

AAF District 8 Educational Foundation History

The American Advertising Federation District 8 Educational Foundation was the creation of a group of past Governors and board members who saw the importance of supporting and engaging youth in our district to become a part of our industry through the National Student Advertising Competition (NSAC).

In 1991, the District 8 Education Foundation applied for and received its 501 (c)3 status with the IRS. The goal was to provide ongoing funding for the National Student Advertising Competition by raising an initial amount of \$100,000 over five years. And once the amount was achieved, the annual annuity of approximately 10% of the fund was to be used to cover NSAC hosting expenses.

As we review our history, we see that the 'five years' was an overly optimistic goal to achieve the \$100,000 goal, so fast forward to 1995 and the then Governor, Jay Gould (Ad Fed MN), reminded all D8 clubs that we had all 'made a commitment to the Foundation by budgeting a donation of \$500 - \$1,000 per club per year.' Thanks to then ongoing support of our clubs, we eventually did hit the \$100,000 mark.

Thereafter, the Foundation began to issue funds annually to support the operating expenses of the NSAC. Unfortunately, our investments — while housed in the most conservative vehicles possible — were not immune to the recession of 2007/2008. While this reduced our overall funds, we have steadily worked to build back up our reserves.

Along the way, the District 8 NSAC found a way to curtail some of their expenses (generally \$25,000+) by taking advantage of the University of Minnesota/Twin Cities presentation rooms at a fraction of the previous hotel meeting space and A/V costs. Other participating NSAC schools have been given the opportunity to host the competition as well. St. Cloud State University has also hosted, and the hope is that other colleges and universities will offer space in their facilities going forward.

In light of these NSAC cost savings, the Foundation board decided to expand the scope of the annual disbursement and created a procedure for clubs and schools to request funding for additional programs that would engage youth in our industry.

In 2013 the Foundation board began accepting requests for funding. In the past 6 years, there has been over \$25,000 donated to various clubs, schools and of course the District 8 NSAC, for which the Foundation was initially created.

In order for the Foundation to maintain our funding commitments and to fulfill eligible requests, we need your help. While our initial strategy when the Foundation was set up asked clubs to contribute by pledging \$500 - \$1,000 per year, we understand that this is not possible in all situations. Therefore, our hope is that each club will budget a minimum \$100 per year contribution to the Foundation, with the goal of giving more if within its means. If \$100 is itself a challenge in a particular year, we would of course appreciate any amount you can give.

If you have questions or would like more information on the AAF – District 8 Education Foundation, please contact any of the Foundation's board of directors.

TO CONTRIBUTE: Donations are accepted at any time. Send checks (payable to AAF District 8) to:
Andrea Barber, 729 Aztalan Drive, Madison, WI 53718
