Ed Foundation Raises Nearly $200,000 During 10-Day Drive

February 5, 2020 -- The Santa Monica Education Foundation raised $186,154 during a 10-day fundraising campaign inspired by a $50,000 match from Bird, Foundation officials announced Wednesday.

During the match -- which ran from January 21 to 31 -- 772 parents, community members and businesses made contributions, officials said.

The fundraising drive coincided with the end of the Ed Foundation's annual parent giving campaign this school year.

The money raised will directly fund arts programs, classroom aides, STEM and student health and wellness programs in Santa Monica public schools next year, Foundation officials said.

"Building livable, sustainable, healthy, connected communities is at the heart of Bird's mission and we understand that excellent schools are essential to a healthy community," said Travis VanderZanden, Bird's founder and CEO.

He said the contributions will "help ensure that all students in Santa Monica receive a first-rate education."

During the $50,000 match, two other local businesses offered one-day Flash Matches for donations, according to the Foundation.

Diane Dorin of Compass, a longtime supporter of the Ed Foundation, matched $2,500 in donations on January 30, while Wander Internet, a new Ed Foundation Corporate Hero, matched $2,500 in donations on the final day.

The match comes one month after the Foundation announced it had raised $213,000 with a $25,000 matching grant from the Miramar Hotel ("Education Foundation Raises More than $200,000 Spurred by Miramar Matching Grant," January 7, 2020).

During the drive -- which took place from December 9 to 31 -- 286 donors made contributions that exceeded the Foundation's goal of raising $145,000 for STEM programs in Santa Monica schools that use "stretch grants" for funding.

Ed Foundation fundraising for programs in schools next year will continue through the spring, Foundation officials said.

Annual donations and Ed Foundation endowments are funding $2.7 million in programs in Santa Monica schools this school year.