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LAST WEEK OF ED FOUNDATION'S FIRST \$4 MILLION CAMPAIGN

Santa Monica, Calif., January 24, 2014 – The Santa Monica-Malibu Education Foundation is closing in on a deadline of January 31 for its first \$4 million campaign to support the SMMUSD Vision for Student Success, a plan to enhance the educational experience of every student in the district. The organization has raised \$3.05 million toward the \$4 million goal. In this last week of the campaign, the Education Foundation urges families, community members and business leaders to donate to the Vision for Student Success.

The Education Foundation, in partnership with each school's Parent Teacher Association, has worked intensively to raise funds from families and to increase awareness about the Vision for Student Success. In addition to family contributions, the Foundation has secured donations from corporations, past non-parent donors, foundations and community members.

In November 2011, the SMMUSD Board of Education designated the Education Foundation as the sole organization to raise money for personnel and professional development at all schools. The Education Foundation is charged with raising \$4 million annually to invest in educational excellence at every school. The Vision for Student Success was borne out of this policy and will first be implemented in 2014-15. The program focuses on reduced class size in 2nd and 3rd grades, training for instructional aides, literacy coaches, art instruction for every elementary grade and teacher professional development.

The switch to centralized fundraising will lead to a larger pool of financial resources for district-wide use and aims to increase collaboration between the community and the school district. The Vision for Student Success fundraising drive seeks to foster stronger ties between schools, as all sites benefit from greater teacher training, increased spending for the arts and literacy, and smaller class sizes.

To contribute, please go to www.smmef.org/donate or mail a contribution to 1645 16th Street, Santa Monica, CA 90404. The campaign ends on January 31. A gift of any size has a direct and profound impact on the life of every student in the Santa Monica-Malibu Unified School District.

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