

heads^{up}

SAN RAFAEL PUBLIC EDUCATION FOUNDATION

Our Mission is to bring critical **enrichment and support** programs to our schools, providing **equitable opportunities** for our students while **building community** district-wide.



Objective for 2019-20: Mission Connection

- Ensure all our programming closely correlates to the mission
- Create messaging that communicates the impact of our mission



"We obviously want (students) to be academically successful, but developing a well-rounded kid is equally important. If music is where they thrive, for some kids the 45 minutes a week of music may be their best 45 minutes of the week. Their teachers get to see a different side of them and can positively acknowledge them, and those kids' self-esteem is totally boosted."

— Pepe Gonzales, Principal at Laurel Dell and Short

Help Us Elevate Education for Every Student in San Rafael

What is the difference between your PTA/O and HeadsUp? Your PTA/O raises funds for programs at your school site. HeadsUp raises funds for programs at all 12 schools in the district, benefitting over 7,200 students. Both organizations are critical to improving the educational experiences of our children.

As partner to parent groups, we provide equitable opportunities by funding:

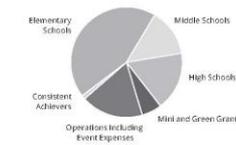
- Music education in grades 1-5 plus an enrichment block grant for every elementary site
- Expanded after-school athletic and enrichment classes plus music program support at both middle schools
- Health and wellness, transition, and leadership programs for the middle and high schools
- College counseling consultants, academic advising, expanded library hours, and music program support for the high schools
- Mini and green grants for teachers and students

Local businesses, community members, the county, and SchoolsRule all make significant contributions to HeadsUp.

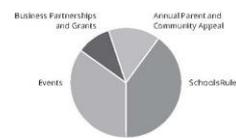
We also need parent support!

Please consider a gift of \$50 or more. Full participation in our annual appeal means we can continue our services at each school and expand programming for all students. Last year we received donations ranging from \$20 to \$20,000 — every gift matters!

Spending for 2019-20: \$495,871



Funding Sources



DONATE!

Use the attached envelope or donate online at www.headsupsr.org

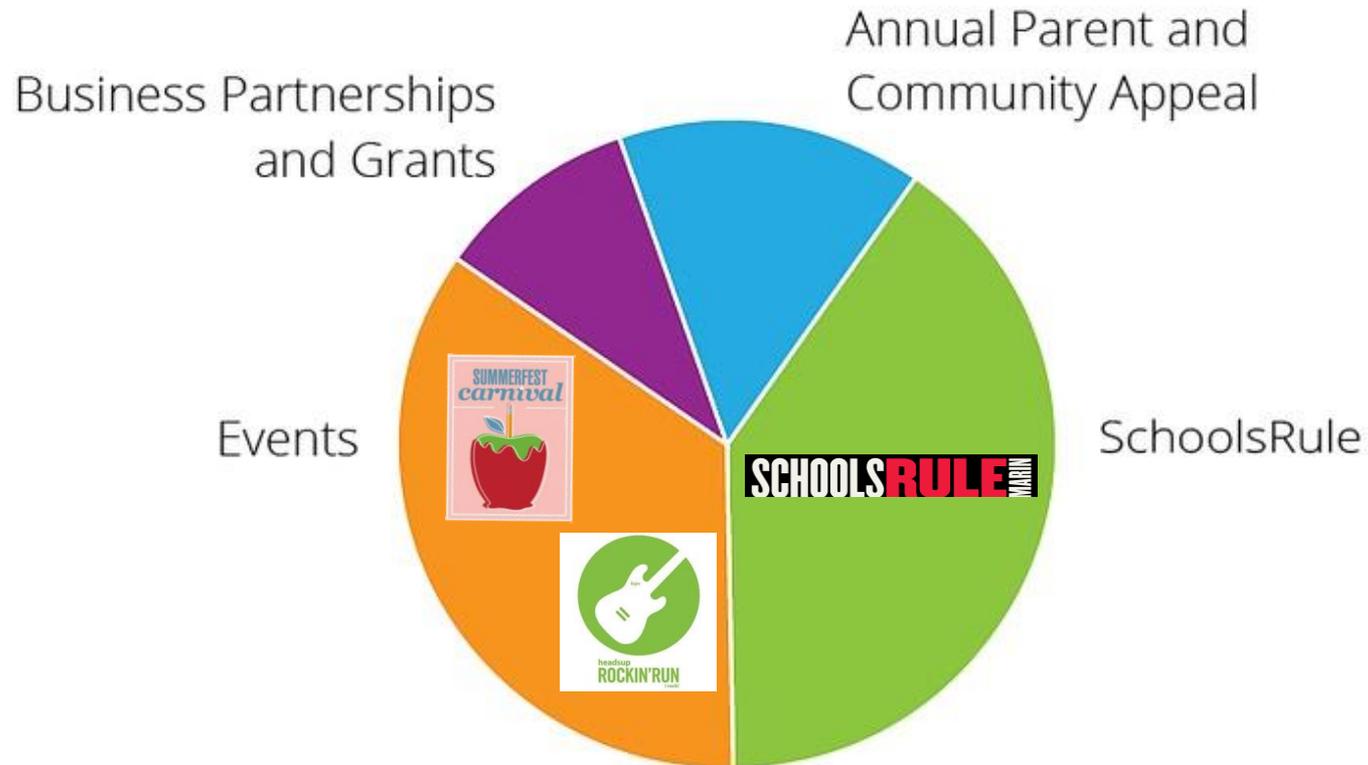
Programing for 2019-20: Consistency Plus New Initiatives

- Music education in grades 1–5 plus an enrichment block grant for every elementary site
- Expanded after-school athletic and enrichment classes plus music program support at both middle schools
- Health and wellness, transition, and leadership programs for the middle and high schools
- College counseling consultants, academic tutoring, expanded library hours, and music program support for the high schools
- Larger mini and green grants for teachers and students

Resource Allocation

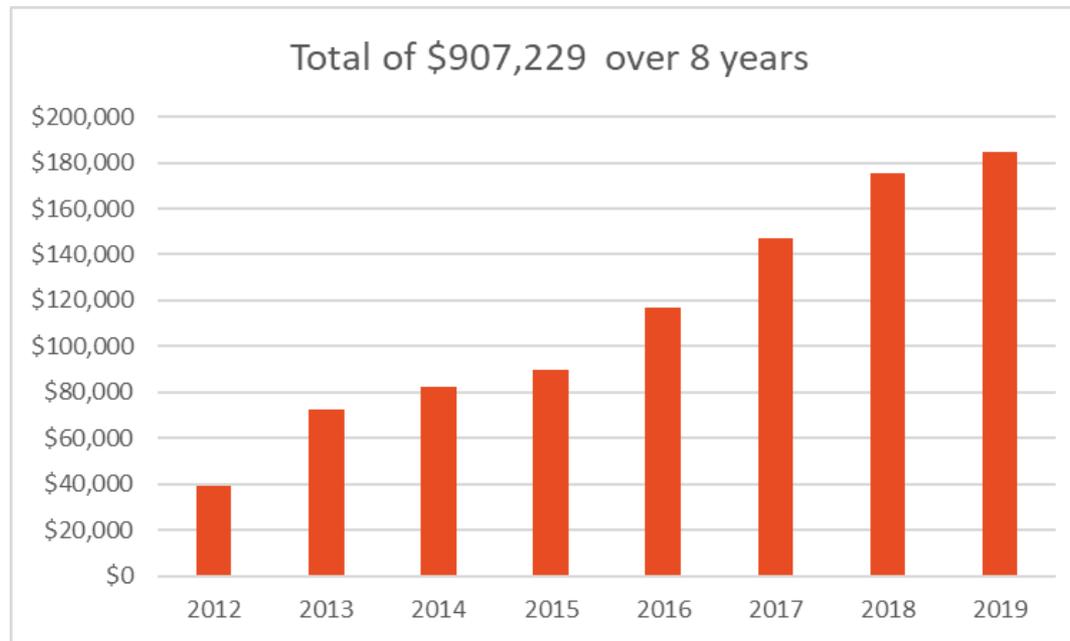
Elementary:	\$213,885
Middle School:	75,800
High School:	95,500
Mini/Green Grants:	30,786
Consistent Achievers:	3,000
Total Programs:	\$418,971

Funding Sources



We cultivate a broad community of donors to support our students.

History of SchoolsRule Distributions to HeadsUp



\$184,542 for 2019!

SchoolsRule Distribution Event: Thursday, 4:00pm at MCOE

One child is a success, EVERY child is our mission!

HeadsUp Board

- Engaged parents, school administrators and community members
- Breadth and depth of experience
- Diversity of age, gender and race/ethnicity
- Common purpose of creating equity and building community

Executive Committee: Alicia Malet Klein, Amy Jonak, Mariana Lopez Quintanilla, Laurie Pedersen, Kenneth Pledger, Mary Widdifield, Sue Murphy
Executive Director Michelene Moayed

Board Members: Courtney Budes, Tanya Burdick, Emily Busch, Angela Camacho, Cindy Chung, Rick Graves, Brooke Hansen, Julie Harris, Tracey Hessel, Jenny Hynes, Gina Kessler, Karen Madden, Whitney O'Neill, Cecilia Perez, Leslie Ann Piper, Katie Pohl, Rachel Street, Mike Taylor, Karena Posedel Whorton

Carnival Recap



2019 Business Partners

Diamond Level

Bank of Marin*
Wells Fargo*
County of Marin
Redwood Credit Union*
Union Bank
Marin Community
Foundation*
SchoolsRule Marin

Platinum Level

Luther Burbank Savings
Meritas Wealth
Management
Book Passage

Gold Level

Mechanics Bank
San Rafael Elks Lodge
Comcast
Alan Hynes Construction
Front Porch Realty Group
G Family Construction
Marin Wash and Fold
Crosspoint Realty Services
The Dutra Group

Silver Level

Peter Levi Plumbing
The Magic Flute Music
Store
MacPhail Properties Inc.
Hanson Bridgett

Bronze Level

Marin Ace Hardware
Alten Construction
Golden State Lumber
Kaplan Orthodontics
Haney Orthodontics
Gaspare's Pizzeria
Ristorante
Montecito Market
Association



Calendar of Events for 2019-20

- SchoolsRule Distribution Event: Thursday, October 17, 2019
- Mini-grant award recipients announced: Friday, November 15, 2019
- Book Passage Luncheon: Friday, December 6, 2019
- Rockin'Run: April 2020
- Consistent Achievers Luncheon: Tuesday, May 19, 2020





SAN RAFAEL PUBLIC EDUCATION FOUNDATION

Elevating Education for Every Child

Thank you for being our partner!