

Simone Frederick
Consultant
GraceWorks Ministries

Simone Frederick brings many years of admissions, marketing, administrative, and project management experience in the educational, corporate, and non-profit sectors to the GraceWorks team. She is a skilled event planner with events that include fundraising galas, education meetings and seminars, volunteer banquets, walk/run-a-thons, and even community carnivals. She also has a background in development and writing. Simone enjoys using practical, yet creative, ways to assist organizations with their growth goals.

Simone has been a community volunteer since the age of 11, serving in various volunteer capacities and on boards and committees in Canada and the U.S. In addition to working for corporate giants in the retail and financial sectors, Simone Frederick has spent much of her career working for and with non-profits and schools, giving her a well-rounded understanding of the needs of small and large non-profit organizations.



In August 2009, Simone began working with Daystar School in downtown Chicago. Enrollment was 105 students in PK-8. While still getting her feet wet, the principal came to Simone a few months later, indicating that the number of applications was down from previous years. This alarmed Simone and sparked her into action. By the time school opened in August 2010, Simone had grown the school to 145 students.

In the six years since, Simone has grown the Pre-K program from 12 students it's inaugural year to 90 students (capacity) with a waiting pool; overall enrollment has increased to over 300 students; second kindergarten and first grade classes have been added; and numerous building projects have been required to accommodate the growth. It should be noted that Ms. Frederick has accomplished her enrollment goals by working part-time at Daystar School and that she managed to reduce her annual marketing budget by \$10,000.

How did she do it? Simone took ownership of the admissions process and implored grassroots marketing and creative, out-of-the box marketing strategies. She read Dan Krause's "Marketing Christian Schools: The Definitive Guide. Essentials Volume 1" from cover to cover. As she began to implement Dan's Christian school marketing ideas and "got creative," Simone saw immediate and tangible results. Simone Frederick is excited to be working with Dan Krause and the GraceWorks team. She finds true joy in helping other schools increase their enrollment numbers but her true passion is in knowing that by furthering faith-based education she is making a positive difference in the lives of children and families.

Simone Frederick is the youngest of four and grew up in the Toronto, Canada area. An American citizen now, she has lived in the U.S. since 1999 and currently resides in Chicago, IL. Simone can often be found at a swimming pool watching her son (a competitive swimmer) or listening to her daughter sing (ear plugs no longer required). #