



FOR IMMEDIATE RELEASE:

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DOLLAR A DAY ANNUAL APPEAL SETS ITS SIGHTS ON \$4 MILLION

Santa Monica, Calif., December 10, 2012 – The Santa Monica-Malibu Education Foundation has launched its Annual Appeal, called the Dollar A Day Campaign. This year, the organization is asking District families to contribute a dollar a day (\$365) for every student in their household to invest in educational excellence throughout the District. In addition to family contributions, the Education Foundation will be soliciting donations from past non-parent donors, corporations, foundations and community members.

In November 2011, the SMMUSD Board of Education designated the Education Foundation as the only organization to raise money for personnel and professional development at all schools. The Education Foundation is charged with raising \$4 million by January 2014, and every year thereafter, to invest in educational excellence at every school. This centralized fundraising policy is part of the District's vision to meet students' individual learning needs by equipping teachers with the knowledge and tools crucial for student success. The policy takes effect in the 2014-15 school year, but the fundraising campaign begins now.

Donors will be contributing to four areas to strengthen the District's vision of student success:

- **Educational Excellence in Reading and Math:** Donors' gifts will provide schools with reading and math coaches and the tools necessary to improve, challenge and accelerate all students.
- **Investment in Staff:** Contributions to this area will make sure that our teachers receive high quality education and training that keeps them at the forefront of best practices and educational innovation.
- **Instructional Assistants in the Classroom:** Donors' gifts will provide academically-trained paraprofessionals to assist teachers in boosting student reading and math performance.
- **School Enrichment:** A commitment to this area will ensure that schools continue to choose special programs that enrich students' education and are tailored to each school's unique environment.

The campaign's goal is 100% participation among families, with as much support from the community at large as possible. Every donor, no matter the size of the gift, will be recognized on the Education Foundation's Honor Roll of Giving. Donors contributing \$5,000 or more will join the Superintendent's Circle and enjoy membership benefits.

A gift of any size has a direct and profound impact on the life of every student in the Santa Monica-Malibu Unified School District. Donations can be made online at www.smmef.org or mailed to 1649 16th Street, Santa Monica, CA 90404.