

Santa Monica LOOKOUT

Traditional Reporting for A Digital Age

Back-to-School Fundraising Drive Nets Nearly \$670,000

By Lookout Staff

September 11, 2019 -- The Santa Monica Education Foundation's back-to-school fundraising campaign raised \$669,222 from 798 donors to fund staff and programs at local public schools, the non-profit's officials said.

The fundraising was spurred by a \$50,000 match from Santa Monica Place, owned by Macerich, and Kilroy Realty, that ran from August 16 through September 4, officials said.

During the match, two other local businesses -- the Santa Monica Music Center and Ilona Brown and Lisa Pound of Compass -- offered one-day Flash Matches of \$2,500 each to spark further donations.

The money raised will fund arts programs, classroom aides, STEM and wellness programs at Santa Monica public schools, officials said.

"This start to our annual fund campaign has been incredible!" said Linda Greenberg, the Foundation's executive director. "Each donor has shown their dedication to excellent public schools and I am grateful to every one of them.

"Their donations bridge the gap between the basic education funded by the State of California and the vibrant education all students deserve."

"Education is the key to positive change in our community," said Philip Tate, Kilroy Realty's senior vice president for development and government affairs.

"We are proud to play our part in ensuring that all students have the opportunity to excel in arts, STEM and other exciting programs."

Julia B. Ladd, assistant vice president of property management at Santa Monica Place, said, "One of Santa Monica Place's core values is to contribute to a vibrant community.

"We are committed to investing in inspiring educational experiences that reach every student in Santa Monica."

This year's total topped the \$607,755 raised from 928 donors during last year's back-to-school drive ([*"Santa Monica Education Foundation Raises More Than \\$600,000 Without Malibu's Help,"*](#) September 13, 2018).

Last month, the Foundation presented the School Board with a \$2.1 million grant raised during the past school year ([*"Santa Monica Schools Get \\$2.1 Million Funding Boost from Education Foundation,"*](#) August 19, 2019).

It marked the first year money was collected under a School District policy that replaced a centralized fundraising model with separate fundraising efforts for Santa Monica and Malibu schools ([*"School Board Separates Santa Monica, Malibu Fundraising Efforts,"*](#) July 6, 2018).