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Santa Monica-Malibu Education Foundation Raises Record Amount

By Lookout Staff

October 5, 2016 -- Pledge Days, the Santa Monica-Malibu Education Foundation's (SMMEF) district-wide fundraising event, raised \$362,875, capping a record start to the group's annual campaign to fund programs at local schools, Foundation officials announced Wednesday.

That brings the Foundation's total amount raised in the first quarter of its 2016-2017 annual fundraising campaign to nearly \$1.4 million, officials said.

During the event, which ran from September 19 to 30, 530 families, district employees, community members and businesses made donations, officials said.

The largest donation came from the RGK Foundation, which gave a \$100,000 matching gift, Foundation officials said. Established in 1966 by Ronya and George Kozmetsky, the RGK Foundation funds education, community and health programs across the country.

"The RGK Foundation aims to be a catalyst for communities to bring about positive change and Pledge Days is a wonderful example of exactly that," said Linda Greenberg, the Education Foundation's executive director.

"We are thankful that the RGK Foundation made this investment to ensure that every student in Santa Monica and Malibu benefits from an enriched education."

From July 1 to September 30, the Foundation raised a record \$1,378,496 in gifts and pledges, officials said.

"On behalf of students in the Santa Monica-Malibu public schools, we are grateful to the RGK Foundation and all donors who have contributed since the start of our annual campaign," said David Vukadinovich, President of the Ed Foundation's Board of Directors.

"We invite all members of our community to join us as we continue this year's campaign to fund outstanding arts education, staff and enrichment programs for our students next year."

During Pledge Days, Foundation members and PTA representatives spent time at all of the district's elementary schools to thank donors and encourage others to support the effort.

In addition, the event included a one-day \$5,000 Flash Match from CodeRev Kids and ThatTutorGuy.com, who each contributed \$2,500.

"All donations to the Santa Monica-Malibu Education Foundation change the lives of students in the Santa Monica-Malibu public schools," Foundation officials said.



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Contributions fund excellent programs “ from art to STEM to wellness “that shape our future problem solvers, visionaries and global citizens,” they added.



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