

FAQs

For Athletics Campaign



Preparing Our Children for a Lifetime of Fitness, Wellness, Teamwork & Success

What is the *For Athletics* Campaign?

The *For Athletics* Campaign is a community-wide effort that guarantees future possibility and opportunity for all our students. This \$20 million effort includes both immediate and long-term, sustainable support for athletic programs in all Santa Monica public schools.

More than anything, the educational sports experience teaches student athletes how to commit and how to finish. It teaches them how to respect parents, teachers, coaches and teammates. Sports are about commitment, playing to the whistle, being accountable and making a difference.

What is the goal of the campaign and how is my donation allocated?

Our goal is to provide both immediate and long-term, sustainable support for athletics programs in all Santa Monica public schools. When someone makes a gift to the *For Athletics* Campaign, 20% of the gift will go to fund current athletic needs at our middle and high schools, and 80% will go to our new Athletic Endowment. This way, you are supporting students today, and also building permanent support for students into the future.

Don't youth sports already exist in Santa Monica?

Sports in Santa Monica have historically been something families have to pay for out of pocket and outside of school. However all roads lead to Samohi, where the robust sports programs are open to all, but funded in part by booster clubs and fundraisers. The Ed Foundation's Athletic Endowment aims to change that forever, bringing sports to children in every Santa Monica public school student no matter the school, grade, or socioeconomic standing.

What is an endowment?

An endowment is an invested fund comprised of donations. Each year, interest from the fund pays for endowment goals. Each year, interest from this endowment will fund athletic personnel, equipment, transportation and more for student athletes. The principle of the endowment remains intact forever. Funds must be invested for one year before accrued earnings can be withdrawn to pay for needs.

Learn More
smedfoundation.org/ForAthletics



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Imagine the difference you can make in the life of our students, today and in the future.

What are the benefits of sports for children?

Studies have found that participation can lead to lower anxiety and depression rates, higher self-esteem, higher levels of academic achievement and improved life skills, such as teamwork, personal responsibility, and an improved work ethic. Outside of personal benefits to the athletes, school sports bring an added benefit to the educational landscape, with increased community opportunities, school pride, and shared in-person experiences, all of which can enhance the lives of every student.

How can I give to the For Athletics Campaign?

- Give online ([click here](#))
- Give by mail (fill out [this form](#))
- Make a pledge (email rachel@smedfoundation.org and we will send you a DocuSign agreement)
- Donate stock by calling us at 310-396-4557.
- Donate bitcoin. Direct address to our BTC Wallet is:
3CMdEZY6sjLzosccc4N83jchm9YgEzyZwf (or [click here](#) for QR code)

Why should anyone donate to the Ed Foundation?

Donations to the Ed Foundation are an investment in all Santa Monica public schools and students. These funds enable teachers to go beyond limited resources from the state and local funding. Donations bring additional academic, arts and athletics enrichment programs and staff to all Santa Monica public school students.

How can I support the campaign beyond donations?

There are so many ways to be involved with the *For Athletics* Campaign: join a committee, host an information session at your home, help us identify Samohi athletic alumni, find corporate sponsors, and more.

Make a play and contact us today at info@smedfoundation.org.

With your support, we can make sure every child has the opportunity to discover the transformative power of sports.

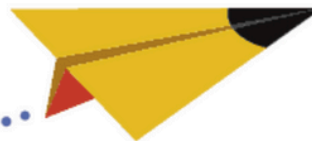
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What will it fund?



Endowment Needs for High School

- **STUDENT SUPPORT**
 - Teachers
 - Athletic Trainers
 - Athletic College Counselor
 - Strength, Conditioning & Nutrition Coaches
- **HEALTH & SAFETY**
 - Baseline Testing for Concussion
 - Equipment Reconditioning
- **TECHNOLOGY & PROFESSIONAL DEVELOPMENT**
- **TRANSPORTATION**
- **EQUIPMENT & UNIFORMS**

- **STAFF & GAMES**
 - Teachers
 - Game Day Staffing
- **TRANSPORTATION**
- **TECHNOLOGY**
- **EQUIPMENT & UNIFORMS**

Endowment Needs for Middle School

- **CLINICS**
- **CAMPS**

for multiple sports to provide foundational tools for competition in individual and team sports at the middle school level.

Endowment Needs for Elementary School

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