

A fundraising *engine* for PEACE Academy

At its July meeting, the board committed publicly to strengthening fundraising. PRISM builds AI-powered systems that turn that commitment into prospects found and applications in flight, with a light lift from staff: review and sign-off only.

PRISM AI Consultants

September 2026

For board review ahead of the September meeting

Interactive version with the sample enrollment video: peace.prismaiconsultants.com

BEFORE THE BOARD

THE DECISION	Approve one flat-fee first engagement
THE FIRST STEP	Teacher grants by October 15, a Goizueta introduction for November, and a one-day check on the SCSC subgrant
THE DOLLARS	Teacher and leader training may qualify for Title II-A. Board sessions and fundraising: unrestricted funds
THE NEXT STEP	<u>A 30 minute call before the board meets</u>

A year of *discipline*, and a real funding opening.

The new building is open. Grades 5 through 7 are arriving, with the school growing toward its full 465 seats. Growth of this size brings real costs that state formulas alone were never designed to cover. After a year of disciplined budgeting, the goal is capacity the school does not have to hire for. And

Phase 2 open

A new building serving the community, with event space designed to earn

Grades 5 to 7

Roughly 110 more students in the year ahead

465 seats

with the State Charter Schools Commission looking closely at academic and financial results, a documented funding pipeline is part of a stronger financial story.

The board spoke openly about falling short of its fundraising goals. Several funding windows that fit schools like PEACE are open this fall. The hard part is rarely finding them. It is having the capacity to track, write, and submit while also running a school.

The enrollment the school is built to reach

No. 1 The money on the table, mapped

Funding windows that fit a school like PEACE, each checked against the funder's own page on September 13. Eligibility is confirmed with your team before any writing starts.

Opportunity	Window	Scale	What it means for PEACE
Teacher Grants for Innovation	July 16 to October 15, 2026. Winners by November 15	\$500 to \$2,500 per teacher	Georgia Foundation for Public Education, open to Georgia public school teachers. Confirm charter eligibility with the foundation first. A fast, realistic win: the engine can help several teachers submit in the same week.
Goizueta Foundation	Proposals considered at May and November board meetings	Program grants for eligible nonprofits	Strongly encourages eligible nonprofits to schedule an introductory meeting before applying. Applications ask for a 501(c)(3) letter, the most recent audited financial statement and Form 990, the operating budget, and a strategic plan. The right ask is a specific literacy program.
Expansion Subgrant	September 2 to October 1, 2026, 12:00 noon ET. Awards voted November 4, 2026	Up to \$1,000,000 for expansion schools, per the SCSC Fall 2026 RFA	Federal Charter Schools Program subgrants administered by the SCSC. Expansion applicants must meet the federal high-quality charter definition and the SCSC academic and fiscal frameworks. For a school still building its track record, this is a long shot, so we treat it as a one-day eligibility check, not a weekend of writing. If PEACE does not qualify, we say so and move on.
DonorsChoose classroom projects	Rolling. Projects stay live up to four months	Classroom projects from \$100	Open to full-time teachers at U.S. public and public charter schools. Small, visible wins that also give donors an easy first yes.

Windows and dates verified against the State Charter Schools Commission and each funder's own published page on September 13, 2026. Award decisions belong to the funders. We promise capacity and applications in flight, never outcomes.

No. 2 A week inside the engine

The engine is a working system PRISM builds and runs with your team, so the fundraising chair opens every board meeting with motion, never with a blank page.

MONDAY

The radar runs

Every open and upcoming window that fits PEACE is scanned and scored. New opportunities and approaching deadlines land in one short brief, weeks ahead of time.

TUESDAY

Drafts get written

LOIs, application narratives, and donor appeals move from blank page to reviewable draft, in the school's voice, ready for your team's red pen.

WEDNESDAY

Applications move

The in-flight board updates: what is submitted, what is in review, what needs a signature or a data point from the school. Nothing stalls silently.

THURSDAY

The story ships

Enrollment and donor-facing storytelling goes out: the new building, the new grades, the results worth funding.

FRIDAY

The board sees it

A one-page digest reaches the fundraising chair: motion this week, money in the pipeline, asks for the board. Meetings start with progress.

No. 3 Ways to start

Each option starts as one defined, flat-fee engagement, then continues month to month only if the results earn it. Choose one, or combine them. The decision for the board is simple: approve one first engagement. The exact scope and flat fee come to the chair in writing, for the board's normal approval process.

A. Fundraising and grant engine

The lead option, anchored to the goal the board set in July. Paid from unrestricted funds, because federal rules generally do not allow federal grant dollars to pay for fundraising.

- Goizueta introduction and literacy program concept ready ahead of the November review
- Teacher Grants for Innovation submissions supported before October 15
- A one-day Expansion subgrant eligibility check, and application support only if PEACE qualifies
- A weekly funding radar and an applications-in-flight tracker the fundraising committee can read at a glance

B. AI training for the board, leaders, and teachers

Hands-on sessions built on the school's own work, following Georgia's published guidance on AI in K-12. Training for teachers and school leaders is the kind of professional development that may qualify for Title II-A; your finance team confirms. Board sessions are paid from unrestricted funds.

- Board and leadership: faster board packets, reporting, and compliance calendars
- Teachers: planning and family communication, with student records kept out of AI tools

C. Enrollment and storytelling

Filling the new grades starts with families seeing the new building and the people in it.

- Short enrollment videos and reels cut from the school's own footage
- A family-facing campaign for grades 5 through 7, and donor updates drawn from real results
- No student faces are used without a signed family release

D. Your AI partner, month to month

After the first engagement proves itself, PRISM stays in the room as the school's AI partner. No long contract. The results carry the renewal.

- A standing strategy session with school leadership
 - The funding radar and applications tracker kept current every week
 - New training and storytelling pieces as the year unfolds
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RESULTS FROM OUR COACHING WORK

\$20,500

A workforce development consultant PRISM began coaching in August 2025 applied for a state workforce grant in October and reported winning it in December, using AI throughout the application.

One afternoon

After our sessions, the CEO of Big Brothers Big Sisters of the Lehigh Valley wrote a first-time application to a new foundation for the organization's Sports Buddies program in a single three to four hour block.

Reference: Susan Bartels, CEO, Big Brothers Big Sisters of the Lehigh Valley. Contact details on request.

HOW A YES HAPPENS

- 1 A 30 minute call with the board chair and executive director, before Tuesday's board meeting.
- 2 One first engagement chosen from A to D, with scope and flat fee sent to the chair in writing.
- 3 A board decision on September 15 if it fits the agenda. The next regular meeting, October 20, falls after both October deadlines.

Book the 30 minute call

No. 4 See the work

Four samples of what the engine produces, drafted from PEACE's own public numbers. Each is a starting point for your team to shape and approve, never sent without you.

1. Board fundraising tracker

What the fundraising committee would open at every board meeting. Owners shown are suggestions for the board to assign.

FUNDRAISING COMMITTEE · APPLICATIONS IN FLIGHT			
OPPORTUNITY	OWNER	NEXT STEP	DUE

SAMPLE

SCSC Expansion subgrant	Finance and academic leads	Eligibility check	Before Oct 1, noon ET
Teacher Grants for Innovation	Interested teachers	Confirm charter eligibility, then submit	Oct 15
Goizueta Foundation	Executive Director	Request an introductory call	Ahead of the November review
DonorsChoose	Interested teachers	Post first classroom projects	Rolling
Title II-A	Finance	Confirm FY27 professional development fit	This month

2. Foundation introduction request

A first draft of the introductory request the Goizueta Foundation asks for before any application.

PEACE Academy

DRAFT FOR THE EXECUTIVE DIRECTOR'S REVIEW

Dear Goizueta Foundation team,

PEACE Academy is a tuition-free, public K-8 charter school in Decatur, serving DeKalb County families. This year we opened our Phase 2 building and added grades 5 through 7.

Last year, 47% of our third graders read on grade level or above, just short of our 50% goal, and we reduced the share of students in the lowest reading band from 28% to 17%. We would welcome a brief introductory conversation about a focused literacy program that carries that growth into our new middle grades.

Would your team be open to a 20 minute call this fall?

With gratitude,
Ebony Keys
Executive Director, PEACE Academy

3. Giving Tuesday family and community appeal

A first draft for Giving Tuesday, December 1, 2026, ready for email and social posts.

FROMPEACE Academy

SUBJECTThis Giving Tuesday, help a PEACE scholar read on grade level

DRAFT

This fall our doors opened wider. PEACE Academy welcomed grades 5 through 7 into a brand new building.

Our teachers are growing readers. Last year we moved students out of the lowest reading band, from 28% down to 17%. On Giving Tuesday, December 1, your gift helps us keep that momentum going for every grade. [School confirms the use of funds before sending.]

Give today at peaceacademycharter.org

4. Enrollment reel for grades 5 through 7

A 28 second vertical video for Instagram and Facebook, cut from the school's own building footage. No student faces are used without a signed family release.

STORYBOARD · 9:16 · 28 SECONDS

DRAFT

0:00 PEACE Academy. A new home. A new year.	0:03 Step inside.	0:10 Built for what's next.	0:11 Proudly PEACE.	0:17 Loving. Self-Aware. Unified.	0:23 Tuition-free, public, K-8. Enroll today.
Title card in school colors	Walking up to the new building	The ceremony in hard hats	The lobby and the lights	School leadership at the podium	End card with the school logo

How we work

A defined first engagement

We start with one scoped, flat-fee project so the board sees results before considering anything longer, then month to month. PRISM has coached nonprofit and small business leaders across the Lehigh Valley, including Susan Bartels, CEO of Big Brothers Big Sisters of the Lehigh Valley. PEACE would be our first charter school client, which is exactly why we start small and flat-fee.

Flat fee, always

Grant support is a flat professional fee, never a percentage of any award, the standard set by the Grant Professionals Association Code of Ethics.

Paid from the right dollars

Training for teachers and school leaders is the kind of professional development that may qualify for Title II-A. Board sessions are paid from unrestricted funds. PEACE's FY26 budget, presented at the May 2025 public hearing, carried \$62,400 for staff development and \$40,000 for recruitment, the natural home for enrollment storytelling. Fundraising support is paid from unrestricted funds, because federal rules (2 CFR 200.442) generally make fundraising costs unallowable without the federal agency's prior written approval. Your finance team confirms the fit for FY27.

Guardrails from day one

Our work follows Georgia's published guidance on AI in K-12. Student records stay out of AI tools entirely, and educators stay the decision-makers.

The window is open. *Let's not watch it close.*

Two windows are real this fall: Teacher Grants for Innovation by October 15, and a Goizueta introduction ahead of its November review. The Expansion subgrant is a long shot we will check in a day. PRISM would be honored to build this with PEACE.

Book a 30 minute call before the board meets

Dr. Jeff Bullock, PharmD

Founder and CEO, PRISM AI Consultants. Serves on the Board of Directors of the African American Business Leaders Council of the Greater Lehigh Valley Chamber of Commerce, volunteers on an Allentown School District committee, and teaches leaders and mission-driven organizations to put AI to work with results and guardrails.

Prepared by PRISM AI Consultants for the PEACE Academy Board of Directors, September 2026.

Sources

Funding windows: [SCSC grant opportunities and Fall 2026 CSP RFA](#) · [Teacher Grants for Innovation](#) · [Goizueta Foundation](#) · [DonorsChoose](#)

Federal rules and guidance: [Title II-A](#) · [U.S. Department of Education letter on AI, July 22, 2025](#) · [2 CFR 200.442](#) ·

[Georgia DOE guidance on AI](#) · Grant Professionals Association Code of Ethics

School figures: PEACE Academy public board meeting, July 21, 2026 (enrollment growth, 465 seats, third grade reading results, fundraising commitment) · PEACE Academy FY26 Budget, public hearing, May 27, 2025 (staff development and recruitment lines).

All links checked September 13, 2026.