

CORPORATE HERO PROGRAM



Santa
Monica
Education
Foundation

2024-2025 CORPORATE HERO
PROUD TO HELP STUDENTS SOAR



Corporate Hero Program

Corporate Heroes make the greatest impact on Santa Monica students, ensuring every child receives an excellent education. As a Corporate Hero, your business will receive outstanding marketing and public relations opportunities on our banners, placing your brand in front of a diverse and engaged audience.



Example Banner

Visibility

- Throughout the City of Santa Monica
- 6,000 school families at 10 schools
- 12,000 email readers and 3,800+ social media followers

Overall Marketing Benefits

- Invitation to the annual Corporate Heroes reception
- Use of the Ed Foundation Corporate Heroes digital logo
- Recognition as a Corporate Hero on the Ed Foundation's website and Honor Roll of Giving

Banners (starting at \$25,000)

- Strategically placed at high visibility locations throughout Santa Monica (up to 10)
- Opportunity to update your logo once during the year (either February or August)
- Also includes event sponsorship benefits

Event Sponsorship (\$10,000, \$5,000, and \$2,500)

- Promotion as sponsor of the Santa Monica Wine Auction - May 4, 2025
- Recognition level based on gift amount.
- Logo included in all Ed Foundation monthly e-newsletters (available for gifts \$10,000 and larger)

Flash Match Promotion (starting at \$2,500)

- Celebrate great public schools and challenge the community to match your gift!
- Your business will be widely promoted on one select day to maximize your visibility

Specific recognition benefits vary by gift amount.



Challenge Match Opportunity

Corporate Heroes make a significant impact on our students, ensuring every child receives an excellent education.

How It Works

Make a charitable donation in celebration of great public schools and challenge the community to match your gift! Your business will be widely promoted during the match, maximizing brand promotion. Matches are very popular in our school community. Last year, five different challenge matches inspired 2,274 people to donate a total of \$1,110,763 in support of Santa Monica students and schools. Make a difference today by sponsoring a challenge match!



Recognition Benefits

\$25,000 charitable donation

- Email on first and last day of match day to 12,000 people
- Multiple Facebook, Twitter (X) and Instagram posts (3,800+ followers)
- Outreach to 6,000 school families and 10 school PTAs
- Additional benefits in line with Ed Foundation’s Corporate Heroes program, including, recognition on the Corporate Banners, Event Sponsorship and regular promotion in the monthly newsletter
- Ongoing recognition on the Ed Foundation website and Honor Roll of Giving

Dates	Availability
August 12 - September 9	Reserved
October 7-11	Reserved
December 3-13	Reserved
December 23-31	Reserved
January 21-31	Reserved

To reserve your Challenge date, call 310.396.4557 or e-mail info@smedfoundation.org

E-Newsletter Example

Para Español

Santa Monica Education Foundation



A Message from Superintendent Dr. Shelton

Dr. Shelton shared the following message with Santa Monica families in an email on June 13. We at the Ed Foundation are so grateful to those of you who contributed to ensure our students have access to the same great programs next year! THANK YOU.



I am pleased to share an exciting update from the Santa Monica Ed Foundation. Thanks to the generosity of parents, grandparents, community members and local businesses, there will be no cuts or reductions to SMEF programs.

Ed Foundation programs in 2024-25 will be funded at the same level as they were this past school year.

Thank you for your continued support and commitment to our schools and students. Together, you are making a significant difference in the educational experiences of our children. I know we can count on your continued support of SMEF when registration opens.

Thank to Our Ed Foundation Volunteers!

It truly takes a village and we couldn't be luckier to have such incredible volunteers in our community. The Ed Foundation celebrated these remarkable individuals for all of their support, hard work, and dedication this school year. Hosted by [Gallery 612](#) in Santa Monica, volunteers had a chance to enjoy a festive evening as a **THANK YOU** for all they do, and continue to do, for public school students in Santa Monica!



If you would like to volunteer with SMEF, please contact us at info@smedfoundation.org!

For more photos from the gathering, click [HERE](#) for Instagram and [HERE](#) for our Facebook album.

Superintendent's Circle Reception & Tour

This year our Superintendent's Circle donors had an opportunity to tour the new construction on the Samohi campus. After suiting up in hard hats and vests, attendees got a first look at Gold gym and the new Exploration building, which houses visual arts studios and three academy concentrations: Health & Wellness, Law & Public Policy, and Engineering. Following the tour, this incredible group of donors enjoyed the Samohi Senior Art Show during the reception at Roberts Art Gallery, as well as remarks from Dr. Shelton and our new Ed Foundation Executive Director, Raymur Flinn.



Our Superintendent's Circle donors are those who have generously given \$5,000 or more during the school year. If you would like to know more about joining one of our major donor giving circles, please contact raymur@smedfoundation.org.

Spaces Still Available in the College Essay Writing Sessions

Taught by Samohi English teacher Kyle Koehler, this College Essay Writing Class helps students write outstanding college admissions essays. There are just a few spots left. For more information, click [HERE](#).



Choose one session:

- Thurs, June 13, PLUS 4 Sundays, 1pm-4pm: 6/16, 6/23, 6/30, 7/7 – **NOW FULL**
- Mon, June 24 – Fri, June 28, 9:00am – 12:00pm – **NOW FULL**
- Mon, July 8 – Fri, July 12, 9:00am – 12:00pm – **NOW FULL**
- Mon, July 15 – Fri, July 19, 9:00am – 12:00pm
- Mon, July 22 – Fri, July 26, 9:00am-12:00pm

Happy Summer Break, Everyone!

Wishing everyone a safe and relaxing summer break. We can't wait to see you again in August for the start of the 2024-2025 school year. Thank you for your continued support of the Ed Foundation and helping ALL Santa Monica students soar!

Thank you, Corporate Heroes

We are incredibly grateful to these businesses who have been steadfast in their support of Santa Monica students. We are proud to recognize them here. You can learn more about our Corporate Heroes program and see a complete list of Corporate Heroes at smedfoundation.org.



Santa Monica Education Foundation

info@smedfoundation.org - 310-396-4557 - smedfoundation.org



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Flash Match Promotion

Corporate Heroes make a significant impact on our students, ensuring every child receives an excellent education.

How It Works

Make a charitable donation in celebration of great public schools and challenge the community to match your gift! Your business will be widely promoted on one select day, maximizing brand promotion.

Matches are very popular in our school community, standard flash matches are often combined with longer Challenge Matches, creating the chance to be part of a triple impact opportunity.

Dates are reserved on a first-come, first-served basis.



**Last year,
Flash Matches
inspired 900 donors,
raising \$537,588!**

August	27	Reserved
September	3	Available
September	12	Available
September	26	Available
October	8	Available
October	10	Reserved
December	3	Available
December	31	Available
January	23	Available
January	31	Reserved

Flash Match Sponsorship Details *

\$2,500+ charitable donation

- Email on match day to 12,000 people
- Multiple Facebook, Twitter (X) and Instagram posts (3,800+ followers)
- Outreach to 6,000 school families and 10 school PTAs
- Ongoing recognition on the Ed Foundation website and Honor Roll of Giving

** Flash Match date may coincide with a multi-day Challenge Match. Flash Match donors will receive top billing on Flash Match dates.*

To reserve your Flash Match date, contact 310.396.4557 or info@smedfoundation.org

Flash Match Promotion (Continued)

Ed Foundation Facebook, Twitter (X) and Instagram have 3,800+ followers

E-Newsletter sent to 12,000



Para Español

\$2,500 Flash Match Today! Donate Today to Triple Your Impact

Dear Friend,

I am thrilled to let you know that you can have three times the impact for Santa Monica students today.

Today only, VCA will match all donations to the Ed Foundation, up to \$2,500. And, for every donation now through Friday, an anonymous donor will contribute a dollar-for-dollar matching gift to fund tutoring for homeless and foster youth in Santa Monica schools, up to \$30,000.

Please donate today at smedfoundation.org/donate. You will be part of both matches. You will fund outstanding arts, instructional aides and other vital staff and programs for all students, and you will support tutoring for students most impacted by the pandemic and distance learning. Your donation today is so important.

Sincerely,

Linda Greenberg
Executive Director
Santa Monica Education Foundation
smedfoundation.org

Triple Your Impact Now

A message from today's Flash Match donor...

VCA has been a part of the greater Los Angeles community for over 30 years, and has two animal hospitals that serve the Santa Monica community: VCA Wilshire Animal Hospital and VCA Santa Monica Dog and Cat Hospital. Since VCA's corporate headquarters is on the border of West Los Angeles and Santa Monica, many children of VCAers have attended the various Santa Monica schools for decades. In addition to supporting hundreds of animal shelters, humane societies and other pet charities across the country, VCA feels it is very important to support other non-pet related charities in the communities that its 900+ hospitals serve.

So many children dream of being veterinarians when they are young, and VCA wants to find ways to support children to make that dream come true. VCA sponsors the "Our Animal Hospital" exhibit at the Cayton Children's Museum in Santa Monica where children can become both the veterinarians and the animals in need of care. Education plays such a large part of the path to someone becoming a veterinarian, so VCA is very proud to support Ed Foundation initiatives like additional classroom aides, the STAR Science program, the Project LEAD the Way engineering program and so many others across our Santa Monica schools. We look forward to caring for your four-legged family members in our animal hospitals, and we look forward to supporting the Ed Foundation so our younger two-legged family members are taken great care of in our Santa Monica schools.

VCA
AT VCA ANIMAL HOSPITALS, WE CARE

About the Santa Monica Education Foundation

Your contribution to the Ed Foundation funds excellent programs – from art to STEM to wellness – that shape the next generation of problem solvers, visionaries and global citizens. The Ed Foundation's mission is to engage the community to invest in a vibrant educational experience for all students in the Santa Monica public schools. Together, our community transforms the lives of our students.



+1-310-450-8338



info@smedfoundation.org



1717 Fourth Street, Santa Monica, CA 90401