

URBANDALE

SCHOOLS & ALUMNI FOUNDATION



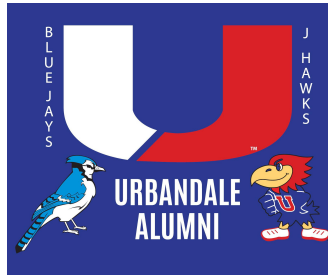
2023 ANNUAL REPORT

About Us

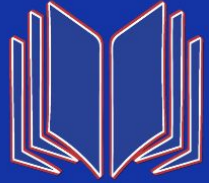
Formerly known as the Urbandale Education Foundation, the **Urbandale Schools and Alumni Foundation (URBSAF)** is a 501(c)(3) non-profit organization committed to enhancing the educational experience for Urbandale Schools by funding projects and initiatives not supported within existing school budgets.

Our organization consists of:

- **URBSAF**
- **Urbandale Alumni Association**
- **Urbandale Dollars for Scholars**



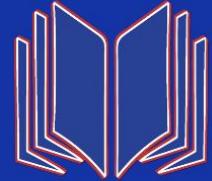
New Organization Name, Logo and Branding



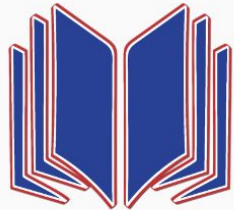
URBANDALE
SCHOOLS & ALUMNI FOUNDATION

- Officially launched August 2022.
- Brand Guide established for internal and external use.
- Logo Library established and available for internal and external use.
- Updated organizational print and digital collateral created.
 - *Letterhead, envelopes, business cards, email signatures, social media graphics and more.*

New Organization Name, Logo and Branding



URBANDALE
SCHOOLS & ALUMNI FOUNDATION



URBANDALE
SCHOOLS & ALUMNI FOUNDATION

Enhancing educational opportunities for students, teachers and staff



Enhancing educational opportunities for students, teachers and staff



BRAND SHEET

Please contact Aaron Young at ayoung@urbasf.org about specific use of the URBANDALE Schools & Alumni Foundation brand.

BRAND SYSTEM EXPLANATION

Mission: To enhance educational opportunities for URBANDALE Community School District students, teachers and staff.
Purpose: To raise funds through grants and private donations in order to invest in projects and initiatives not supported within existing state-sponsored school budgets. We desire to be a donor-centric organization that allows donors to determine what projects and initiatives they want to support.

All logos representing the URBANDALE Schools & Alumni Foundation must be applied as indicated in this brand sheet.

COLOR PALETTE



URBANDALE BLUE

CMYK 100 | 98 | 0 | 0
RGB 0 | 51 | 171
#0033A8
PANTONE 285



URBANDALE RED

CMYK 32 | 100 | 92 | 3
RGB 204 | 0 | 147
#C0392F
PANTONE 186



WHITE

CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
#FFFFFF
PANTONE 000C

TYPOGRAPHY

Industry Ultra is our primary typeface. Industry Ultra is an Adobe Typekit font, meaning it is available in all Adobe programs. Industry Ultra is the primary font in the logo. Industry Ultra can be used for all branding materials.

Industry Book is our secondary typeface. Industry Book is an Adobe Typekit font, meaning it is available in all Adobe programs. Industry Book is used as the logo tagline and can be used for headlines, body copy and callouts for the URBANDALE Schools & Alumni Foundation brand.

Both work well together with the contrast in typeface weights.

PRIMARY FONT

Industry Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY FONT

Industry Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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PRIMARY LOGOS (3-COLOR)



Horizontal Logo without Tagline



Horizontal Logo with Tagline

SECONDARY LOGOS (3-COLOR)



Vertical Logo without Tagline



Vertical Logo with Tagline



Vertical Logo Circle

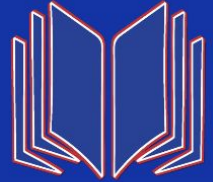
Logos are also available in the following 1-color versions: URBANDALE Blue, URBANDALE Red, White and Black. Any project that uses the URBANDALE Schools & Alumni Foundation logo, name or any other graphic associated with the organization MUST request permission and receive final design approval. For more information and questions, please contact Aaron Young at ayoung@urbasf.org.

New Organization Website

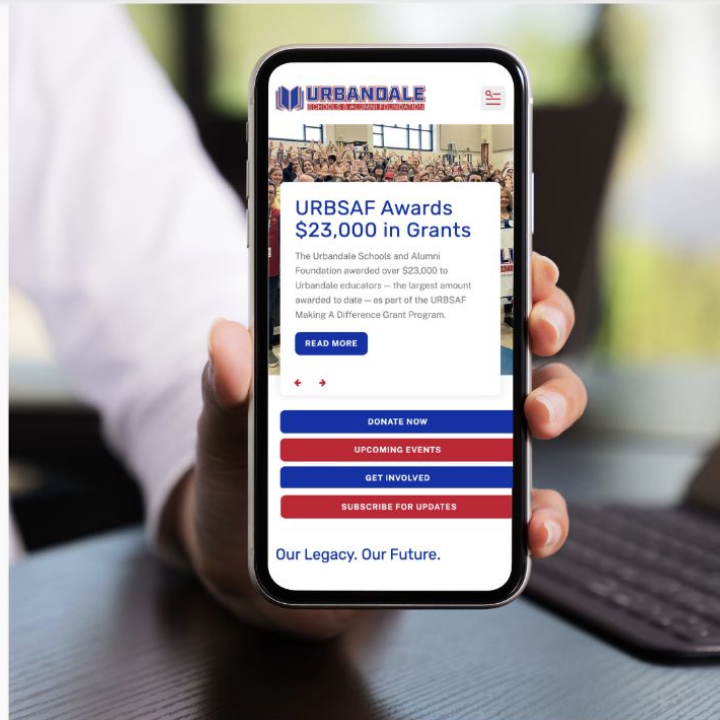
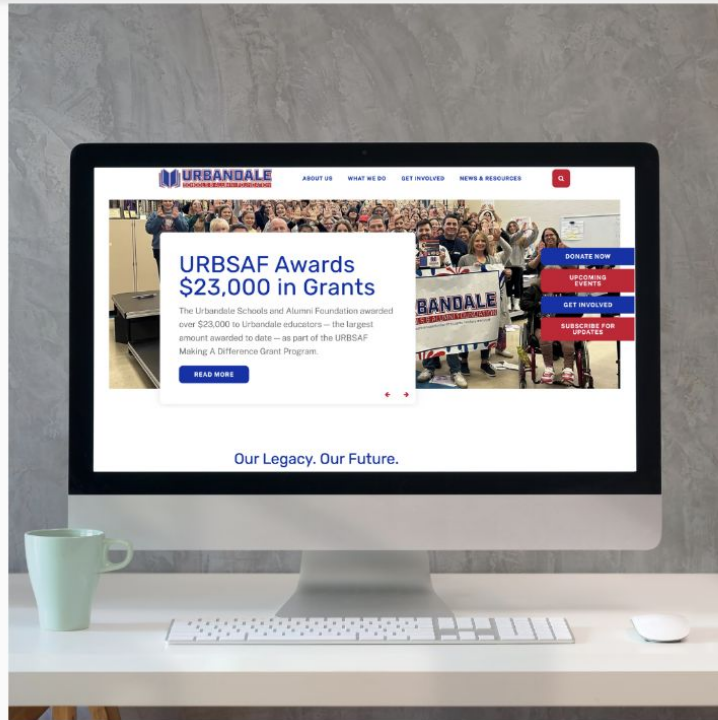


- Officially launched August 2022 – www.urbsaf.org.
- Now meets organizational goals and user experience actions and behaviors.
- Ongoing creation and management of content and maintenance of site.
- New website solutions available for any organizational need
 - *Email marketing for newsletters and targeted purposes, fundraising campaigns, etc.*

New Organization Website



URBANDALE
SCHOOLS & ALUMNI FOUNDATION





OUR MISSION IS SIMPLE

To enhance opportunities for Urbandale students, teachers and staff.

Every year, we accomplish this by:

- **Fundraising Events & Alumni Outings**
Golf Tournament, U-Fest, UHS Distinguished Alumnus Celebration and other opportunities for Urbandale alumni to connect.
- **Making A Difference Teacher Grants**
In 2023, we surprised 22 educators with grant awards totaling **\$18,964.79**.
- **Student Scholarships**
In 2023, URBSAF awarded **\$26,150** in student scholarships to UHS seniors.

—

Since 1993, through the generosity of volunteers, community members and sponsors, we have raised more than:



\$140,000

Classroom Grants



\$500,000

Student Scholarships

Golf Tournament



The URBSAF Golf Tournament is an annual fundraiser that raises money to support student scholarships and classroom grants throughout the Urbandale Community School District. Last year's golf tournament raised over \$24,000 thanks to donations by participants and supporters through sponsorships, golf activities and other fundraising initiatives. [Learn More](#)

U-Fest



U-Fest is a fun, festive, family-friendly event featuring live music, food, drinks and prizes, with proceeds supporting student scholarships and classroom grants throughout the Urbandale Community School District. In 2023, after expenditures, U-Fest raised \$6,970.23 through sponsorships, admissions and other fundraising activities. [Learn More](#)

Making A Difference Teacher Grants



The Making A Difference Grant is intended to provide an educator the opportunity to receive funds from the Urbandale Schools and Alumni Foundation in order to assist and support creative ideas/projects that will “bring learning to life for everyone.” [Learn More](#)

Making A Difference Teacher Grants

BREAKDOWN OVER THE YEARS

YEAR	AWARDS	AMOUNTS
2018-19	11	\$12,311.48
2019-20	17	\$17,419.77
2020-21	26	\$21,000.00
2021-22	16	\$17,879.72
2022-23	37	\$23,204.10
2023-24	22	\$18,964.79
TOTAL	129	\$110,779.86

Urbandale Dollars for Scholars



Urbandale Dollars for Scholars and the Urbandale Alumni Association awarded \$26,150 in scholarships in May 2023.

Urbandale Dollars for Scholars® is part of a nationwide network of community-based scholarship chapters. It is a program of Scholarship America®, the nation's largest non-profit private-sector scholarship and educational assistance program. As the oldest Dollars for Scholars chapter in the State of Iowa, Urbandale Dollars for Scholars' mission is to mobilize our community on behalf of postsecondary education success for our students.

[Learn More](#)

What They're Saying



“Urbandale Dollars for Scholars has a rich tradition of helping students afford higher education. I am a proud recipient of an Urbandale Dollars for Scholar scholarship in 2005. The national Dollars for Scholars awarded me an additional scholarship, the result of members of our local chapter making connections at the national level. The scholarship made an impact on my ability to pursue and afford an undergraduate education. I am a proud Drake alumnus, but that wouldn’t be possible without the support I received from Dollars for Scholars.”

–Adam Kaduce, Senior Vice President
R&R Realty

What They're Saying



"I am a huge supporter of scholarships that are available to people from all walks of life. When people look at scholarships that aren't 'all-inclusive' or 'full tuition covered', they tend to shy away because they don't think it's worth their time to apply. However, speaking from experience, every dollar counts when going to college because there are so many expenses that people don't account for when they are planning.

I was a recipient of the Urbandale Dollars for Scholars scholarship in 2013 as I was getting ready to continue my education after high school graduation. With the help of this program, I was able to stride into college with less financial stress on my shoulders. I am a proud alumnus of Southern New Hampshire University. Having my degree opened up many opportunities for me. I was able to start my career as a Special Agent investigating felony-level crimes across the globe, and I plan to further my education and career with a Master's Degree in the future. Thank you Urbandale Dollars for Scholars for the much needed assistance, and I'm excited to see you continue to help young individuals as they plan for their future!"

—Myles Davis, Special Agent

What They're Saying

“Thank you for your support of Urbandale Middle School Drama and our production. The faith you show me and the program, by way of your **financial support** was invaluable.”

*–Taylor Layden, Language Arts Teacher
Urbandale Middle School*





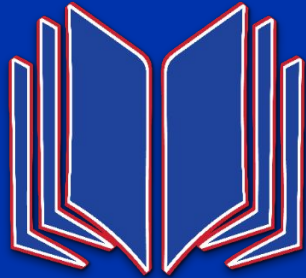
How To Get Involved

**BECOME
A SPONSOR**

**VOLUNTEER
YOUR TIME**

**MAKE A
DONATION**

Thank You!



URBANDALE

SCHOOLS & ALUMNI FOUNDATION



@URBSAF



@SupportUCSD



URBSAF.org
