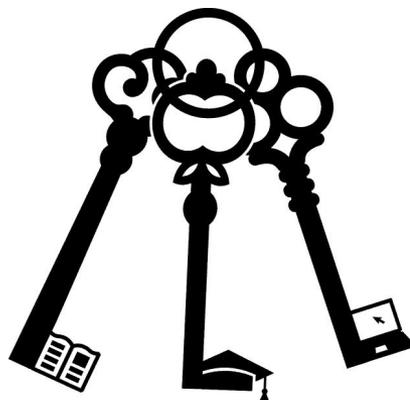


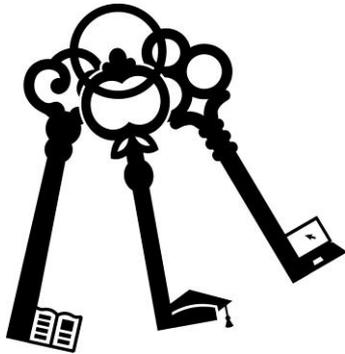
KEYS
TO EXCEPTIONAL
YOUTH
SUCCESS



KEYS
TO EXCEPTIONAL
YOUTH
SUCCESS

<http://www.keysscholarships.org/>

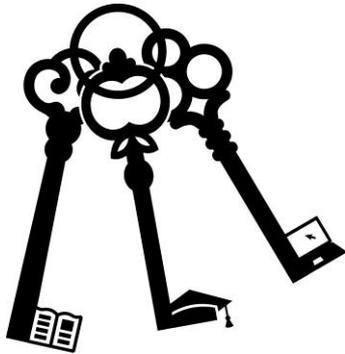
Susan Baldino
sbaldino@fsu.edu



Who are we?

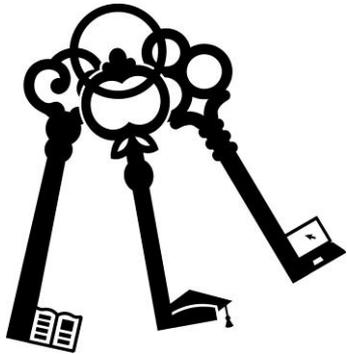
Parents, educators and other community leaders
Moms, School board members, ESE teachers

CFO, Banker, Veterinarian, Lobbyists for disability
and education issues, Political activist, University
professor, art instructor, IT specialists, Nurse,
Classroom teachers, Special Education teacher,
Family counselor



Mission

KEYS serves persons with disabilities with postsecondary educational needs by providing scholarships and promoting lifelong learning opportunities.

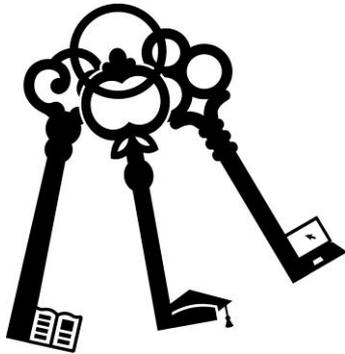


Values

KEYS realizes that students with disabilities are underserved and have limited postsecondary opportunities.

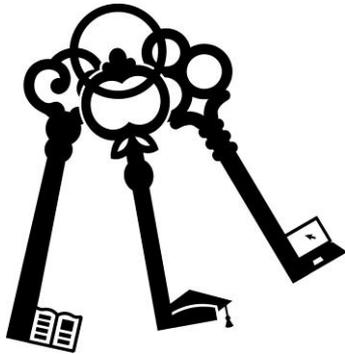
KEYS knows that students with disabilities are skillful learners and are only limited by the people and circumstances that surround them.

KEYS recognizes the potential of students with disabilities to succeed in postsecondary education programs including college degree programs.



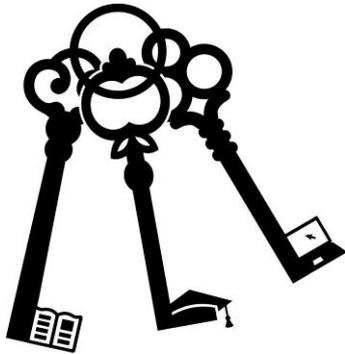
Purpose

- **Scholarship Program**: To award scholarships for postsecondary education and training opportunities to persons with disabilities.
- **Lifelong Learning Support**: To provide resources that enhance existing programs and encourage development of new initiatives.
- **Research Agenda**: To study and advocate for postsecondary curricula including college degree programs.
- **Awareness Initiative**: To raise awareness about the exceptional talents and skills of persons with disabilities in higher education.



Legal Status

KEYS is designated as a pass-through organization by the Foundation for Leon County Schools, a non-profit organization with 501(c)(3) status.



Committees

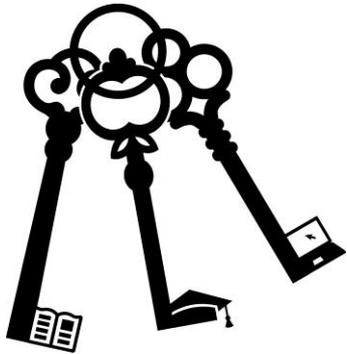
Mission, Bylaws, Planning

Scholarship

Research

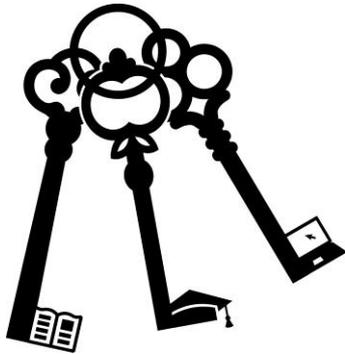
Public relations

FUND RAISING



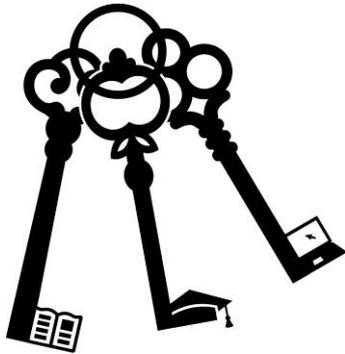
What has KEYS done in six years?

- Raised \$120,000
- Awarded 39 scholarships
- Provided instructional supplies for 35 vocational education students
- Endowed a scholarship at Tallahassee Community College
- Helped launch *Eagle Connections* a TCC program for students with intellectual disabilities.



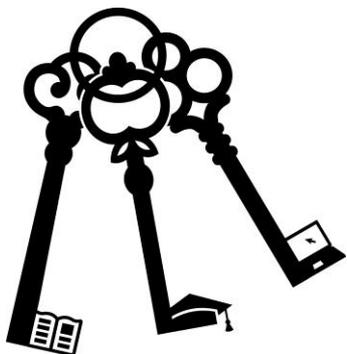
What are the keys to fund raising?

1. Know your product and its value to the community
2. Know your constituents: why would they give?
3. Make a commitment: fund raisers must have a passion for the cause and be willing to give time, effort, money



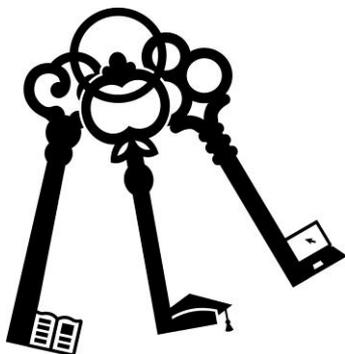
**The more personal the contact is,
the more positive the results are.**

- face to face
- personal letter on personal stationery
- personal telephone call
- personalized letter
- direct mail
- phonathon (impersonal)
- special event
- door to door
- media advertising



How has KEYS done it?

- Individual philanthropic giving
- Signature event: the KEYS Wine Tasting
- Sponsorships
- In-kind donations



KEYS
TO EXCEPTIONAL
YOUTH
SUCCESS

Please join us as we enjoy the fruit of the vine, the
froth of great hops and heavy hors d'oeuvres
all for a great cause—

KEYS TO EXCEPTIONAL YOUTH SUCCESS

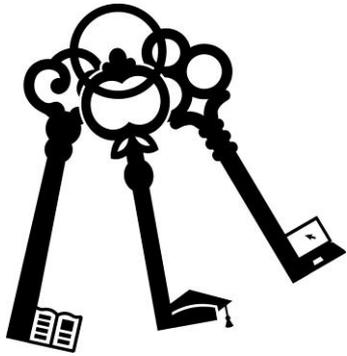
THURSDAY, SEPTEMBER 22

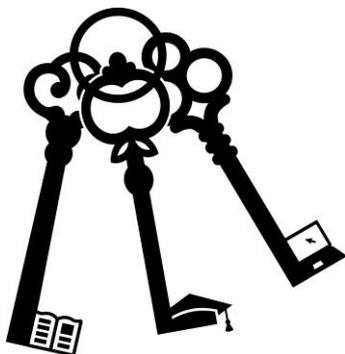
6:00-8:00 PM

AT THE HOME OF
BARRY AND ALLISON TANT RICHARD
6035 BOYNTON HOMESTEAD
TALLAHASSEE, FLORIDA

\$25.00 donation per person

Silent and live auctions





Creating a successful wine tasting party

Invite important people

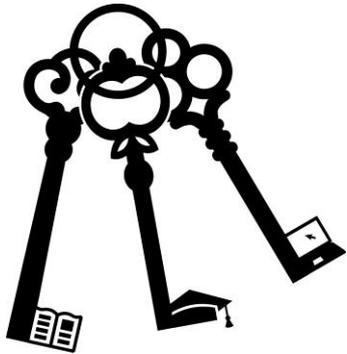
Use a personal touch

Leverage your fund-raising capacity

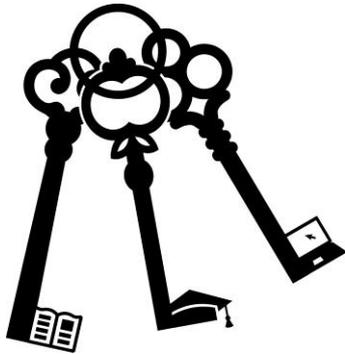
with your invitation

when preparing for the event

at the event



**Strong leadership
Make it personal
Use your talents**



KEYS is more than a fund-raising organization. It provides a welcome outlet for parents of children with disabilities. How many emails have you seen that start with "I'm so glad I found you all" or "You are an amazing group of women"?

You ask for advice from each other -- help with IEPs for example. You bounce ideas off each other. There is open and frequent communication.

The members seem to silently understand each others' struggles without having to say a single word about it. It is truly amazing to watch.

To be clear, **KEYS** is not a support group. It is an empowerment group. And that is why the members are so dedicated, which makes the group successful.