

# Fundraising Update to the Board of Education

Linda Greenberg, Executive Director

Rachel Faulkner, Associate Director

February 15, 2018

# December: #GivingTuesday & Calendar Year-End Giving

- National Day of Charitable Giving
- \$2,500 Flash Match from Pump Station and Nurtury
- \$34,512 raised from 130 donors
- CYE Letter



# January: End of Parent Campaign

- \$262,582 raised in January
- \$50,000 match! Jan. 16-31
  - Fairmont Miramar Hotel & Bungalows/MSD Capital and CIT's OneWest Bank
  - \$184,709 raised from 698 donors
  - Two additional \$2,500 Flash Matches from local businesses:
    - *Gary Limjap, Coldwell Banker* – \$24,058
    - *Novel Pizzeria/Bowl Kitchen* – \$36,248



# Fundraising Progress to Date

**\$2,316,673**

As of 1/31/18



# Parent Donations

	Funds Raised	# of Parent Donors
As of 1/31/18	\$1,507,809	2,557
2016-2017	\$1,512,118	2,658
Average Gift per Household		
As of 1/31/18	\$590	
2016-17	\$569	
2015-16	\$558	
2014-15	\$445	
2013-14	\$290	

# Participation

	As of 1/31/18	2016-17
Families	36.1%	38.1%
Staff	23.5%	26.6%
<i>Management</i>	<i>65.0%</i>	<i>62.2%</i>
<i>Teachers</i>	<i>36.2%</i>	<i>39.4%</i>
<i>Classified</i>	<i>9.5%</i>	<i>11.5%</i>

## Superintendent's Circle (\$5,000+)

	As of 1/31/18	2016-2017
Amt. from Individuals	\$459,124	\$569,824
# Members	74	69

## Leadership Circle (\$2,500-\$4,999)

	As of 1/31/18	2016-2017
Amt. from Individuals	\$230,965	\$194,318
# Members	86	70

# Corporate Heroes

	As of 1/31/18	2016-2017
Amount Raised	\$186,946	\$366,024
# Corporate Heroes	22	55





# What's Next?

## Fundraising through June 30

- Corporate Heroes Program
- Foundations and Organizations
- Community Members
- Parent Renewals
- Events



# Ed Foundation Events

**Greg Goote Concert For The Arts**  
**March 10**



**Santa Monica-Malibu Wine Auction**  
**May 6**



SANTA MONICA-MALIBU  
**Edu**ca**tion** Foundation

# THANK YOU!

