



Council Agenda Report

To: Mayor Uhring and the Honorable Members of the City Council

Prepared by: Alexis Brown, Deputy City Manager

Approved by: Steve McClary, City Manager

Date prepared: September 6, 2023 Meeting date: October 9, 2023

Subject: Malibu Schools Centralized Fundraising & Athletics Pathway

RECOMMENDED ACTION: Direct the Administration & Finance Subcommittee to review and provide recommendation to City Council concerning special funding request or Malibu Centralized Fundraising & Athletics Pathway Initiative.

FISCAL IMPACT: Funding for this initiative was not included in the Adopted Budget for FY 2023-24. An Appropriation of \$350,000 is being requested over the term of two (2) fiscal years to be revisited annually.

WORK PLAN: This project was not included in the Adopted Work Plan for FY 2022-23. Staff continue to work on ongoing projects and normal business while the FY 2023-24 Work Plan is finalized.

DISCUSSION: The City of Malibu was approached by members of PTSA Malibu and Malibu Leadership Council to discuss opportunities to enhance Malibu's education system through two initiatives; creation of a Centralized Funding Entity and Implementation of Athletic Pathways.

The Malibu High School PTSA supports both Malibu High School and Malibu Middle School. It is a unit of the California State PTA and National PTA organizations and shares the common mission to positively impact the lives of all children and families. The PTSA provides financial and parent support for supplemental classroom supplies, field trips, college and career services, SAT/ACT test prep, science and technology programs, bi-lingual support, Mindfulness Support, CPR certification, the library, the copy center, the website, the directory, emergency supplies, parent education, family and multicultural events, staff appreciation, student counseling programs, student honors and graduation ceremonies, senior scholarships and legislative support.

The Malibu Leadership Council was formed in 2014 by parent leaders and local heads of student organizations in an effort to promote Malibu's interests in the broader educational community. Members of the Council include representatives from the PTA/PTSA of Malibu Schools, Malibu Boys & Girls Club, Malibu Shark Fund and Advocates for Malibu Public Schools (AMPS).

ATTACHMENTS:

1. Copy of Email Correspondence Between City Officials and PTSA Malibu
2. Copy of Centralized Fundraising & Athletics Pathway Benchmark Budget Sheet
3. Copy of Library Tax Allocation Request

Kelsey Pettijohn

Subject: Malibu Fundraising Entity & Athletics Pathway
Attachments: Malibu Schools_Centralized Fundraising and Athletics Pathway_Benchmark Budget-Sheet 1.pdf;
MSLC_Malibu Library Tax Allocation Request_7.10.23_LA County.pdf

On Fri, Jun 16, 2023 at 2:16 PM PTSA Malibu <ptsamalibu@gmail.com> wrote:

Dear Mayor Silverstein:

We hope this email finds you well. As parent leaders at each of the Malibu Public Schools and key community and district partners, we are requesting a meeting with you both to discuss two crucial topics that we believe will greatly benefit our community's education system: ***Establishing a Centralized Fundraising Entity*** and ***Implementing an Athletics Pathway*** starting from the elementary school level.

We can make a group of us available next week on Tuesday or Wednesday between 10-12 and can use Malibu High School as a meeting location. Please let us know if an hour works for the both of you within those windows.

We want to emphasize that our group is engaging in similar conversations at the district level and with the other city council members in small groups. By seeking feedback from key stakeholders to support a collaborative and open-minded approach, we are confident we can collectively develop a strong plan forward with broad buy-in and support.

As concerned citizens and advocates for quality education in Malibu, we believe these two initiatives can significantly contribute to the growth and development of our education systems, now and when we become a standalone district.

- **Centralized Fundraising Entity:** Since separating from the Santa Monica Education Foundation, the burden of fundraising for staff and staffed programs has fallen onto the shoulders of the two elementary school PTAs and volunteer parents at the High School. Establishing this entity now will enable us to streamline and maximize community support for education-related initiatives by consolidating fundraising efforts and resources into a professionally-led organization to better address the needs of our students and provide them with enhanced educational opportunities.
- **Athletics Pathway:** Strengthening the many city and partner-led athletics offerings from elementary school and aligning them more closely the needs and campuses of our students can help to strengthen our High School Athletics program and maintain enrollment within our schools and significantly benefit our students. By offering organized and competitive sports programs and fostering a culture of physical activity and team spirit at an early age, we can nurture well-rounded individuals and promote lifelong healthy habits.

We kindly request a meeting with this committee (names below) to further discuss these topics, share a proposal we have created for feedback and explore the feasibility of implementing these initiatives in our community. We believe that our collective efforts can significantly enhance the educational experience for students in a separate Malibu School District and benefit the community overall.

Additionally, if there is any information or material that would be helpful for us to share or prepare in advance, please do not hesitate to let us know.

Thank you for your attention to these matters, and we look forward to the opportunity to engage in a productive discussion.

Best regards,

Karin Al-Hardan
President, Malibu Middle and High School PTSA

Jessica Butler-Bell
President, Webster Elementary PTA

Melanie Heseker
President, Malibu Elementary School PTA

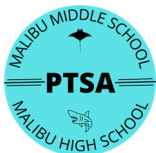
Josie Kletter and Roui Israel
Co-Chairs, Malibu Schools Leadership Council

Isaac Burgess
Executive Director, SMMUSD Malibu Pathway Executive

Stacy Rouse
Board Member, SMMUSD Board of Education

Kasey Earnest
Chief Professional Officer, BGCM

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Malibu Middle + High School PTSA
PTSAmalibu.membershiptoolkit.com
Follow us on [FB](#), [Insta](#) and Twitter @PTSAmalibu

Table 1

Funding Needed	Centralized Fundraising Entity Funding	Cost Detail	Athletics Pathway Funding	Cost Detail	SMMUSD Funding for Elementary School IA's + Art (Year 1)	TOTAL FUNDING	Success Benchmarks
9.1.23	\$12,000	- Consultant (3 months)	\$24,233	- Athletic coordinator (1 month salary) (\$8,333) - 3 Fall Coaches (\$9,000) - FIYA league Fees - Fall (\$2,400) - Fall Uniforms & Equipment (\$4,500)		\$36,233	1. Strategic approach delivered for fundraising entity. 2. Fall Athletics teams established at MMS (Track & Field, Girls Volleyball, Flag Football and/or Tennis) 3. Athletic Coordinator and/or Coaches Hired and program goals set.
10.1.23 (Q4)			\$55,000	- Athletic Coordinator Salary (\$25,000) - Transportation (\$30,000)	\$94,000 \$0	\$55,000	1. Middle School Athletics Program Established and Active <i>District Funding for Aides & Arts reduces the need.</i>
1.1.24 (Q1)	\$10,000	- Consultant support + Recruiting for Executive Director	\$35,200	- Athletic Coordinator Salary (\$25,000) - 2 Winter Coaches (\$6,000) - FIYA League Fees - Winter (\$1,600) - Winter Uniforms & Equipment (\$3,000) - Transportation (\$10,000)	\$94,000 \$3,000	\$48,200	1. Launch Plan in place, fundraising goals established. 2. Active Recruitment for Executive Director. 3. MMS Athletics participation growth 4. Establish plan for Elementary School Athletic Clinics <i>District Funding for Aides & Arts reduces the need.</i>
4.1.24 (Q2)	\$60,000	- Hire Exec. Director (3 months salary) - Consultant Support (\$10k)	\$70,900	- Athletic Coordinator Salary (\$25,000) - 3 Spring Coaches (\$9,000) - FIYA League Fees - Spring (\$2,400) - Spring Uniforms & Equipment (\$4,500) - Transportation (\$30,000)	\$94,000 \$76,500	\$207,400	1. Launch plan finalized and underway. 2. Athletics Pathway plan - elementary to Middle School - established. 3. Year 1 Assessment and recommendations provided to Malibu City. <i>District Funding for Aides & Arts reduces the need.</i>
7.1.24 (Q3)	\$60,000	- Exec. Director (3 months salary) - Consultant Support (\$10k)	\$70,900	- Athletics Coordinator Salary (\$25,000) - 3 Fall Coaches (\$9,000) - FIYA League Fees - Fall (\$2,400) - Fall Uniforms & Equipment (\$4,500) - Transportation (\$30,000)	\$94,000 \$76,500	\$207,400	1. Fundraising Entity Awareness and momentum. 2. Established goals for launch met/exceeded. 3. Athletics Pathway awareness and momentum. 4. SMMUSD Agreement to assume cost gaps for IA's and Arts for 2024-2026 school years. <i>District Funding for Aides & Arts reduces the need.</i>
10.1.24 (Q4)	\$60,000	- Exec. Director (3 months salary) - Consultant Support (\$10k)	\$25,000	- Athletics Coordinator Salary		\$85,000	1. Positive Feedback from parents and students. 2. Funding entity benchmark goals met.
2025	\$200,000	- Exec. Director (Annual Salary)	\$202,000	Annual Cost (as above)		\$402,000	1. \$1.5M in endowments established. \$500k in annual funds raised. 2. 6+ Teams Established for MMS. 3. 4+ Athletics clinics for Elementary School.
2026	\$200,000	- Exec. Director (Annual Salary)	\$202,000	Annual cost (as above)		\$402,000	1. \$3M in endowments established. \$1M in annual funds raised. 2. Funding for current and expanded staff established. 3. Successful Athletics Pathway.
TOTAL	\$602,000		\$685,233		\$0	\$1,443,233	

MSLC for Malibu Public Schools

Library Tax Allocation Request 2023

MALIBU SCHOOLS LEADERSHIP COUNCIL (MSLC) is composed of PTA Presidents and Principals from our four Malibu Public schools, as well as Boys & Girls Club Malibu Leadership, SMMUSD Pathway Director and a Board of Education Representative.

The MSLC Mission is to advocate on behalf of Malibu Public School students to ensure equitable learning experiences at our local schools.

CURRENT STATE: Malibu's Pathway of 4 public schools and 1,200 students rely on parent volunteers to raise roughly \$1M annually across all schools to fund staff (instructional aides, arts, technology, marine science, athletics and counseling) to fill basic gaps in school district funding for staff and additional staffed programs.

Santa Monica's Pathway of 13 public schools and 8,000 students benefit from a professionally run centralized fundraising entity which raises and distributes roughly \$2M each year to fund incremental staff, art, science programs, gardening programs and an athletics pathway starting in elementary school at all the Santa Monica Public Schools.

To create equitable and holistic public school experience for all students in Malibu and Santa Monica, and to foster a lifelong love of learning, we need to establish a self-sustaining centralized fundraising entity in Malibu to address student educational needs, now and for future generations.

THE REQUEST: The MSLC, with the support of members of the Malibu City Council, is advocating for temporary funding from the Malibu Library Tax Allocation Fund over the next 3 years (Fall 2023 - June 2026) to assist in establishing a professional centralized fundraising entity for Malibu Schools to support the public education experience, specifically: language, arts, athletics and basic literacy programs in the Malibu pathway. Note, this funding is temporary and would sunset once the organization and the community is able to develop a sustainable model and program within the Malibu pathway. This may also include the development of a Malibu Unified School District that is currently under negotiation.

A top-line benchmark budget, estimated to be roughly \$500-700k/year, is outlined below.

THE NEXUS: The funding is being requested to establish a self-sustaining entity to support language arts, literacy, and other educational programs in the Malibu's Public Schools forever. **Malibu's (public and school) Libraries and this fundraising entity will be connected through:**

1. **Shared Goals:** There is already a number of cooperative programs between the local library and the schools, so the precedent for such funding already exists. Both entities are committed to supporting education, learning and the overall development of individuals within the community. This fundraising entity will improve the educational experience for all Malibu Public School students, not just those that can afford outside enrichment opportunities.

A Malibu Schools Leadership Council Effort

Contact: Karin Al-Hardan, Chair, The Shark Fund | Email: KarMihkels@gmail.com | Mobile: 310-709-2255

2. **SMMUSD Budget Reallocation:** The ability to secure these funds will potentially also allow the SMMUSD to relocate current funding to support specific (staffing and programatic elements) of the existing Malibu Pathway budget.
3. **Comprehensive Support:** The current environment for students in Malibu, who have weathered wildfires, a pandemic and a rapidly changing world, requires a well-rounded education which encompasses academics as well as arts and athletics. Funding solely focused on libraries is important, but may not be sufficient to provide a holistic educational experience. This fundraising entity will provide financial support to bridge the gap by providing additional resources and financial support specifically dedicated to supporting academics, arts and athletics in Malibu public schools.
4. **The Ripple Effect:** There is no question as to the need and the clear linkage between what the City of Malibu and the County have noted is their vision for this funding in the past. Investing in academics, arts, and athletics can lead to positive outcomes in various aspects of a student's life. Research shows that students engaged in extracurricular activities have higher academic performance, improved social skills and increased motivation. Libraries will benefit from this ripple effect by providing a supportive environment for students to further explore their interests, engage in research related to their pursuits, and foster a love for reading and learning.

TOP-LINE BENCHMARK BUDGET: Initial estimates for necessary funding support.

Funding Needed	Centralized Fundraising Entity Funding	Cost Detail	Athletics Pathway Funding	Cost Detail	SMMUSD Funding for Elementary School IA's + Art (Year 1)	TOTAL FUNDING	Success Benchmarks
9.1.23	\$12,000	- Consultant (3 months)	\$24,233	- Athletic coordinator (1 month salary) (\$8,333) - 3 Fall Coaches (\$9,000) - FIYA league Fees - Fall (\$2,400) - Fall Uniforms & Equipment (\$4,500)		\$36,233	1. Strategic approach delivered for fundraising entity. 2. Fall Athletics teams established at MMS (Track & Field, Girls Volleyball, Flag Football and/or Tennis) 3. Athletic Coordinator and/or Coaches Hired and program goals set.
10.1.23 (Q4)			\$55,000	- Athletic Coordinator Salary (\$25,000) - Transportation (\$30,000)	\$94,000	\$149,000	1. Middle School Athletics Program Established and Active
1.1.24 (Q1)	\$10,000	- Consultant support + Recruiting for Executive Director	\$35,200	- Athletic Coordinator Salary (\$25,000) - 2 Winter Coaches (\$6,000) - FIYA League Fees - Winter (\$1,600) - Winter Uniforms & Equipment (\$3,000) - Transportation (\$10,000)	\$94,000	\$139,200	1. Launch Plan in place, fundraising goals established. 2. Active Recruitment for Executive Director. 3. MMS Athletics participation growth 4. Establish plan for Elementary School Athletic Clinics
4.1.24 (Q2)	\$60,000	- Hire Exec. Director (3 months salary) - Consultant Support (\$10k)	\$70,900	- Athletic Coordinator Salary (\$25,000) - 3 Spring Coaches (\$9,000) - FIYA League Fees - Spring (\$2,400) - Spring Uniforms & Equipment (\$4,500) - Transportation (\$30,000)	\$94,000	\$224,900	1. Launch plan finalized and underway. 2. Athletics Pathway plan - elementary to Middle School - established. 3. Year 1 Assessment and recommendations provided to Malibu City.
7.1.24 (Q3)	\$60,000	- Exec. Director (3 months salary) - Consultant Support (\$10k)	\$70,900	- Athletics Coordinator Salary (\$25,000) - 3 Fall Coaches (\$9,000) - FIYA League Fees - Fall (\$2,400) - Fall Uniforms & Equipment (\$4,500) - Transportation (\$30,000)	\$94,000	\$224,900	1. Fundraising Entity Awareness and momentum. 2. Established goals for launch met/exceeded. 3. Athletics Pathway awareness and momentum. 4. SMMUSD Agreement to assume cost gaps for IA's and Arts for 2024-2026 school years.
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TOTAL	\$602,000		\$685,233		\$376,000	\$1,663,233	

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