

September 20, 2017

Dear Lakeshore Families,

We are excited to begin our Annual Giving Campaign this week! YOUR generosity in this year's giving campaign will make Lakeshore a stronger and better school for our children by directly supporting funds for our teachers, enrichment programs, and community events. This year, Principal Hartford, the Lakeshore teachers, and your PTA need your help to raise **\$60,000** during this campaign to provide a well-rounded experience to all our students.



What Does Your Donation Support?

Lakeshore depends on these funds to pay for our fantastic Science in the Garden, Studio Art, and Motor Perception programs. In addition, these funds allow each of our 23 teachers to choose 8 hours of additional elective enrichment programs. Your contributions also support reading bags, classroom field trips, and supplemental classroom materials for teachers. Lastly, the PTA runs community events such as greening days, welcome and first week activities, Halloween carnival, Multicultural Potluck, Superhero Saturday, and staff appreciation. San Francisco Unified School District funds do not cover any of these needs.

Who Should Donate?

The Lakeshore PTA currently spends more than \$100,000 on these school improvement programs. Lakeshore is a Title I school and we are aware that our families come from a very wide range of economic situations. While we expect that *all families contribute what they can*, we are recommending a donation of \$500 per child **from families who are able** to raise the bulk of these funds and support our incredible school. Utilize your network of friends and family to increase your family's donation total!

As always, choose a donation amount that fits your family's finances and know that every dollar makes a difference. We warmly welcome and *need* ALL levels of participation and giving. Your donation can also be split into monthly payments.

Don't Delay

To be respectful of fundraising burnout, **we hope to make this campaign, the auction, and the raffle our three main fundraising efforts at Lakeshore this year**, replacing the Walk-a-thon, Read-a-thon, Class Funds campaign, PTA member donation drive, and smaller fundraisers. However, if we don't meet our Annual Giving Campaign goal, we'll need to hold more fundraisers as in past years or cut some programs. If we raise *more* than this goal, the PTA will seek your input for how to spend the extra funds. Let's get this year off to a great start and get those funds in **by October 18, 2017** to make Lakeshore the best school we can for our children.

Don't wait. This is your chance to give.

Every dollar donated is 100% tax deductible and directly benefits our school.

There's no limit to what you can give!

Warmly,

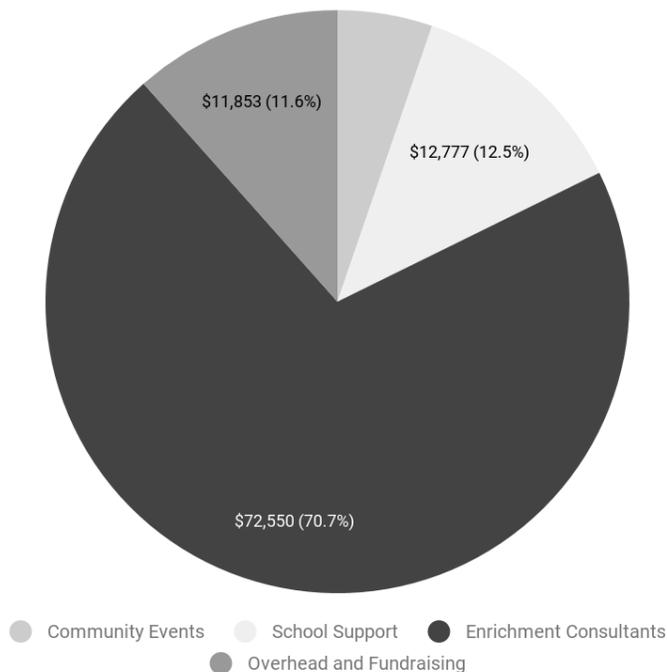
Matthew Hartford, Principal

Lizzie Liu, PTA President, pta@LakeshoreElementary.org

Where Your Money Goes

Please take a look at the charts below and marvel at how your contributions directly support teachers and programs at Lakeshore. We could not bring these opportunities to Lakeshore without your donations.

2017-18 Projected Expenses: \$102,570



Community Events

Halloween carnival, Ice Cream Social, Multicultural Potluck, PTA Fest, food and child care for PTA meetings, Staff Appreciation events, parent education, graduation.

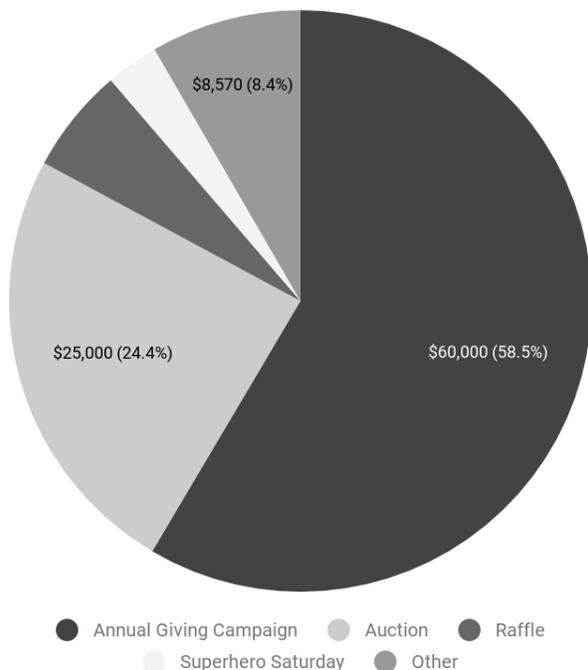
School Support

Class Funds grants to teachers for supplies, reading materials, field trip buses and admission fees, science and math manipulatives, Scholastic newsletter, and celebrations; greening/garden enhancements; reading bags.

Enrichment Consultants

Core programs for all students: Science in the Garden (K-5), Studio Art (K-5), Motor Perception (K-2), and Puberty Education (4-5). Pool programs, which are electives that teachers choose from: Visual Art, Yoga, Movement, Afro-Latin Drumming, Capoeira, and more.

2017-18 Projected Revenue: \$102,570



Annual Giving Campaign

100% of donations go directly to PTA-sponsored projects and programs.

Spring Auction

Adult event with silent and live auctions, food, and entertainment.

Spring Raffle

Buy a chance to win one of three great prizes. Past prizes have included Disneyland Park Hopper tickets and chance to meet your favorite Giants player + tickets!

Superhero Saturday

Come join us dressed as your favorite superhero and enjoy games, food, and activities.

Other

General donations, child care donations, PTA membership, matching and corporate donations, food sales, spirit gear, eScrip, Amazon, Box Tops, Schoola, graduation, and others.

Lakeshore's Annual Giving Campaign FAQ

Q. Is this new? I've never heard of the Annual Giving Campaign.

A. Yes! The Annual Giving Campaign is new this year and replaces quite a number of other fundraisers, including the Fall PTA Membership/Donation Drive, Class Funds campaign, Holiday Giving Campaign, Walk-a-thon, Read-a-thon, Lunar New Year (red envelope) campaign. This consolidation will make everyone's lives easier!

Q. Why is the Lakeshore PTA changing how it raises funds?

A. The Lakeshore PTA Executive Board felt that we were asking families to donate too many times each year. From a parent's point of view, it's not fun to be asked all the time. From a volunteer's point of view, it's tiring to ask so often and to run that many fundraisers. Therefore, we plan to have only *three* major fundraisers this year: this Annual Giving Campaign, the Auction in March, and the Raffle in April. We ask that this Fall, families pledge *at least* the full amount that they would normally donate for Membership/Donation, Class Funds, Holiday Giving, Walk-a-thon, Read-a-thon, and Lunar New Year to help save time and effort.

Q. Can I donate online?

A. Yes! Visit <http://lakeshoreelementary.org/annual-giving-campaign>

Q. I'm willing to pledge a large sum but can't pay all at once. Can I pay monthly?

A. Yes! There is an option on both the paper and online donation forms to break up credit card payments by month. Just make sure the (number of payments) x (the monthly payment) is what you'd like to donate for the year.

Q. Will we have a Walk-a-thon? A Read-a-thon?

A. Currently, the plan is to skip these two events to reduce the planning burden on volunteers. However, if we do not reach our fundraising goal for the Annual Giving Campaign, we may hold the Walk-a-thon or Read-a-thon as fundraisers after all. Lastly, if the Annual Giving Campaign is successful, we may still hold the Walk-a-thon or Read-a-thon as purely fun community events if there is enough volunteer interest to run them.

Q. Are there prizes?

A. Yes! Prizes for top classrooms will be announced in the Paw Print Press, the Yahoo Group listserv, our Facebook page, and the school website.

Q. I used to ask friends and family to support our Walk-a-thon and Read-a-thon. Can I still do that?

A. Yes! There is no restriction on who can donate to the Annual Giving Campaign. Contact your friends and family or use social media to let them know that your school needs support. They can fill out their own donation form and mail in their gift (checks preferred over cash for safety), or they can donate online. Just make sure they list the student and room number or teacher in order to get credit toward prizes!

Q. How can I trust that multiple donations will count towards my child's total amount?

A. As long as all donations note your child's name and room number or teacher, we will credit the donation properly. Our database has a field for child's name and room number and will be automatically added up if the information is there.

Q. What else is a part of the Annual Giving Campaign?

A. We will be announcing Friday Spirit Day themes in the Paw Print Press, the Yahoo Group listserv, our Facebook page, and the school website. Check there for the fun weekly dress-up theme!

Q. When I signed up to be a PTA member this year, I already pledged an amount similar to what you're asking for now. Do I have to donate a second time?

A. No. If you already made your large pledge for the year as part of your PTA membership, then *thank you!* While we always welcome additional donations, your donated amount in excess of membership fees counts toward this campaign and your child's class will get credit. (We didn't get our website updated early enough, so last year's Membership Drive was still up – oops!)