

WHAT HAS VCEF DONE FOR EDUCATION?

Since its organization in 2002, VCEF has:

- Provided a variety of print and online resources to promote career planning and the benefits of career and technical education (CTE) in schools across VA
- Participated in numerous professional conferences and regional and school career events
- Supported Web sites to provide a hub for career information and planning with emphasis on CTE
- Published over 50 CTE “Success Stories”
- Awarded over \$20,000 in scholarships
- Funded 13 mini-grants at \$5,000 each
- Sponsored three statewide conferences to highlight education partnerships
- Initiated VIRGINIA CAREER WEEK and sponsored annual observance for three years
- Sponsored online career-related contests for students
- Provided grant administration for Commonwealth Scholars and the VA Governor’s CTE Exemplary Standards Award

WHAT DOES VCEF NEED?

Trends in the economy have taken their toll on nonprofit organizations like VCEF, so we need your help to sustain our current work. For 2009-2010, we’ve already experienced a **35% decrease** in expected funding.

Frankly, we need support from friends of the Foundation.

We are calling our campaign **“MAKE A DIFFERENCE.”** Your tax deductible contribution of \$10 represents about **5¢ a day** for a standard teacher’s contract. If all CTE teachers and administrators would make a small contribution and encourage others in your school to do the same, it would make a huge difference.



5¢ a day can “MAKE A DIFFERENCE”

Donations may be made online at www.vcef.net or www.knowhowvirginia.org through PayPal using a major credit card or by check to VCEF and mailed to:
2002 Bremono Road, Lower Level
Richmond, VA 23226

YOUR RETURN ON INVESTMENT?

Educators **“MAKE A DIFFERENCE”** every day, one student at a time. We need your help to make a difference for the Virginia Career Education Foundation. Your support can help VCEF continue the programs that make a difference in the lives of students and teachers throughout Virginia.

Here’s how it works: for each contribution of \$10 you will receive two cards you can send as a “Thank You” or “Celebrating.” Inside the card, you write a description suitable for the occasion. On the back of each card is the wonderful story “What do you make?” – a story that is bound to inspire every educator and every one who has a special educator in his or her life.

Please make a donation and encourage your colleagues to do the same.

To recognize your schoolwide efforts, when your school’s contribution represents 100% of your CTE teachers OR reaches \$200, your school logo or mascot will be posted to VCEF’s **“MAKE A DIFFERENCE”** Wall on the VCEF Web sites.

***Send a donation.
Make a difference.
THANK YOU!***

Here are some suggestions for using your cards – and you'll think of many more!



Advisory Committee members
Business Partners
Colleagues
Department chair, division administrators
Parents
Principal
Significant teachers in your background



Admission to college/grad school
Anniversaries
Any special award or recognition
Birth
Birthdays
CAREER & TECHNICAL ED. MONTH
Holidays
Honor Roll students
Making a team
Marriage
New home
Seniors
Student of the month
Student Organization officers, winners
Teacher of the Year
VIRGINIA CAREER WEEK (10/11-17)
Weight loss goal
Winning a prize

***“MAKE A DIFFERENCE” Campaign -
inspired by educators making a
difference everyday!***

“What Do You Make?”

The dinner guests were sitting around the table discussing life. One man, a CEO, decided to explain the problem with education. He argued: “What’s a kid going to learn from someone who decided his best option in life was to become a teacher? He reminded the other dinner guests that it’s true what they say about teachers: “Those who can, do. Those who can’t, teach.” To corroborate, he said to another guest: “You’re a teacher, Susan,” he said; “Be honest. What do you make?”

Susan, who had a reputation of honesty and frankness, replied, “You want to know what I make? I make kids work harder than they ever thought they could. I can make a C+ feel like the winner of the Congressional Medal of Honor and an A- feel like a slap in the face if the student did not do his or her very best. I can make kids sit through 40 minutes of study hall in absolute silence. I can make parents tremble in fear when I call home. You want to know what I make? I make kids wonder. I make them question. I make them criticize. I make them apologize and mean it. I make them write. I make them read, read, read. I make them spell “definitely & beautiful” over and over again, until they will never misspell either of those words again. I make them show all their work in math and hide it all on their final drafts in English. I elevate them to experience music and art and the joy in performance, so their lives are rich, full of kindness and culture, and they take pride in themselves and their accomplishments. I make them understand that if you have the brains, then follow your heart . . . And if someone ever tries to judge you by what you make, you pay them no attention. You want to know what I make? **“I make a difference! What do you make?”**



**“MAKE A
DIFFERENCE”
CAMPAIGN**

**2002 Bremo Road,
Lower Level
Richmond, VA 23226**

**804-615-1505
vcef@cox.net
www.vcef.net
www.knowhowvirginia.org**