

Education Foundation Announces Giving Tuesday Drive

By Emily Sawicki / emily@malibutimes.com Nov 28, 2016



The Santa Monica-Malibu Education Foundation this week announced a \$5,000 "one-day flash match" in an effort to spark donations from families districtwide.

On Tuesday, Nov. 29, nicknamed #GivingTuesday — an alternative to Black Friday — all donations to the foundation will be doubled, up to \$5,000, thanks to two Santa Monica-based businesses.

Matching gifts from Frozen Fruit Company and Santa Monica Dental Arts, each totaling \$2,500, are designed to "inspire our community to donate," according to information provided by the foundation.

"We are excited to launch this one-day match for #GivingTuesday," Ed Foundation Executive Director Linda Greenberg said in a written statement provided by the group. "Thank you to Frozen Fruit Company and Santa Monica Dental Arts for their generous gifts that will encourage others in our community to join them in making contributions for our students."

The foundation announced it plans to host "giving tables" at several schools across the district on Tuesday.

Donations can also be made by going to smmef.org/donate.