

2020 VISION

OUR FOCUS ON FLORIDA'S FUTURE



CONSORTIUM OF FLORIDA EDUCATION FOUNDATIONS

INVESTMENT REPORT

2020

Statewide Reach. Local Impact. For Students.

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ABOUT THE COVER PHOTO

The Escambia County Public Schools Foundation provided funding to the Roy Hyatt Environmental Center to support their “Where the Wild Things Are” program. A second grader is pictured observing a chrysalis at the wildlife habitat as she learned about the life cycle of butterflies.



2020 NEW VISION

We envision a state where every student and teacher in all schools succeed.

We believe that **engaged and connected communities** lead to teacher and student success. We also believe that a high functioning local education foundation is essential for school districts and communities to **close opportunity gaps and ensure educational success** for all students.

Our mission is to work with our members and partners to connect individuals, organizations and financial resources, building the capacity and effectiveness of local education foundations.

As we developed our strategic plan over the past year and refined our goals for the coming few years, the vision for our statewide organization became crystal clear. We embark on a new decade with greater focus on the five goals highlighted in this report:

- **Elevate the performance** of local education foundations;
- **Expand and deepen our relationships** with partners;
- **Maximize financial** support for local education initiatives;
- Maintain and grow our **collaborative culture**; and
- Serve as leaders in **education investment and innovation**.

In this report, we take a look back at our 2018 - 2019 impact and highlight initial progress with our 2019-21 strategic plan. We are grateful for your partnership and engagement as we move forward in 2020 with even greater clarity of purpose and vision.

With Best Regards,



Mary Chance
President & CEO



Janice Kershaw
Membership Chair



Mary Chance



Janice Kershaw

ABOUT THE CONSORTIUM OF FLORIDA EDUCATION FOUNDATIONS (CFEF)

The CFEF is the membership organization for Florida's school district-wide local education foundations. Established in 1987, the CFEF seeks to advance student achievement in Florida by increasing private-sector investment and involvement in public education. The CFEF now has 64 member foundations with 1,100 business and community leaders serving as volunteer board members. Collectively, they raise more than \$64 million annually to support students, teachers, and schools through a variety of programs. The CFEF has provided more than \$56 million to local education foundations since 2001 through various private- and public-sector partnerships, including the State of Florida School District Education Foundation Matching Grant Program.



\$10.2 MILLION

total value of student and classroom supplies provided through teacher resource stores.



\$805,000

donated by school district employees through workplace giving campaigns.



\$551,180

distributed to classrooms through Find It and Fund It crowdsourcing platform.



\$349,420

raised from Florida drivers who bought and renewed the Support Education tag.



Florida Power & Light Company funded “EmPOWERing STEM Educators” for the second year through the CFEF. Eight education foundations received grants to support peer-to-peer learning opportunities for teachers to increase their knowledge of effective math and science instructional practices.

Helping Teachers & School Districts Increase Instructional Impact

Wells Fargo and the Bill & Melinda Gates Foundation encouraged education foundations to help school districts strengthen programs that increase the use of effective curriculum, address persistent achievement gaps and achieve more equitable outcomes for all Florida students through “Increasing Instructional Impact” grants this school year.

- **Brevard Schools Foundation’s** project worked to retain and train new teachers.
- **Champions for Learning** (Collier County) funded tools and opportunities to align student work and activities to grade-level standards through learning walks, debrief conversations, and roundtables.
- **Education Foundation of Indian River County** expanded science experiences to low-income 3rd-5th grade students with science teacher professional development and support to ensure standards-aligned instruction.
- **Education Foundation of Sarasota County** helped teachers learn how to effectively convey high expectations to students.
- **Education Foundation of Lake County** supported training for elementary school teachers on using student-centered feedback to understand how to incorporate literacy standards into future instruction.
- **Pasco Education Foundation** invested in identifying and testing school-based change projects that impact school culture, teacher development, and student outcomes.
- **Pinellas Education Foundation** research will examine community and district literacy efforts with a goal of identifying gaps and facilitating alignment.



Escambia teacher with Career Academy students

Teaching quality and effective teaching practices are consistently identified as the most important school-based factors in student achievement.



Damian Haitzuka of Wells Fargo with CFEF member grant recipients

Encouraging a Cycle of Inquiry

Are student test scores in your school district increasing or declining? Are there surprising differences among schools and between subgroups of students? What does it all mean to your classroom investments and program priorities?

Training by Florida Chancellor of Public Schools Jacob Oliva this year introduced the state's new EduData portal as a tool for education leaders, parents, and philanthropic partners to explore those questions and more for their local district. Florida is making gains in graduation rates and student achievement, but persistent achievement gaps remain. What the research uncovers can set up some great conversations with school leaders and partners. The CFEF also published a toolkit to help education foundations work collaboratively on student impact initiatives with their partners.



Jacob Oliva,
Florida Department of Education
Chancellor of Public Schools



Margaret Spontak, Duke
Energy Foundation, Stakeholder
Philanthropy Manager

Duke Energy Foundation Invests \$435,000 in CFEF Capacity Over 10 Years

Duke Energy Foundation has a long history of investing in the CFEF and Florida's local education foundations. Their CFEF support is helping build the capacity of local education foundations by supporting board development and strategic planning and, most recently, ensuring their classroom investments support standards-based instruction and promote student understanding of career pathways. The Foundation's deep commitment to STEM education and workforce development initiatives on the local level typically adds up to more than \$500,000 annually in grants and sponsorships to education foundations throughout their service territory.

Foundations for Excellence Quality Standards

Drawing on 30 years of best practices, Florida's local education foundations have developed performance standards for members as a voluntary self-assessment and peer review process. Six key areas are analyzed with the goal of building strong education foundations that are sustainable beyond leadership and program changes. Areas include: mission and strategy; program quality; board and leadership; fundraising and sustainability; partnerships, public awareness, and engagement; and effective business and organizational operations.



"The final worksheet is a fabulous tool to show our Board members that we're doing many things well and to help us focus on where we could use their assistance and attention," asserts Executive Director Cynthia Ramirez, FUTURES Foundation for Volusia County Schools.



Pamela Gunthorpe and Stephanie
Parks, FUTURES Foundation for
Volusia County Schools

EXPANDING RELATIONSHIPS

CFEF Leads in State and National Responsiveness Philanthropy



Clay County teachers collect school supplies for counties hit by Hurricane Michael.

After Hurricane Michael hit the Florida Panhandle in October 2018, the Florida Blue Foundation, Helios Education Foundation, and Wells Fargo all turned to the CFEF to facilitate student, teacher and classroom support in the multiple school districts impacted. In total, the CFEF has facilitated more than \$370,000 to support Florida's students and teachers in the aftermath of hurricane destruction in recent years.

With the CFEF increasingly being viewed as a "go to" resource for organizations wanting to direct assistance where it is most needed, leaders developed a guide for local education foundations to create a policy and plan to be prepared for future disasters. The resource was shared statewide through the Florida School Boards Association and Florida Association of District School Superintendents June 2019 conference and nationally at the 2019 National School Foundation Association Conference in San Diego.

"The context is different with our colleagues around the country where floods or tornadoes may be the cause for disruption, but the needs are similar," said Mary Chance, CEO of the CFEF. "People want to help when disaster strikes. When communities include anticipated philanthropic response in their disaster planning, we provide a tremendous service both to those in need and to those who want their support to get where it's most needed."

Leadership Florida Program Connects & Strengthens Education Leaders



Now in its fifth year, the Leadership Florida Education Program brings together a cohort of education leaders in different roles for an eight-month focus on the opportunities and challenges associated with improving education outcomes for all Florida students.

Eight local education foundation leaders have completed the program to date with Susan Copeland (**Polk Education Foundation**) and Tracy Burger (CFEF Director of Programs) now participating in Class V.

"It was a wonderful opportunity to broaden my understanding of the complex issues around improving education in our state," said **Education Foundation of Sarasota County** CEO Jennifer Vigne. "And I now have a whole new network of diverse leaders I can connect with to inform our local work."

10-Year Partnership

For the 10th consecutive year, AT&T is partnering with the Consortium of Florida Education Foundations to provide experiential learning opportunities with a goal of helping students understand how classroom curriculum translates into STEM (science, technology, engineering and math) careers. Real-world application of STEM education concepts, problem-solving, and critical thinking skills will be key elements of 42 separate "STEM@Work" projects to be organized and funded through CFEF member local education foundations this school year.



Joe York, AT&T Florida President

"We continue to make this investment in Florida's future because our K-12 education foundations are well positioned to be the link between schools and local businesses for students, enabling them to build connections with potential employers in their communities, get a sense of what careers they offer and understand the skill sets they require," said Joe York, AT&T Florida President.

STRATEGIC ADVISORY COUNCIL

While the CFEF is governed by its membership for the day-to-day decisions and policies, the Strategic Advisory Council looks at broader issues, policies, and trends in education and offers advice and a different perspective. Corporate, foundation, education, and government leaders meet bi-annually to help guide the CFEF in its statewide work in the education sector.

“We are engaging in high level discussions and grappling with big, complex challenges,” said David Dawkins with Wells Fargo Advisors. “Each time we bring the conversation home to what are the opportunities for the CFEF to take a leadership role and for local education foundations to drive important conversations and work in education equity.”



*David Dawkins, Wells Fargo Advisors,
Director of Diverse Client Segments*

2019-2020 Members

Carolyn Akers, Mobile Area Education Foundation, CEO

Laylah Bulman, Samueli Foundation, Florida Program Representative

David Dawkins, Wells Fargo Advisors, Director of Diverse Client Segments

LaQuitta Ghent, Duke Energy, VP of Engineering for Customer Delivery

Gordon Gillette, Hillsborough Early Learning Coalition, CEO

Jennifer Grove, Baptist Health Care, Vice President External Affairs

Debbie Harvey, Ron Jon Surf Shop, COO

Charles Hokanson, Helios Education Foundation, Sr VP, Florida Community Engagement

John Legg, Former Florida Legislator, Founder of Dayspring Academy

Andrea Messina, Florida School Boards Association, Executive Director

Karen Moore, Moore, CEO

Susan Moxley, Former Lake County Schools Superintendent

Gerald Solomon, Samueli Foundation, Executive Director

Pam Stewart, Former FLDOE Commissioner

KyVu, Education Consultant

Nicole Washington, Lumina Foundation, Strategy Officer

Encouraging Customer Giving

Amscot Financial is a national leader in providing convenient, consumer-oriented financial services, now serving 4.5 million Floridians in 240 locations. Fourteen years ago, Amscot created a customer giving campaign that, with corporate match contributions and personal support from company leaders, has resulted in raising nearly \$1.3 million to support teachers and students. Their 2019 Just a Dollar campaign collected a record \$162,688 that was distributed to 21 local education foundations in the company's service territory.



A “Bright” New Partner



The Bright Futures Scholarship Program has been primarily funded by the Florida Lottery since the Florida Legislature created it in 1997. More than 800,000 students have received \$5 billion in support for college and technical/vocational schools. The CFEF recently partnered with the Florida Lottery to help students overcome barriers to earning Bright Futures Scholarships and encourage students of low socio-economic backgrounds to be prepared for post-secondary education success.

Nine local education foundations—one in each Florida Lottery district—received a \$5,000 grant to support students during the 2019-2020 school year in completing Free Application for Federal Student Aid (FAFSA) applications, preparing for and taking college entrance exams, understanding college and vocational program options after high school, applying for college and more.

MAXIMIZE FINANCIAL SUPPORT

Since 2001, nearly \$52 million dollars has been allocated by the Florida Legislature for the School District Education Foundation Matching Grant Program which has leveraged more than double that amount in private matching dollars. Education foundations must match each \$1 received by the state with \$1 from private philanthropy. For the 2019-20 school year, \$5 million will support 128 projects in 64 county-wide school districts across Florida.



School District Education Foundation Matching Grant Program



Representative Travis Cummings, District 18 at Tools 4 Clay Schools event.



Senator Tommy Wright, District 14 (center) in discussion with Alyssa Birkey from Citrus Grove Elementary School in Volusia County.



Representative Patricia Williams, District 92 (left) and Shea Ciriago of Broward Education Foundation kick-off the 2019 Back to School supply drive that collected \$295,000 worth of supplies.



Representative Byron Donalds (District 80) addresses education foundation leaders and supporters during CFEF Day at The Capitol.



Local education foundation leaders visit with Senator Bill Montford (District 3) at The Capitol.

“I know that private donations and state matching funds play a major role in supporting school districts and individual school’s efforts to improve student outcomes... Thank you for all the work that you do at the Consortium of Florida Education Foundations to advocate for Florida’s schoolchildren and for programs like the School District Education Foundation Matching Grant Program.”

Senator Rob Bradley, District 5



Senator Jason Pizzo, District 38 (center) at The Education Fund of Miami-Dade’s Idea Expo, a teacher-to-teacher curriculum conference.



Senate President Bill Galvano, District 21 (second from right) and Manatee teacher Gil Burlew with award-winning Technology Student Association students.



Polk Education Foundation Executive Director Susan Copeland (L) and Education Foundation of Lake County Executive Director Carman Cullen (R) visit with Senator Kelli Stargel (District 22).



Representative Mel Ponder (District 4) addressing participants in CFEF’s inaugural Northwest Florida Career Pathways regional forum in June 2019 at Northwest Florida State College.



Representative Paul Renner (District 24) presents matching grant checks to leaders of the Education Foundation of Sarasota County at the Fall 2019 CFEF Leadership Conference.

MAXIMIZE FINANCIAL SUPPORT

School District Education Foundation Matching Grant Program

Areas of Impact

Career & Technical Education

Nassau Education Foundation Growing AgriTech in Nassau County

Support provided start-up funds for a new agri-business program preparing students for careers in Agriculture and Food & Natural Resources in previous years. Now, more than 200 middle and high school students are enrolled and there was a 47% increase in the number of participating students earning industry certification compared to the previous year.

Literacy

Education Foundation of Martin County Elementary Book Bowl



Using current Sunshine State Young Readers Award book titles, teams representing their schools compete in a game-show style Book Bowl. Students read, re-read, discuss, strategize, and create their own questions and answers to test each other before the big event. 59% of participating students reported an increased interest in reading.

Increasing Graduation Rates

Education Foundation of Lake County ACT Reading Prep Program



High school students who struggle to pass the Florida State Assessments can still receive a high school diploma if they achieve a concordant score on the SAT or ACT. An ACT prep program in partnership with Sylvan Learning Center gave that opportunity to 410 students and 80% successfully graduated. Teachers also benefited from the program with exposure to new learning strategies and ideas for motivating students.

STEM (Science, Technology, Engineering and Math) The Education Fund of Miami-Dade Food Forests for Schools



This student-centered, seed-to-table program operates hands-on outdoor labs that increase academic achievement and promote healthy lifestyles. 79% of participating students increased their science scores over the course of the project and 57% are “very willing” to eat healthy foods as a result of the program.

Teaching Quality/Instructional Impact

Education Foundation of Palm Beach County Charging Forward with Multisensory Strategies



Teachers were trained in multisensory instructional strategies to activate visual, auditory, and kinesthetic learning simultaneously for students with learning disabilities to help them improve their reading skills. 90% of participating first grade students scored mastery overall on the Reading Running Record Year-End Assessment, and 57 teachers were impacted.

Low Performing Students

The Foundation for Lee County Public Schools Dancing Classrooms



The Dancing Classrooms program utilizes ballroom dancing to nurture qualities that foster respect, teamwork, confidence, and a sense of joy and accomplishment while incorporating social studies, history, and physical education. 50% of the participating students showed an increase in overall academic achievement and a decrease in classroom behavior issues and bullying.

COLLABORATIVE CULTURE

Northeast Florida Teacher of the Year Summit

A conversation among leaders of the **Jacksonville Public Education Fund** (Duval), **Investing in Kids—INK!** (St. Johns) and the **Clay Education Foundation** at a CFEF conference led to top teachers coming together on a regional basis to learn about Trauma Informed Classroom Practices at a February 2020 summit.

More than 200 highly impactful teachers will participate in a Community Learning Exchange hosted by staff from the University of North Florida, participating in interactive learning experiences that they will be able to share with their school communities. This powerful day of learning will be heightened by the participation of national, state, and local experts on the topic of trauma informed best practices, as well as the participation of community and business partners from Northeast Florida.

“Through the CFEF, we are encouraged to think beyond our county borders and to work collaboratively with our colleagues in neighboring school districts,” said Makayla Buchanan of the **Clay Education Foundation**. *“As a new executive director, I appreciate the opportunity to connect and learn from the experience of others and now our Northeast Florida teachers also will have the chance to develop relationships outside of our school district.”*



The CFEF 2019 Fall Leadership Conference in Palm Coast brought together more than 70 local education foundation leaders from throughout Florida for two days of professional development, networking, and sharing of resources and leading practices.

AWARDS & ACCOLADES

Indian River Tax Collector

The Indian River Tax Collectors Office was named the 2019 public-sector Outstanding Partner for facilitating online sales of the recently redesigned “Support Education” specialty license tag as a service to customers throughout the state. Drivers interested in making the switch can visit LicenstoLearnFL.com and complete a simple form. The only extra charge is postage with the \$20 contribution from each sale benefitting local classrooms in the county where the vehicle is registered.



Indian River Director of Motorist Services Lori Bloom (left) and Tax Collector Carol Jean Jordan (right) with CFEF Immediate Past Chair Cynthia Falardeau.

Florida Power & Light Company

Florida Power & Light Company was recognized as the private-sector honoree for their deep and long-term commitment to enhancing education through the involvement of their employees and financial support for STEM education and robotics. This year their expanded support through the CFEF provided highly-valued peer-to-peer learning opportunities for math and science teachers throughout their service territory.



Maureen Wilt, FPL Senior Education Program Manager (right) with CFEF leaders

INVESTED IN EXCELLENCE

Hollie Cunningham Marion County Public Schools

Hollie Cunningham, the Marion County Public Schools 2019 Teacher of the Year, received statewide recognition and an award of \$1,000 from the CFEF and Florida Power & Light Company for engaging business and community partners in her classroom and the impact she has on her students, school, and community.



EXCELLENCE IN VOLUNTEERISM

Jim Miller Education Foundation of Lake County

There are more than 13,215 volunteers actively involved with Florida's local education foundations, but only one of them counts among his many volunteer duties mowing 27 acres year-round to keep up the grounds for an annual community event! Education Foundation of Lake County volunteer Jim Miller received Volunteer Florida's "Excellence in Volunteerism" award for his annual commitment of more than 600 volunteer hours annually for Lady of the Lakes Renaissance Faire and numerous other activities.



(left to right) Education Foundation of Lake County Executive Director Carmen Cullen, Jim Miller, and Volunteer Florida CEO Clay Ingram

STAR AWARDS

Sponsored by Amscot Financial

Diane Kornegay Superintendent, Lake County

Eight years ago, the Education Foundation of Lake County successfully piloted an ACT Reading Prep program at two local high schools. Learning from that model, Superintendent Kornegay spearheaded implementation of this program in all eight Lake County high schools with support from the foundation. The joint effort resulted in a 78% success rate of students receiving a high enough concordant score on the ACT to graduate. The overall graduation rate in Lake County increased by 6.3% that year. This is one of many success stories. From her personal commitment of time and financial contributions, to volunteering at events, providing valuable insights at monthly foundation board meetings and consistently championing and highlighting the work of the foundation, Superintendent Kornegay has emerged over the past three years as a true shining star for the Education Foundation of Lake County and—most importantly—for the students of Lake County.



Diane Kornegay and Amscot Financial's Fraser MacKechnie

Beth McCall School Board Member, Marion County

As a founding board member of the Public Education Foundation of Marion County, Beth McCall has served as a volunteer, staff member (executive director from 1999-2005), and advocate as a school board member. She chaired the Golden Apple Teacher Selection Committee, staffed water stations at the annual 5K run, hosted school supply drives, and volunteered at “Tools 4 Teaching” - the foundation’s free teacher store. Last year, Beth helped the foundation implement a new fundraising model which culminated the Foundation’s 30th Anniversary Gala, bringing her long-standing role in advancing this education foundation full circle!



Beth McCall and Amscot Financial's Fraser MacKechnie



CONSORTIUM CHAMPION AWARD

Susan Copeland Polk Education Foundation

Susan Copeland, Polk Education Foundation executive director, received the Jim McKenzie Consortium Champion Award for exemplifying a spirit of collegiality and sharing her time and resources with colleagues to further the statewide education foundation movement.

About this Award

The Consortium Champion Award started in 2015 in memory of Jim McKenzie who served as St. Lucie Education Foundation’s executive director for many years. It is given to an executive director or volunteer leader of an education foundation who exemplifies both the collegial spirit and the overall mission of the CFEF, with a high level of positive engagement with other member foundations and CFEF staff.



Education Foundation of Osceola County, Construction Pipeline



Foundation for Seminole County Public Schools, Aviation Academy



Monroe County Education Foundation, Take Stock in Children

INVESTMENT & INNOVATION

In support of Florida’s recently adopted “SAIL to 60 Initiative,” local education foundations are working with their school districts to create, strengthen, and expand efforts to increase students’ achievement of a high-value postsecondary certification, degree, or technical training experience. SAIL stands for “Strengthening Alignment between Industry and Learning.” Currently, 49% of Floridians hold such credentials or training, and the goal is to increase it to 60% by 2030.

According to the 2018 membership survey by the CFEF, scholarships, college readiness and access, career and technical education (CTE), and mentoring programs comprise 36% (approximately \$23 million) of Florida’s local education foundations’ collective investments annually.

The **Education Foundation of Sarasota County** now operates Student Success Centers in three local high schools while **Champions for Learning**, the education foundation in Collier County, offers a free-standing college and career lab. In Miami-Dade, **The Education Fund’s** SmartPath embeds a college-going culture in five high schools, empowering low-income and first-generation students to graduate and successfully prepare for college and careers.



The Education Fund (Miami-Dade), Bethune Cookman College tour

The Northwest Florida Career Pathways program launched in 2018 by the CFEF with multi-year support from the Gulf Power Foundation continues to provide eight local education foundations with support to inform families on education pathways from middle school through college that lead to in-demand careers in their region of Florida.

Millions in scholarship investments are leveraged with a 1:1 match annually through the Florida Prepaid College Foundation by 27 CFEF members in support of their local Take Stock in Children and other mentoring and incentive scholarship programs.

Rural communities are also getting on board, viewing investments in young people as a long-term economic development strategy. The **Hardee Education Foundation** is receiving an \$8 million endowment through a land use agreement between Mosaic Land Development and Hardee County. The goal of the new Work Force Development Endowment Fund is to provide affordable paths to advanced education in fields that drive economic growth, encouraging residents to return to their community after obtaining their degrees.

The **Dixie Education Foundation** is using their share of a multi-organization, five-year \$1 million commitment from the Blue Wolf Suwannee Lumber Company to assist high school seniors with career exploration, test preparation, career skills and completing industry credential programs.

“This is so exciting for us because now we can do things we’ve never dreamed that we could possibly do,” said Dixie Education Foundation volunteer and retired educator Kathryn McInnis. *“We will build a framework to assist students to be better prepared for and complete certifications in career and technical fields to build the skilled workforce that is key to the future of Dixie County.”*

Further north, future generations of Fort White High School students will benefit from the generosity of a donor who is providing more than \$1 million to endow an annual \$20,000 scholarship through the **Columbia County Public Schools Foundation**. Through its mentoring program, The **Hamilton County Public Schools Foundation** is helping keep students on track to graduate on time and earn a two-year degree after graduating high school through test preparation and career exploration opportunities.

CFEF 2018 - 2019 FINANCIAL IMPACT

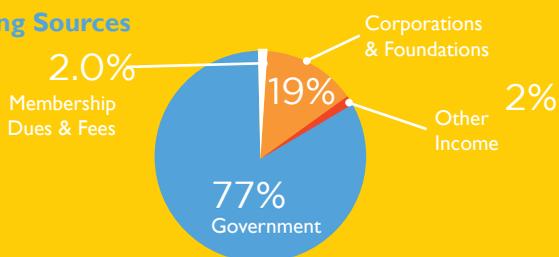
\$5,193,046 total raised in 2019

\$4,913,817
program expenses

\$205,665
administration &
fundraising expenses

\$483,233
net assets as of
June 30, 2019

Funding Sources



Expenses



2018 - 2019 Partners

Statewide Impact Partners (\$100,000+)

- Amscot Financial
- Bill & Melinda Gates Foundation
- Florida Blue
- Gulf Power Foundation
- Suncoast Credit Union
- Wells Fargo

Program Focus Partners (\$50,000+)

- AT&T
- Duke Energy
- Florida Power & Light Company
- Florida Lottery
- Helios Education Foundation
- Motorola Solutions Foundation

Consortium Champion (\$25,000+)

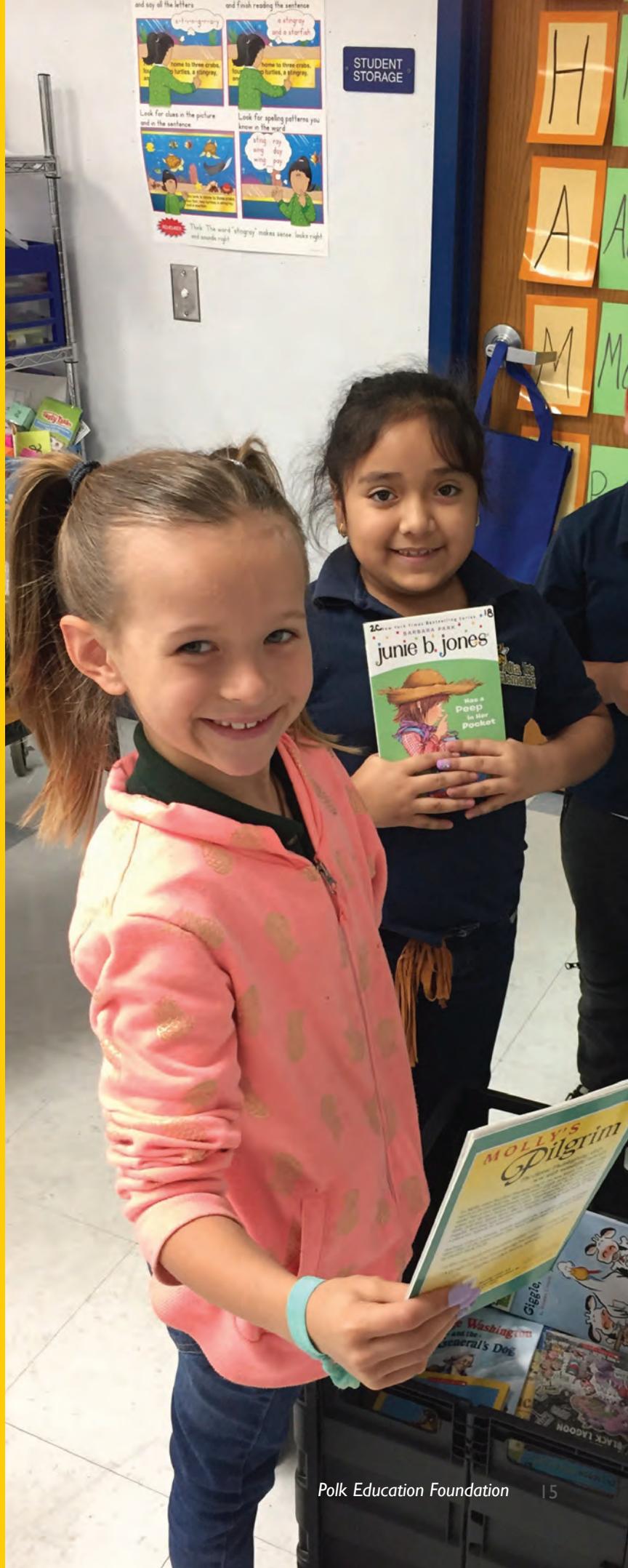
- Florida Healthy Kids Corporation
- Florida Prepaid College Program

Presenting Partners (\$5,000+)

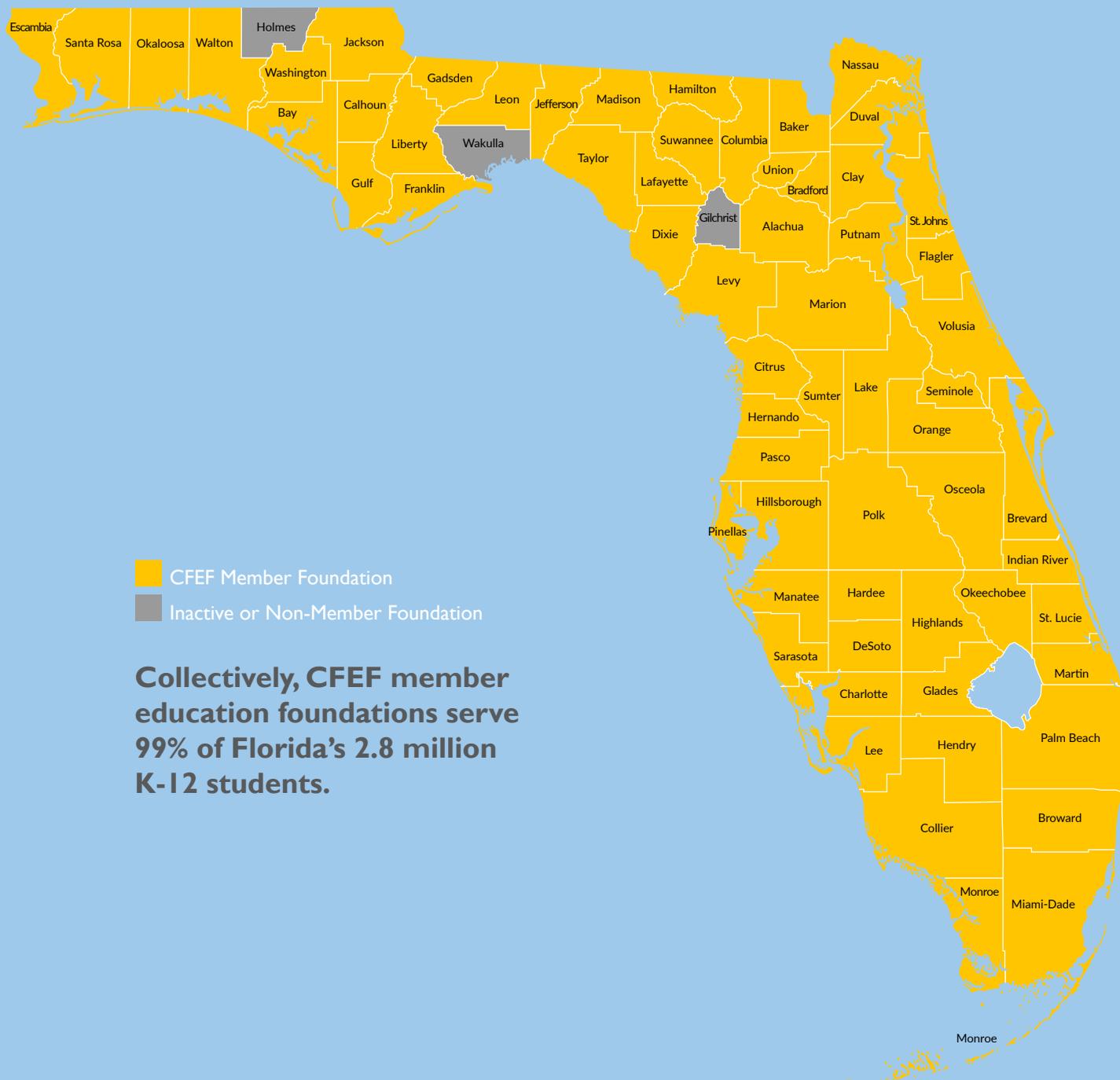
- Publix Super Markets Charities

Membership Matters (\$2,000+)

- I Source Partners
- AwardSpring
- The Cade Museum
- Flagler Tourism & Visitor's Bureau
- TD Bank
- VyStar Credit Union



CFEF MEMBERSHIP MAP



- CFEF Member Foundation
- Inactive or Non-Member Foundation

Collectively, CFEF member education foundations serve 99% of Florida's 2.8 million K-12 students.



We are proud to have earned the highest level of transparency by sharing the metrics that matter most.



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