

FOR IMMEDIATE RELEASE

Contact:

Ann Conkle, Communications and Events Manager
310-396-4557
ann.conkle@smmef.org

SMMEF's Pledge Days Event Raises \$362,875 for Schools
*Event caps strong start to annual campaign to fund programs
at all Santa Monica-Malibu Unified School District schools*

SANTA MONICA, Calif., October 5, 2016 – The Santa Monica-Malibu Education Foundation (SMMEF) raised \$362,875 during Pledge Days, a district-wide fundraising event, which ran from September 19 to 30. 530 families, district employees, community members and businesses made donations during the event. The funds raised also include a generous and inspiring \$100,000 matching gift from the RGK Foundation.

Pledge Days was a successful component of the Education Foundation's 2016-2017 annual fundraising campaign. As of September 30, in the first quarter of its fiscal year, the Foundation raised \$1,378,496 in gifts and pledges, setting a new record.

"On behalf of students in the Santa Monica-Malibu public schools, we are grateful to the RGK Foundation and all donors who have contributed since the start of our annual campaign," said David Vukadinovich, President of the Ed Foundation's Board of Directors. "We invite all members of our community to join us as we continue this year's campaign to fund outstanding arts education, staff and enrichment programs for our students next year."

As part of Pledge Days, Ed Foundation and PTA representatives were on campuses at all SMMUSD elementary schools to thank donors and encourage others to support SMMEF-funded programs in Santa Monica and Malibu public schools.

"The RGK Foundation aims to be a catalyst for communities to bring about positive change and Pledge Days is a wonderful example of exactly that," said Linda Greenberg, the Ed Foundation's Executive Director. "We are thankful that the RGK Foundation made this investment to ensure that every student in Santa Monica and Malibu benefits from an enriched education."

The event also included a one-day \$5,000 Flash Match from CodeRev Kids and ThatTutorGuy.com, who each contributed \$2,500.

All donations to the Santa Monica-Malibu Education Foundation change the lives of students in the Santa Monica-Malibu public schools. Contributions fund excellent programs – from art to STEM to wellness – that shape our future problem solvers, visionaries and global citizens.

About the Santa Monica-Malibu Education Foundation

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, follow on Twitter: @smmef or like us on Facebook: www.facebook.com/smmef.

About the RGK Foundation

RGK Foundation endeavors to be a catalyst for progressive change in humanitarian concerns. Guiding the Foundation is a deep reverence for democracy and a civil society together with the founders' values of foresight, imagination and discovery. By seeking innovative projects in the area of health, education, human services and community affairs, the Foundation strives to advance knowledge, improve society and help realize human potential.

###