

Santa Monica Dispatch



SMMUSD FOUNDATION'S PIER PARTY RAISES \$125,000 FOR SCHOOLS

Posted on May 6, 2015 by Peggy Clifford

Event Benefits All Schools in the Santa Monica-Malibu Unified School District

Santa Monica, CA, May 4 – The Santa Monica-Malibu Education Foundation (SMMEF) today announced that Pier Party, its largest annual community fundraising event, raised \$125,000. Proceeds from the event, which took place on Sunday, April 26 at Pacific Park on the historic Santa Monica Pier, will support SMMEF-funded programs in the Santa Monica-Malibu Unified School District. Income for the event came from ticket sales, an online auction and 35 corporate sponsors.

Over 1,500 people attended Pier Party, a private event that included rides, games, a live DJ, animals from the Santa Monica Pier Aquarium, Santa Monica Police officers, interactive games by Marbles: The Brain Store, a mime and magician, arts and crafts run by P.S. Arts, and drawing machines. TREATS Frozen Yogurt & Ice Bar sold yogurt and sorbet to attendees, with 100% of proceeds going to SMMEF, and Brad Simpson and Stacy White of Partner's Trust provided give aways and ran a raffle for attendees.

The Pier Party VIP event featured a breakfast reception and brunch tastings from favorite restaurants, including: Caffè Luxxe, FIG, Pier Burger, Border Grill, Truxton's, Sonoma Wine Garden, Loews Santa Monica Beach Hotel and Cookie Good.

Community leaders, including State Senator Ben Allen, Superintendent Sandra Lyon, Santa Monica Mayor Kevin McKeown, Mayor Pro Tempore Tony Vazquez, City Councilmember Ted Winterer, and SMMUSD School Board members Laurie Lieberman, Craig Foster, Maria Leon-Vazquez, and Ralph Mechur enjoyed the event.

"This was a beautiful community event," shared Kathleen Rawson, President of the SMMEF Board of Directors and CEO of Downtown Santa Monica. "With 35 corporate sponsors, over 100 volunteers, 8 restaurants donating food for the VIP event, and over 1,500 community members enjoying fun in the sun on the Pier, Pier Party is the perfect example of our community coming together to support our students."

Pier Party sponsors included 500 Broadway, Lincoln Property Company/Linwood Ventures, Related California, Skydance, Fairmont Miramar Hotel and Bungalows & MSD Capital L.P., Huntley Santa Monica Beach, MINI of Santa Monica, The Plaza of Santa Monica, Providence St. John's Health Center, Santa Monica Place, Brad Simpson

and Stacy White of Partners Trust, Stifel, Bob Gabriel Co. Insurance, Chase, DFH Architects, Equity Office Management LLC, FelCor Lodging Trust, The Georgian Hotel, Harding Larmore Kutcher & Kozal LLP, Hudson Pacific Properties, Islands Restaurant, Khedr Management Co., LAcarGuy, Le Meridien Delfina Santa Monica, Gary Limjap of Coldwell Banker, Morley Builders Inc., NMS Properties Inc., Santa Monica-Malibu Council of PTAs, Shutters on the Beach and Hotel Casa del Mar, Taxi! Taxi!, Free Associates, Vidi Volo, Santa Monica Daily Press, and TREATS.

SMMEF raises funds annually to fund programs that ensure excellence for every student and school in the district. SMMEF-funded programs include instructional assistants, literacy coaches, elementary arts education, additional middle and high school faculty members, teacher training, and discretionary grants for all 16 schools in the district. Many schools use these discretionary 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, augment on-site counseling programs, or run other programs focused on student wellness.

About SMMEF

Established in 1982 by a dedicated group of parents, community leaders, and local business owners, SMMEF enhances and supplements 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. The Foundation works hand-in-hand with the District to allocate funds in ways that result in the greatest impact. To learn more about SMMEF visit www.smmef.org, follow on Twitter: @smmef or like us on Facebook: www.facebook.com/smmef.

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