

An Athletic Campaign for Santa Monica Public Schools

February 6, 2023

The *For Athletics* Campaign

Purpose:

- To raise money for current athletic needs
- To raise money for an athletic endowment



Characteristics of an Endowment

- It's a permanent, sustainable fund that will live on in perpetuity. It ensures the viability of the program beyond our current efforts.
- The money is invested so that we can use the interest to pay for programs annually (the average is 4-5% of the principal).
- It's a restricted fund for athletics. It's protected.
- It's professionally managed by an investment management firm and overseen by the Ed Foundation's Investment Committee.

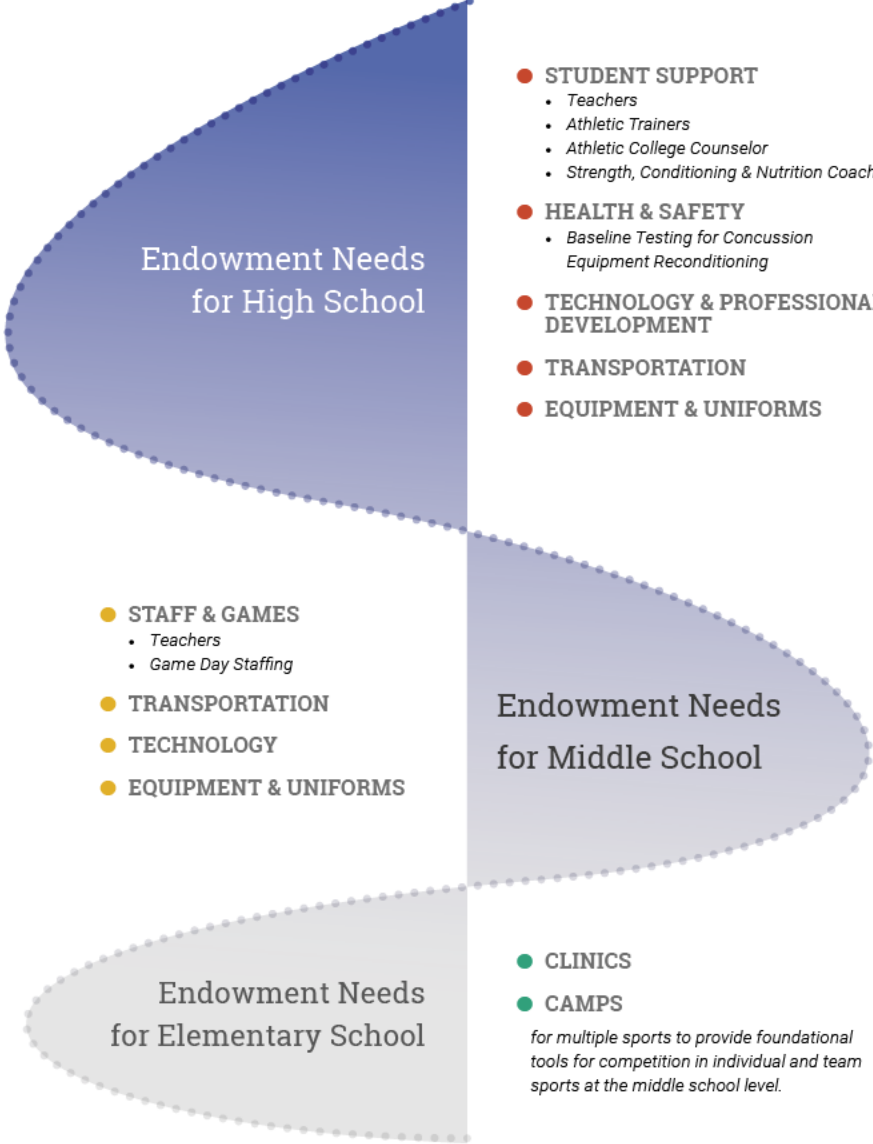


For Athletics Campaign Gifts

- 20% of each gift will go to current athletic needs
- 80% of each gift will go to the *For Athletics* Endowment
- Exception: six- and seven-figure gifts have the option to designate 100% of gift to endowment



What will it fund?



All contributions to the For Athletics campaign will support school-based sports programming in Santa Monica public schools. Specific campaign goals and program expenditures are subject to review annually by the SMMUSD Superintendent and/or designee(s), based upon identified needs and funds available. The Santa Monica Education Foundation Board of Directors has ultimate discretion over distribution of funds, in keeping with donor intent, market conditions and Board policies.

For Athletics Campaign Volunteer Opportunities

HONORARY COMMITTEE	Co-Chairs: José Lopez and Greg Morena
CAMPAIGN COMMITTEE	Co-Chairs: Marilyn Speakman and Lori Whitesell
GIFT CATEGORIES	<ul style="list-style-type: none">• Hall of Fame Gifts – \$100,000+• MVP Gifts – \$50,000 – \$99,999• All Star Gifts – \$10,000 – \$49,999• Varsity Gifts – under \$10,000• Corporate Gifts• Planned Gifts
OTHER COMMITTEES	<ul style="list-style-type: none">• Kick-Off Event• Public Relations• Prospect Research & Evaluation• Donor Cultivation/Appreciation

Join the Campaign team!



<https://bit.ly/AthleticsVolunteer>

Santa Monica
Education Foundation



Let's do this!

smedfoundation.org/ForAthletics

Linda Greenberg, Director of Special Projects

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