

**FOR IMMEDIATE RELEASE**

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**SMMEF Announces \$200,000 Match from Franklin Elementary School PTA**

*Proceeds Will Benefit Children at all 16  
Santa Monica-Malibu Unified School District Schools*

**SANTA MONICA, Calif.**, May 12, 2016 – The Santa Monica-Malibu Education Foundation (SMMEF) announced that it has received a \$200,000 matching gift from the Franklin Elementary School PTA.

“We are excited to launch this matching gift for SMMEF,” said the Presidents of the Franklin Elementary School PTA. “Our PTA is proud to be part of a community that gives so generously to support our district’s exceptional schools. We hope the match inspires parents, community members and businesses to join us in ensuring educational excellence for every child in our school district.”

The PTA will match all gifts to SMMEF dollar-for-dollar. \$100,000 of the matching funds will be directed towards SMMEF’s current annual campaign and \$100,000 will be directed to SMMEF’s For Academics Endowment.

“On behalf of all 11,300 students in our district, we are very thankful to the Franklin Elementary School PTA for this inspiring match,” said Linda Greenberg, SMMEF’s Executive Director. “It is a wonderful example of leadership in our community’s work to fund important, equitable programs at all SMMUSD schools.”

Proceeds from the match will fund programs for every school in the Santa Monica-Malibu Unified School District. SMMEF-funded staff and programs include arts education for the district’s 4,900 elementary students, 87 instructional assistants, and enrichment grants for all 16 schools in the district. Many schools use these grants to provide science, technology, engineering and math (STEM) or visual and performing arts programs. Some schools also use these funds to hire additional health clerks and counselors, or run other programs focused on student wellness.

As of May 4, SMMEF’s 2015-2016 annual campaign had raised \$2.9 million toward a \$3.6 million operating budget to fully fund existing programs next year. The campaign ends June 30.

Those who want to donate to SMMEF, can give at [www.smmef.org/donate](http://www.smmef.org/donate).

**About SMMEF**

Established in 1982 by a dedicated group of parents, community leaders, and local business owners, SMMEF raises funds to enhance and supplement the curriculum of the Santa Monica-Malibu Unified School District. SMMEF’s mission is to engage the community to invest in a vibrant educational experience for all students in the Santa Monica and Malibu public schools. SMMEF raises funds through

its annual campaign, endowment earnings and special events. To learn more about SMMEF visit [www.smmef.org](http://www.smmef.org), follow on Twitter: @smmef or like us on Facebook: [www.facebook.com/smmef](http://www.facebook.com/smmef).