

# Santa Monica LOOKOUT

Traditional Reporting for A Digital Age

---

## Santa Monica Education Foundation Raises \$150,000 During Week-Long Match

By Jorge Casuso

February 5, 2019 -- Nearly 800 donors -- spurred by a a \$25,000 matching grant from The Fairmont Miramar Hotel -- donated a total of \$150,119 to the Santa Monica Education Foundation during a week-long match campaign, Foundation officials announced last week.

The 789 donors contributed a total of \$150,119 during the match, which ran from January 24 to 31 and coincided with the end of the Ed Foundation's annual parent pledge campaign, officials said.

"The Fairmont Miramar Hotel & Bungalows and MSD Partners, L.P. are thrilled by the results of our continuing partnership with the Santa Monica Education Foundation," said Ellis O'Connor of MSD Hospitality, which oversees a portfolio of hotel and resort properties, including the Miramar.

"One of our core values is the commitment to being an active member of the community," O'Connor said. "We know that access to an equitable, outstanding public education benefits not just the students, but everyone that lives and works in this great city."

Matching grants from the Miramar and its owner, MSD Partners, L.P., have helped the Foundation raise nearly \$500,000 over the past three years.

In February 2017, a \$25,000 matching grant from the Miramar helped the Santa Monica-Malibu Education Foundation raise \$161,801 during a five-day drive (["Foundation Raises More Than \\$160,000 to Meet Miramar Matching Grant,"](#) February 6, 2017).

Last February, a similar grant helped raise a record \$184,709 from 698 donors during a two-week campaign (["Parent Donations Surge for Santa Monica-Malibu Education Foundation,"](#) February 8, 2018).

That campaign marked the last time the annual parent pledge campaign included donations from Malibu.

Last Summer, the Foundation began raising money under a new School District policy that replaced a centralized fundraising model with separate fundraising efforts for Santa Monica and Malibu schools (["School Board Separates Santa Monica, Malibu Fundraising Efforts,"](#) July 6, 2018).

Last month's parent pledge campaign also included \$2,500 one-day "Flash Matches" from Ilona Brown and Lisa Pound, Compass and Green Brooms Music Academy.

The money raised directly funds arts programs, classroom aides, STEM and student health and wellness programs in Santa Monica public schools next year, Foundation officials said.

"Quality public education depends on the entire community," said Linda Greenberg, executive director of the Education Foundation.

"Only by working together, will we continue to ensure that each student in Santa Monica has access to an enriched, excellent education."

Ed Foundation fundraising for programs in schools next year "will continue through the spring with events, as well as corporate and foundation outreach," Foundation officials said.

In May, the Fairmont Miramar will once again sponsor the Foundation's fourth annual Santa Monica Wine Auction.

The three previous Wine Auctions have raised a combined \$659,000 for local public schools, Foundation officials said.

Annual donations and Ed Foundation endowments are funding \$2.6 million in programs during the current school year, officials said.

Fundraising for 2019-2020 school-year programs will continue through June 30, 2019.

For more information or to make a donation to support Santa Monica students, go to [smedfoundation.org](http://smedfoundation.org).