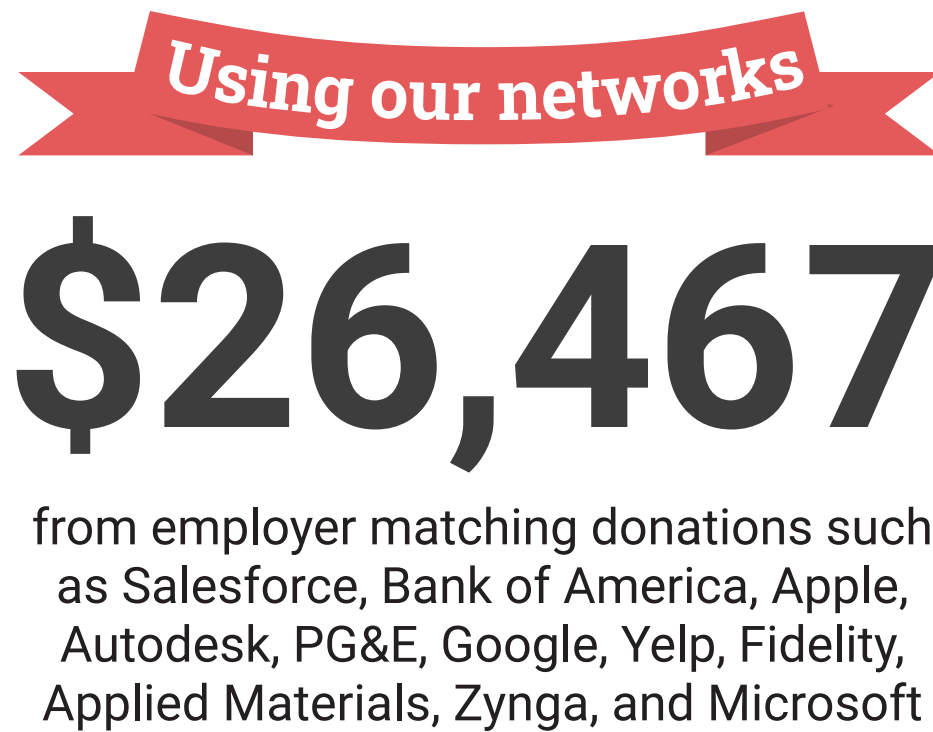
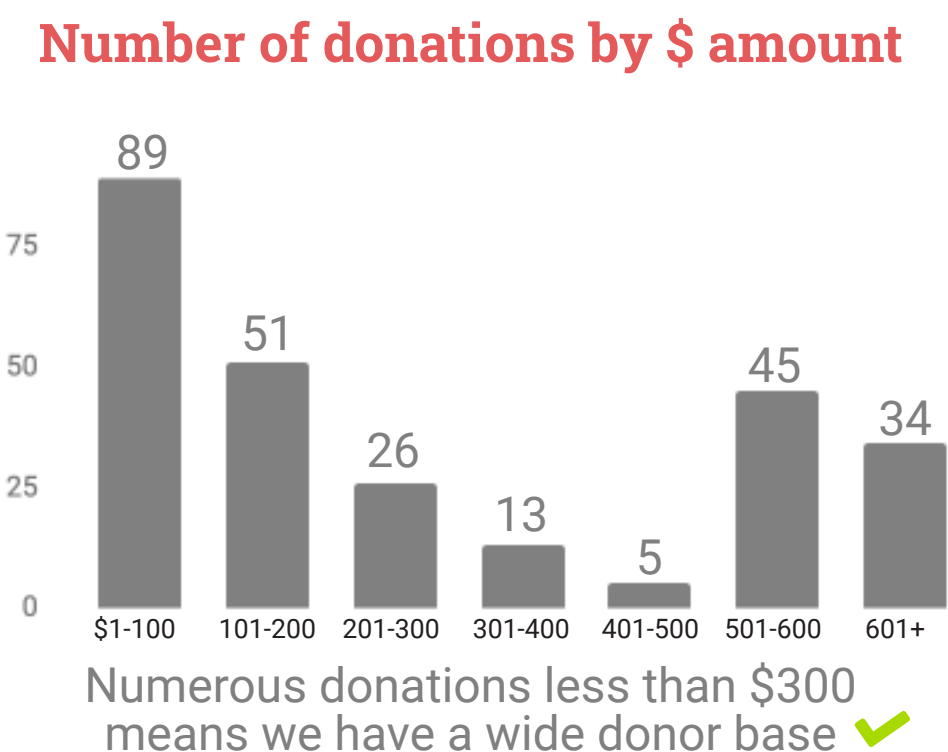
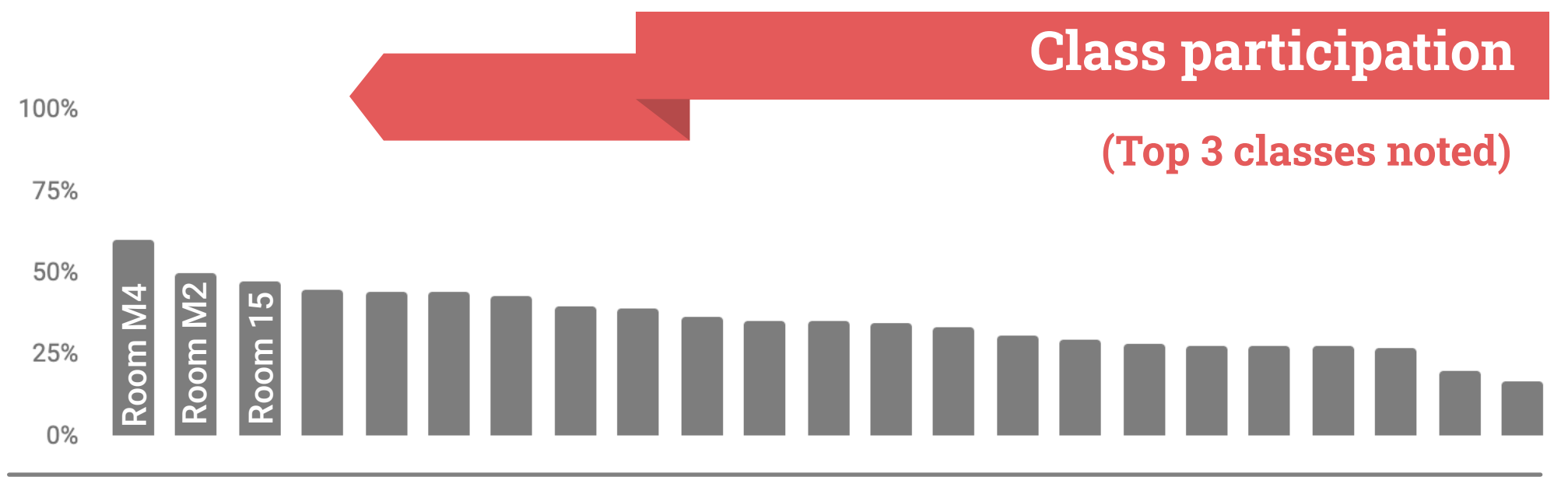
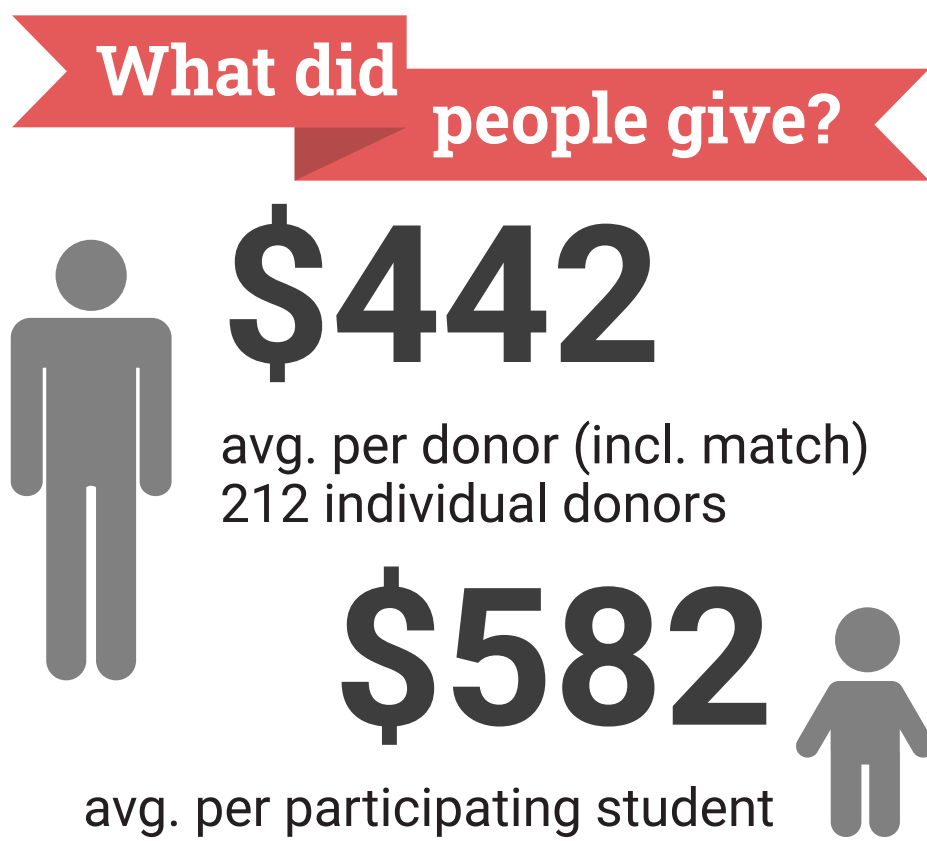
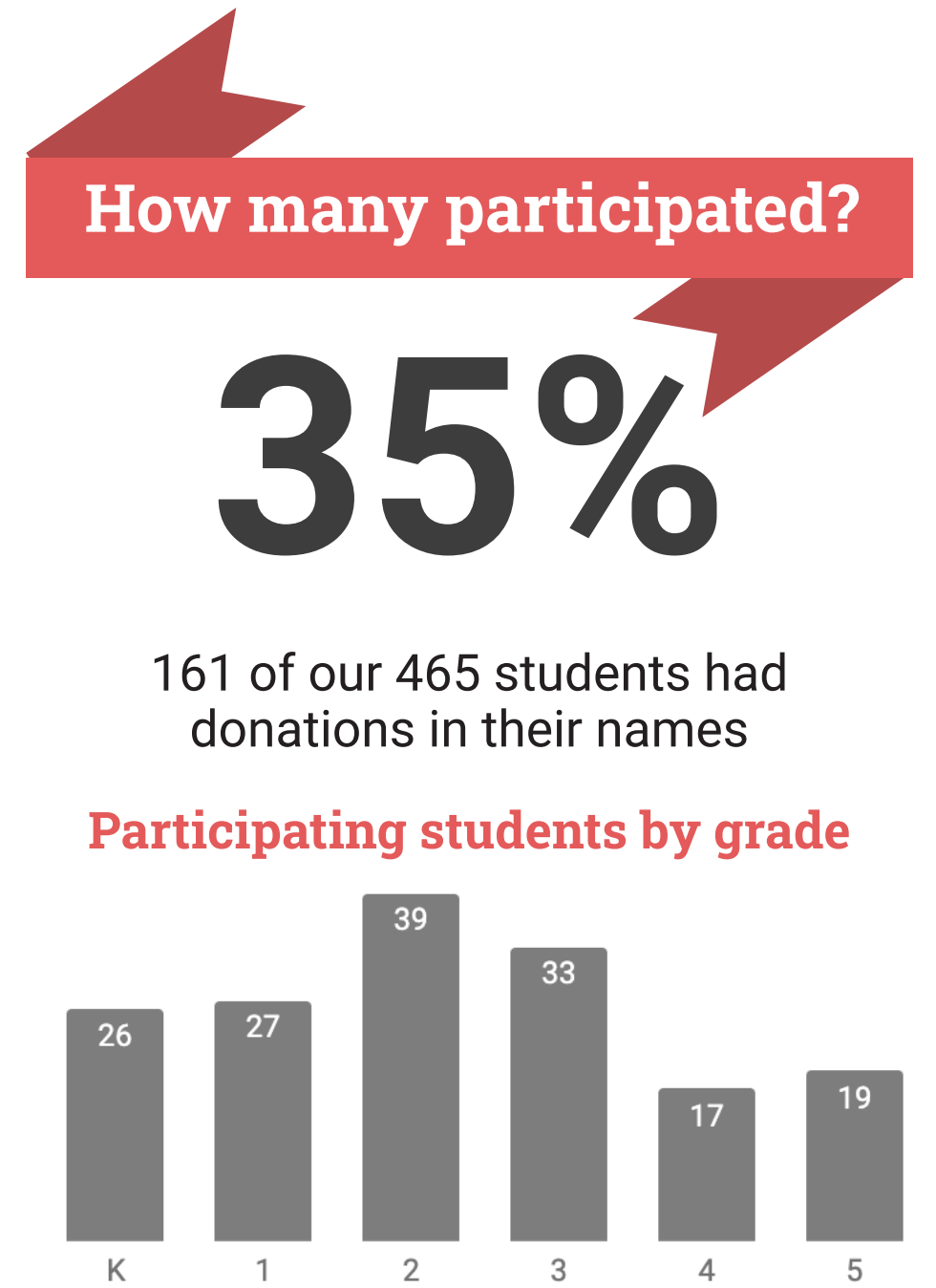
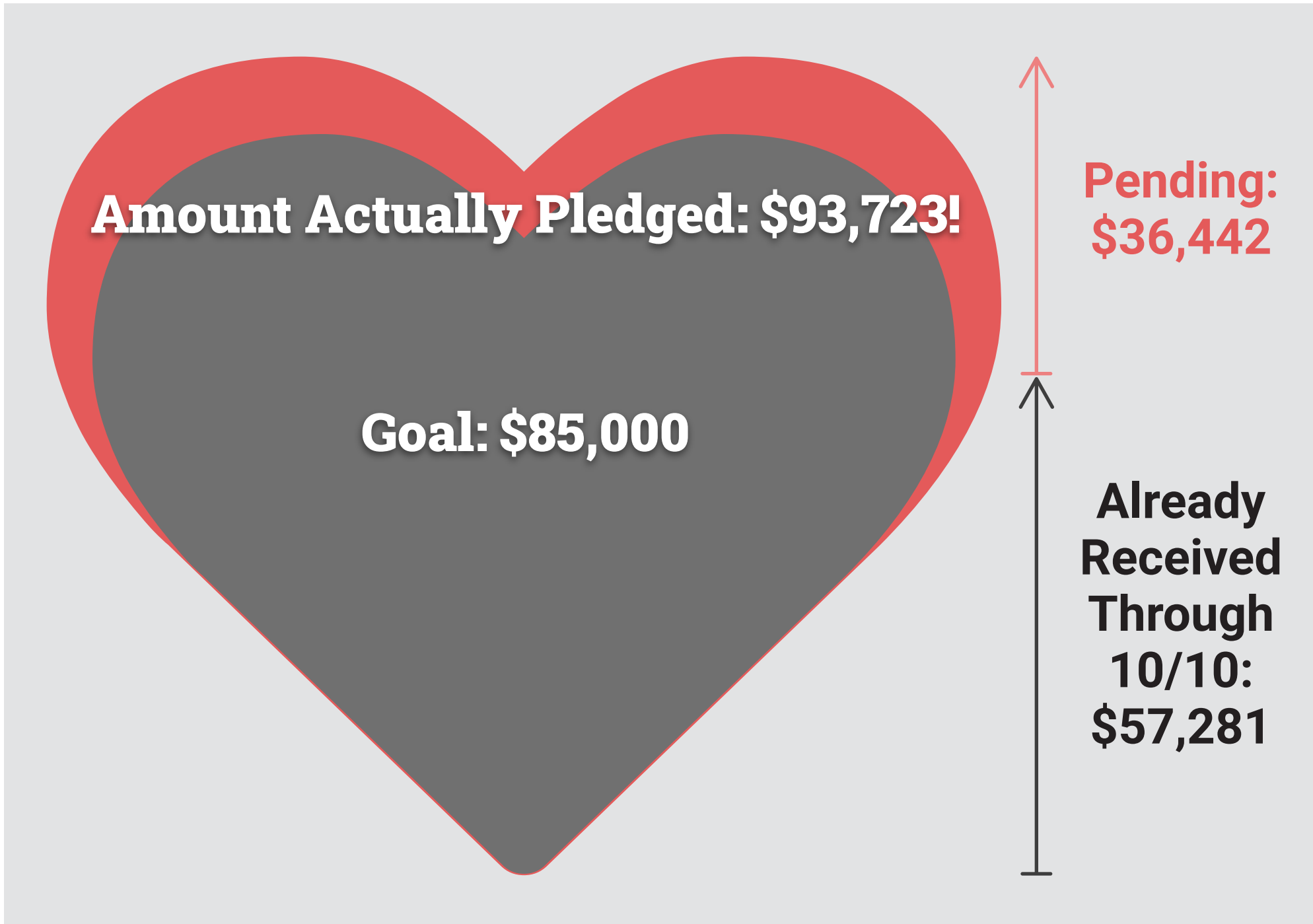




ANNUAL GIVING CAMPAIGN 2020 RESULTS

Lakeshore's 4th Annual Giving Campaign was a success thanks to the participation of so many. Here are facts and figures that tell the story about who gave and how much.



Family of Kinder student Penelope S. secured **10** donations!

Kudos to families with **4 or more donors**: Layli and Kalim C., Linley and Ayla F., Javier G., Gus and Asa B., Reza S., William F., Hayzen C.

These **11** students are **7%** of participants but brought in **17%** of pledges!



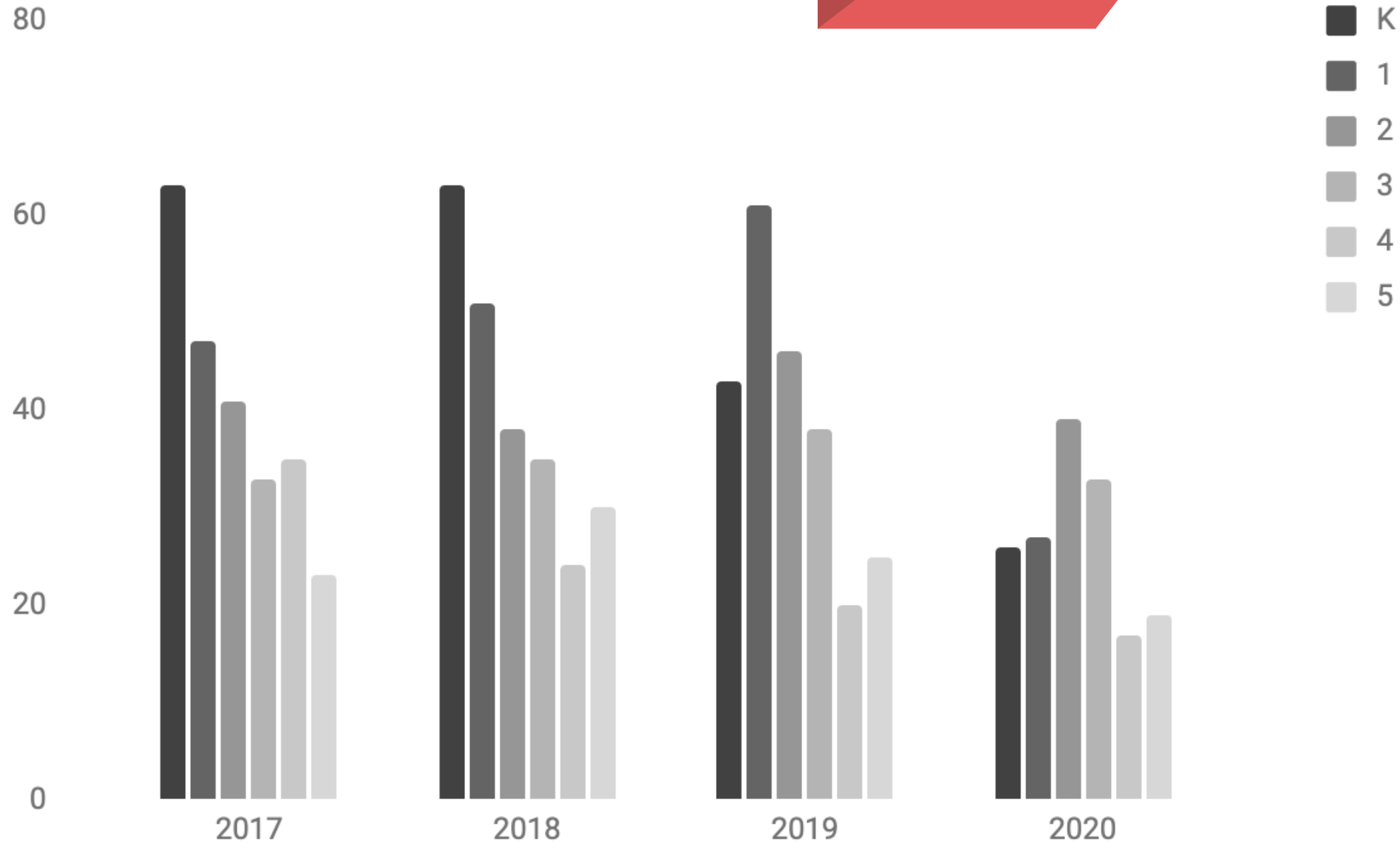
Receipts for donations received through 10/10 have been issued. Receipts for pending pledges are yet to be issued. Questions, or need a receipt for monthly recurring donations? Contact pta@LakeshoreElementary.org. Thank you!



ANNUAL GIVING CAMPAIGN 2020 RESULTS

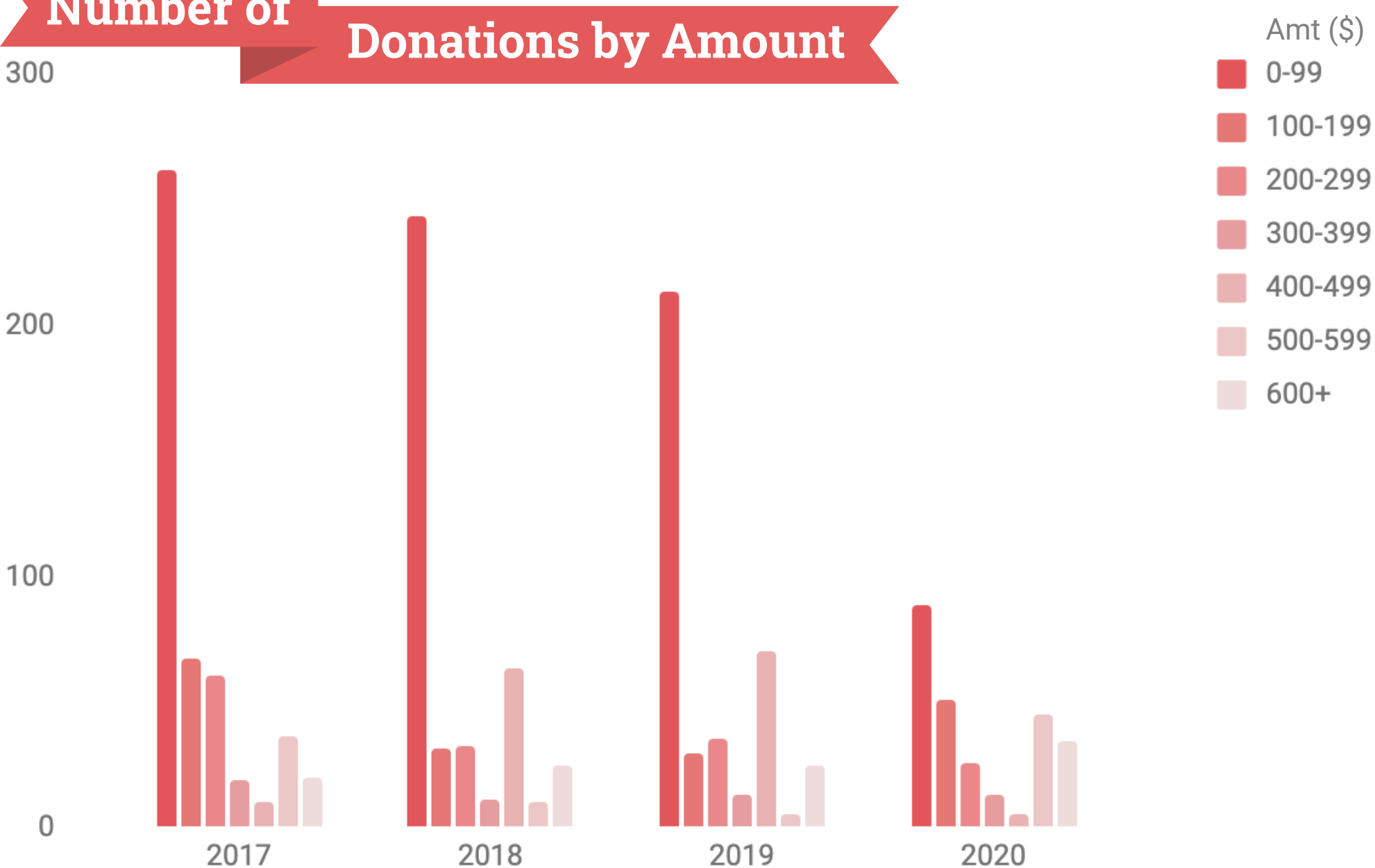
Year-over-year trends show that the pandemic has affected our families this year. However, if we look at weekly donation numbers, our community was still as determined and generous as could be!

Participating Students by Grade



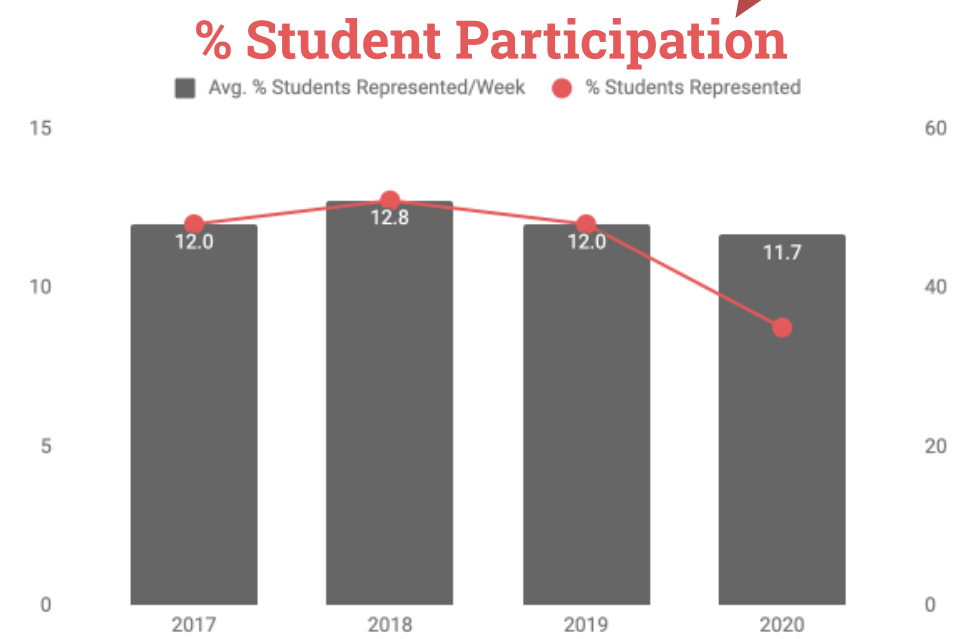
The number of students participating in each grade has been pretty similar over the last three years, with younger grades participating more enthusiastically than older grades. The trend changed this year, with Kindergarten and first grade participating at lower rates than usual, possibly due to greater challenges in younger grades, and a disconnected feeling due to distance learning. Families with more of a history and relationship with the school seemed to participate at only slightly lowered rates.

Number of Donations by Amount

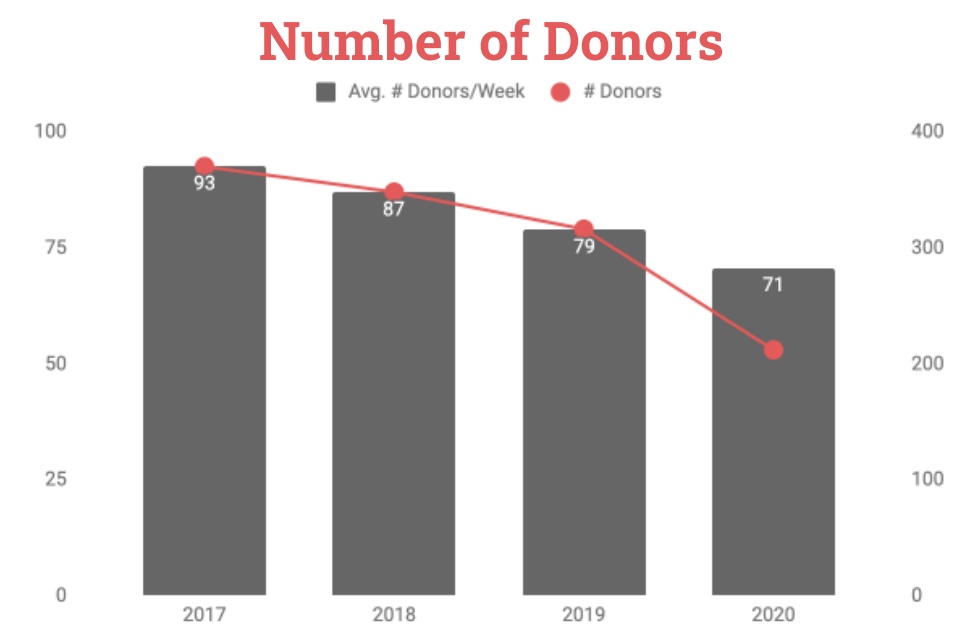


Most donors in most years give around \$100 or less, followed by donations from \$100-300 and a spike at \$500. This year, however, there were markedly fewer gifts around \$100 or less while larger amounts held steady. Perhaps this is due to the pandemic disproportionately affecting hourly workers.

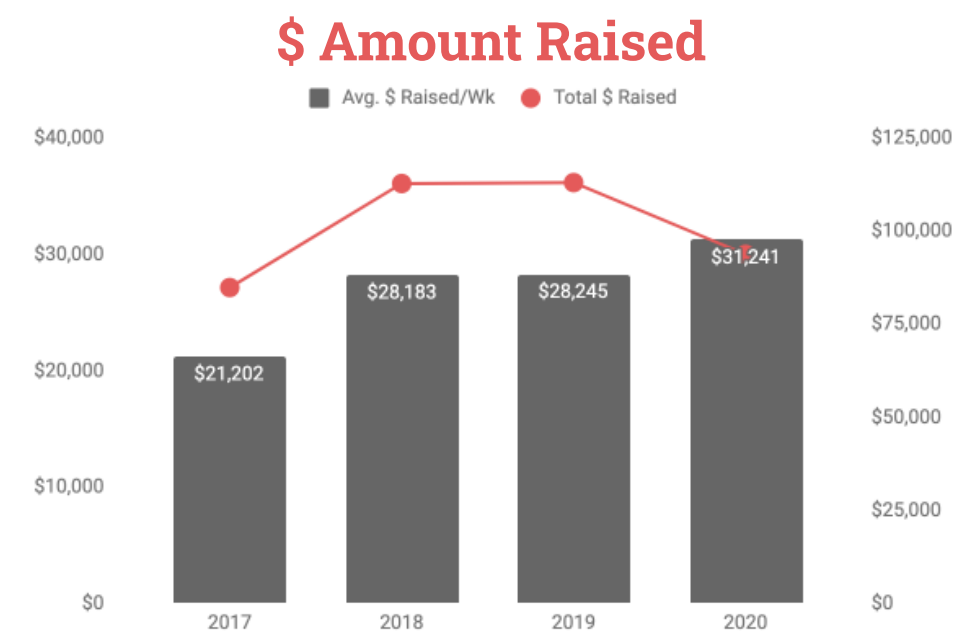
Overall Trends



While we had less % student participation overall this year (line), we had almost the same % participation *per week* as any other year (bars)



While we had fewer donors overall this year and the number of donors has been slowly declining (line), the rate of decline of the average # of donors *per week* was similar to past years (bars)



The total amount raised was lower this year than last year (line). However, not only did we expect that, but it was more than our first year, and the average \$ amount raised *per week* was higher than all previous years (bars)!

THANK YOU

CONGRATULATIONS, LAKESHORE! In a year like this one, with all its uncertainty, there was no telling how the Annual Giving Campaign would have turned out. To be totally honest, I didn't think we would raise more than \$60,000. However, Lakeshore families, teachers, and friends came together to exceed our goal and work towards securing another year of our enrichment programs, teacher and staff support, and community events. Even in a pandemic, with 25% less time than usual, you raised more than during our first year of this fundraiser. Very impressive!

I want to thank our wonderful volunteers who made this fundraiser possible:

Shirley Chan for translating the donation letter and online materials to Chinese and **Wendi Esposto** for translation to Spanish

Terri Klein, Lehua Sparrow, Ryan Sparrow, Coral Tomczyszyn, and Mr. Hartford for printing, assembling, mailing, and providing postage to send the letters home

All the **students** who gave video testimonials and clips and the parents who supported them

Jamie Jarabek for finding great music for our fundraising video

Brittany Jarabek for getting video testimonials and writing weekly in the Paw Print Press

Mr. Hartford and Ms. Twiest for getting the word out to families and staff

Room parents for spreading the word to classrooms

Keti Peradze and Lehua Sparrow for social media posts and consulting

Dan Frost for checking every donation to make sure they were properly counted

Our anonymous matching challenge donors for your generous gifts to doubling donations in the last week

Terri Klein, Dan Frost, and Michael Tomczyszyn for helping to access and deliver spirit gear to support Spirit Days, and **Christina Crooker** for being on call

The PTA Executive Board and AGC team for Spirit Day ideas, testing payments, and selecting the top classroom prizes

The AGC core team of Emily Beitiks, Brittany Jarabek, Dan Frost, Lehua Sparrow, and Keti Peradze for everything else, including meeting to decide what we're sending home, what to update online, wording advice, bringing donor experiences into focus, and guidance throughout the entire campaign

Thank you to the **staff and teachers** for being supportive of the campaign and Spirit Days during such a difficult time when the last thing they needed was another distraction. Your patience and assistance were greatly appreciated!

Biggest thanks to all the **families, friends, staff, and businesses** who donated, matched donations, offered testimonials, spread the word, and participated in Spirit Days. There are a few donors who once again gave wildly generous amounts in the thousands: you know who you are, and thank you! There were other relentless families who went out of their way to reach beyond Lakeshore to get support from their larger networks—a real grassroots effort. And there were donations that were just \$10. *Every little bit helps!* The PTA can ask, but YOU are the ones who ultimately opened your hearts and wallets and made this fundraiser a success because you believe in Lakeshore. For that, we are grateful.

Yours truly,

Deb Tjoa, President

Lakeshore Elementary PTA

PS: Want to see your name here next year? Contact pta@LakeshoreElementary.org. There is plenty to do, and your help is welcome.