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Portland Schools Foundation takes new name

Portland Business Journal by Wendy Culverwell , Business Journal staff writer

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The Portland Schools Foundation formalized its name change this week, taking the new moniker "All Hands Raised" to reflect its expanding mission to serve all of Multnomah County.

The foundation initially formed to support **Portland Public Schools**. Today, it serves the county's six major school districts and has made Cradle to Career [the centerpiece of its efforts](#) to leverage support from the business, civic, nonprofit, philanthropic and faith communities to support all children.

Its five goals for every child in Multnomah County are:

- Be prepared for school
- Be supported inside and outside school
- Succeed academically
- Enroll in post-secondary education or career training
- Graduate and enter a career

Portland is one of seven U.S. cities endorsed for the national Strive/Cradle to Career network.

The foundation's board is a Who's Who of Portland business and civic life. **Gregg Kantor** of Northwest Natural and **Saran Mensah** of the **Portland Trail Blazers** co-chair the effort. Among its 41 board members: Portland Mayor **Sam Adams**, United Way Interim

CEO **Jay Bloom**, **Fred Meyer** President **Michael Ellis**, Chalkboard Project President **Sue Hildick**, **Portland Business Alliance** President **Sandra McDonough**, **Portland General Electric Co.** CEO **Jim Piro**, Portland Police Chief **Michael Reese**, **New Seasons Market** President **Lisa Sedlar**, Multnomah County District Attorney **Michael Schrunk**, Portland Schools Superintendent **Carole Smith** and **Stoel Rives** LLP Managing Partner **Bob Van Brocklin**.

The coordinated approach to addressing Multnomah County's dismal 57 percent graduation rate is [winning corporate support](#).

Last week, [U.S. Bank donated \\$120,000](#) to Ninth Grade Counts, the flagship initiative of Cradle to Career, to honor its 120th year in Oregon. That follows on a \$50,000 gift from the PGE Foundation to support Cradle to Career.

Here's the full press release:

Portland Schools Foundation Changes its Name

All Hands Raised Better Reflects its Work

Portland, Ore. (October 26, 2011) – Today, the Portland Schools Foundation (PSF) Board of Directors voted unanimously to rebrand the organization, including the change of the organization's name from Portland Schools Foundation to All Hands Raised.

The new name reflects the organization's role as the managing partner of the Cradle to Career (C2C) partnership. C2C is a public-private partnership that supports bold, data-driven system alignment along the education continuum, linking social and academic indicators to help identify community-wide strategies to support children and youth throughout their development. The partnership has established five goals for every child in Portland and Multnomah County: 1. be prepared for school, 2. be supported inside and outside school, 3. succeed academically, 4. enroll in post-secondary education or career training and 5. graduate and enter a career.

*CEO of All Hands Raised, **Dan Ryan** said, "When we assumed the role as the organization charged with managing the Cradle to Career partnership, we were also asked to align our name and our messaging more closely to the scope of the work as it spans beyond the city of Portland and into East Multnomah County.*

We are working to effect positive change both inside and outside of the classroom, bringing a range of community stakeholders into the equation to focus on education, equity and excellence."

Portland is one of only seven U.S. cities to be an endorsed partner site in the national Strive/Cradle to Career network and recently hosted the network's national convening which brought 300 education and civic leaders from more than 80 communities across the nation to Portland.

***Jim Schlachter**, superintendent of the Gresham-Barlow School District located in Oregon's fourth largest city said, "Our shared belief in what could be made possible through the Cradle to Career framework created an opportunity for us (six Multnomah County superintendents) to work together in new and effective ways. We view our partnership not as one centered on the principle that we are competing against one another, but that we are aligning our work to compete for all of our kids."*

For over 17 years, the Portland Schools Foundation has engaged the community to meet the most urgent educational needs of our kids, by supporting the work of PPS Local Schools Foundations, stewarding the funds raised by LSFs and managing the PPS Equity Fund. All Hands Raised will continue this work.

Board Co-Chair Amy Carlsen Kohnstamm, a PPS parent leader said "This community has provided incredible support to our local public schools, raising nearly \$3 million last year alone that was directly invested in schools. We are proud of our historic and ongoing work as the Portland Public Schools Foundation collaborating with parents, schools and other community partners to fill the gap for our kids."

All Hands Raised is not just a name, it's a call to action. Our mission is to champion education, equity and excellence inside and outside of the classroom. We mobilize leadership, ideas, resources and community action to ensure all kids in all neighborhoods throughout Portland and Multnomah County achieve their full potential.

*To learn more about All Hands Raised, its work as the managing partner of the Cradle to Career partnership and the Portland Public Schools Foundation, please contact **Jeanie-Marie Price**, director of communications, at Jeanie-marie@thinkschools.org or 503-234-5404 x12.*

Wendy Culverwell covers real estate, retail and hospitality.