as CV building, social media use, and interviewing skills. Students will receive a monetary stipend upon completion of key program elements, including industry certificates and/or credentials.

**125**

**Students  
Participated**

**23**

**Partnering  
Businesses**

**81**

**Micro-Credentials  
Completed**



# CAREER EXPLORATION PILOT

Career Exploration is a new workforce development program launching in 2023, providing middle school students in 7th grade with short burst immersive experiences throughout the school year to explore career opportunities in a multitude of career fields. Students are provided: short on-site immersions with a local company, post-immersion Q&A luncheons at school with company employees, a personality-based test or career inventory to help students identify their strengths and how to use them in their future careers, and guidance from their school's Career Development Coordinator to map out their career paths.

# 125

## WCPSS Students Participated



# 5

## Middle Schools Participated



# 5

## Business Partner Immersions





WakeEd Partnership's Partners Read program places community volunteers into Wake County elementary schools to read with developing first grade readers. Volunteers have the unique opportunity to develop one-on-one relationships with students through Partners Read, as they help them increase confidence and enjoyment in reading. Additionally, students add the books that they have read with their partners to their personal libraries. Today we have volunteers in 60 schools across Wake County.

**600+** Students Served

**60** Schools Participated

**12,000+** Books Distributed

**327** Volunteers

**82.7%**

**Of Site Coordinators believe that Partners Read helped improve literacy rates at their school site**

**98%**

**Schools expected to participate in the program again next school year**

# BOB PITTARD SCHOLARSHIP

The Coach Bob Pittard Scholarship Fund is available to graduating student athletes from Green Hope High School and Apex High School who, during their high school years, earned a varsity letter for participation in a full season in a varsity sport.

# 14

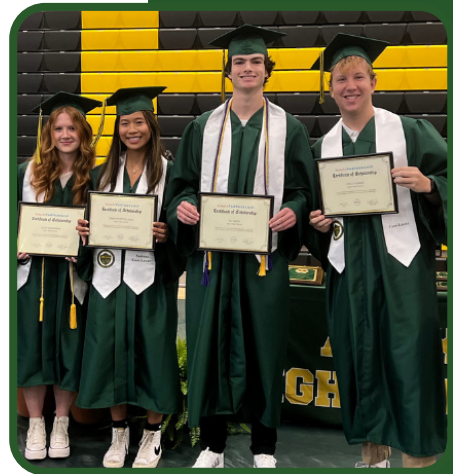
## Scholars

# \$12,500

## Awarded to each scholar

# \$175,000

## Total awarded in 2022





# ADVOCACY AT A GLANCE



## PROFILE GROWS AS THE GO-TO SOURCE FOR NEWS MEDIA ON KEY ISSUES AFFECTING PUBLIC EDUCATION

### EDUCATION

#### **New data reflects poorly for some local schools, but experts say take with a grain of salt**

There is a lot more parents must consider when choosing a school for their child. Recently, schools across the state took a hit - many more were listed as low performing.

Posted 5:17 p.m. Sep 10 - Updated 7:35 p.m. Sep 10

### WAKE COUNTY SCHOOLS

#### **How to help Wake County teachers restock their classrooms ahead of the upcoming school year**

WakeEd Partnership's "Back to School with Tools4Schools" event runs from Monday through Aug. 16.

Posted 4:31 a.m. Jul 11 - Updated 5:06 p.m. Jul 11

## HELPED INTRODUCE THE SCHOOL SUPPLIES ACT 2023 TO THE LEGISLATIVE HOUSE

### OPINION

#### **KEITH POSTON: Legislators. Please put us out of business**

Thursday, March 23, 2023 -- I'd be delighted for the General Assembly to put Tools4Schools, the free classroom supply store for teachers, out of business. Until then, Tools4Schools will be there so teachers can help meet all students' needs.

Posted 10:09 p.m. Mar 22 - Updated 5:00 a.m. Mar 23

## DISCUSSION OF HB 510 - SCHOOL SUPPLIES ACT





**430+**

**Gala Attendees**

**194.5K**

**Social Media Impressions**

**\$107,000+**

**Raised in Support of  
Wake County Public Schools**

**2022 WCPSS HALL OF FAME**



**ARIANA DEBOSE**  
*Arts*



**JAMES "TWIGGY" SANDERS**  
*Athletics*



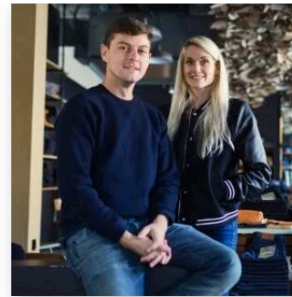
**JIM HANSEN**  
*Business*



**CAITLIN GOOCH**  
*Community Service*



**PEGGY BARFIELD CHURN**  
*Education*



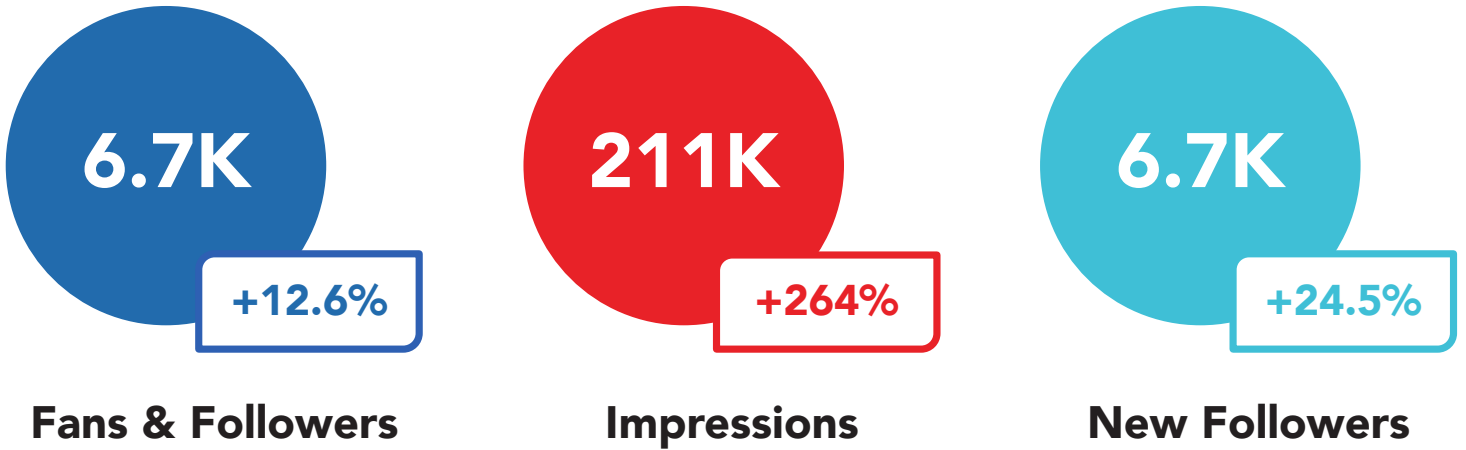
**VICTOR LYTVINENKO AND SARAH YARBROUGH**  
*Entrepreneurship*

**2022 VERNON MALONE  
FRIEND OF EDUCATION**

*Ralph Capps*



# MARKETING AUDIENCE GROWTH



Data sets | July 2022 – May 2023  
Comparison to July 2021 – May 2022

	LinkedIn	Instagram	facebook	twitter
<b>Followers</b>	793	664	1.2K	4.1K
<b>New Followers</b>	231	204	163	65
<b>Impressions</b>	54K	23K	135K	405K
	↓	↓	↓	↓
	+9.4K	+22K	+135K	-195K

# COMMUNITY BUILDING

## I LOVE PUBLIC SCHOOLS



I love Public Schools is a community building project. The project, launching in February for Valentine's Day, has continued to bring the public school community together. Teachers, supporting businesses, community leaders, and families have partaken in proudly sharing their love for public schools through a shirt or sweatshirt.

**90+** **Items Sold Since**  
**Feb. 2023**





# FINANCE

## TOP FUNDERS



WAKE COUNTY PUBLIC SCHOOLS	Career Accelerator + Career Exploration
CATERPILLAR FOUNDATION	SummerSTEM
MARTIN MARIETTA	Annual Campaign + Stars of Education
4OTHERS FOUNDATION	Tools4Schools
CHILDTRUST FOUNDATION	Partners Read
AMGEN FOUNDATION	Tools4Schools
UNC HEALTH	Annual Campaign
GOODNIGHT EDUCATIONAL FOUNDATION	Tools4Schools
ELIZABETH GANT	Annual Campaign
SAS	Tools4Schools
PARKER HANNIFIN CORP.	WakeEd Partnership
BASF	SummerSTEM + Stars of Education
TRENT RAGLAND FOUNDATION	WakeEd Partnership

\* Not an exhaustive list of funders

**Our funders help us provide exceptional resources  
and experiences for public school teachers and  
students in Wake County**

# BOARD OF DIRECTORS

## 2022-2023

### SETH CARRUTHERS | BOARD CHAIR

Director of Global Chemical Technology  
Parker LORD



**Braxton Anthony**, Rich Commercial Realty

**Richard Averitte**, American Cancer Society

**Andrew Blackburn**, Raleigh Chamber

**Emma Browning**, Paradox Consulting Partners

**Rob Buhler**, BAERING

**Seth Carruthers**, Parker Lord

**Cris Charbonneau**, Fidelity Investments

**Betsy Reade Creech**, Kane Realty Corporation

**Rene Daughtry**, Cisco Systems

**Scott Duda**, Cherry & Bekaert, LLP

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**Brad Geiger**, Martin Marietta

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**Cara Greening**, T.A. Loving Company

**John Hummel**, Sinclair Broadcasting Group

**Chad Humphrey**, Balfour Beatty

**Carey Hunter**, Principal Financial Group

**Stephanie Jensen**, BASF

**Teresa Jones**, Wake County PTA Council\*

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**Rod Malone**, Tharrington Smith

**Scot McAlexander**, TowneBank

**Catty Moore**, WCPSS School System,  
Superintendent

**Caroline Olson Baker**, WCPSS Teacher of the  
Year\*

**Michael Perera**, IBM

**Keith Poston**, President of WakeEd Partnership

**Will Quick**, Brooks Pierce

**Marion Robinson**, Retired, SECU

**Jamie Royster**, Lenovo

**Steven Slee**, Fifth Third Bank

**Mary Taylor**, WCPSS Assistant Principal of Year\*

**Chris Torgler**, Amazon

**Cleon Umphrey**, Retired, RDU Airport Authority

**Annice Williams**, WCPSS Principal of the Year\*

\* Denotes Ex-Officio Non-Voting Member