

FOR IMMEDIATE RELEASE

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**SANTA MONICA CITY COUNCIL ENDORSES MAJOR DONATION TO
SANTA MONICA-MALIBU EDUCATION FOUNDATION**

SANTA MONICA—The old saying “April showers bring May flowers” has some special meaning for the Santa Monica-Malibu Education Foundation as April 24's Santa Monica City Council meeting showered the local foundation with a \$250,000 donation it will use to seed its new responsibility to raise more money and fund more school programs district-wide.

"The Education Foundation has worked to enhance the quality of public education in our community for 30 years, and the City is extremely supportive of the work they do," said Santa Monica Mayor Richard Bloom.

The donation from the City of Santa Monica will be used to help fund education arts, academic and athletic programs at all Santa Monica-Malibu public schools and support the Education Foundation's work, including the hiring of additional staff, to ramp up its fundraising capacity in preparation for its expanded role, per the school district's new centralized fundraising policy set to be implemented as early as July of 2013.

The contribution represents the second half of the City's initial \$500,000 pledge to support the Education Foundation's endowment for arts education. Through the “For the Arts” campaign, the Foundation raised \$2,100,000 in endowment funds to support music, visual arts, dance and drama programs in schools throughout the Santa Monica-Malibu Unified School District (SMMUSD). (more)

This \$250,000 contribution authorized by the City Council will still support the arts and enable the Education Foundation to leverage and expand its district-wide fundraising efforts.

"We are very grateful to the City of Santa Monica for this contribution and for its long-standing commitment to supporting the Ed Foundation's work on behalf of all students," said Linda Greenberg Gross, Executive Director of the Santa Monica-Malibu Education Foundation.

"While we are fundraising right now for our current slate of academic, art and athletic programs, we are also raising funds and building the infrastructure we'll need to fulfill our expanded role in the not too distant future. The City of Santa Monica's donation gives us a terrific boost to help us get there," said Greenberg Gross.

SMMUSD Superintendent Sandra Lyon also applauded the news stating, "As we look ahead to a centralized fundraising model with the goal of providing equal access to educational opportunities for all our students, having the City of Santa Monica's generous support for the Education Foundation is very significant and will help make that goal a reality."

"The City is thrilled to be able to contribute to the Ed Foundation's important work and to help the Foundation now expand its role to do even more," said Mayor Bloom of the City Council's authorization of the donation, which passed with the support of all five council members present.