



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:

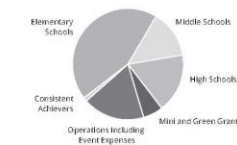
- Music education in grades 1-5 plus an enrichment block grant for every elementary site
- Expanded after-school athletic and enrichment classes plus music program support at both middle schools
- Health and wellness, transition, and leadership programs for the middle and high schools
- College counseling 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.

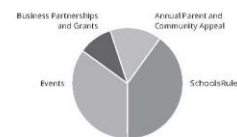
### We also need parent support!

Please consider a gift of \$20 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](http://www.headsupsr.org)

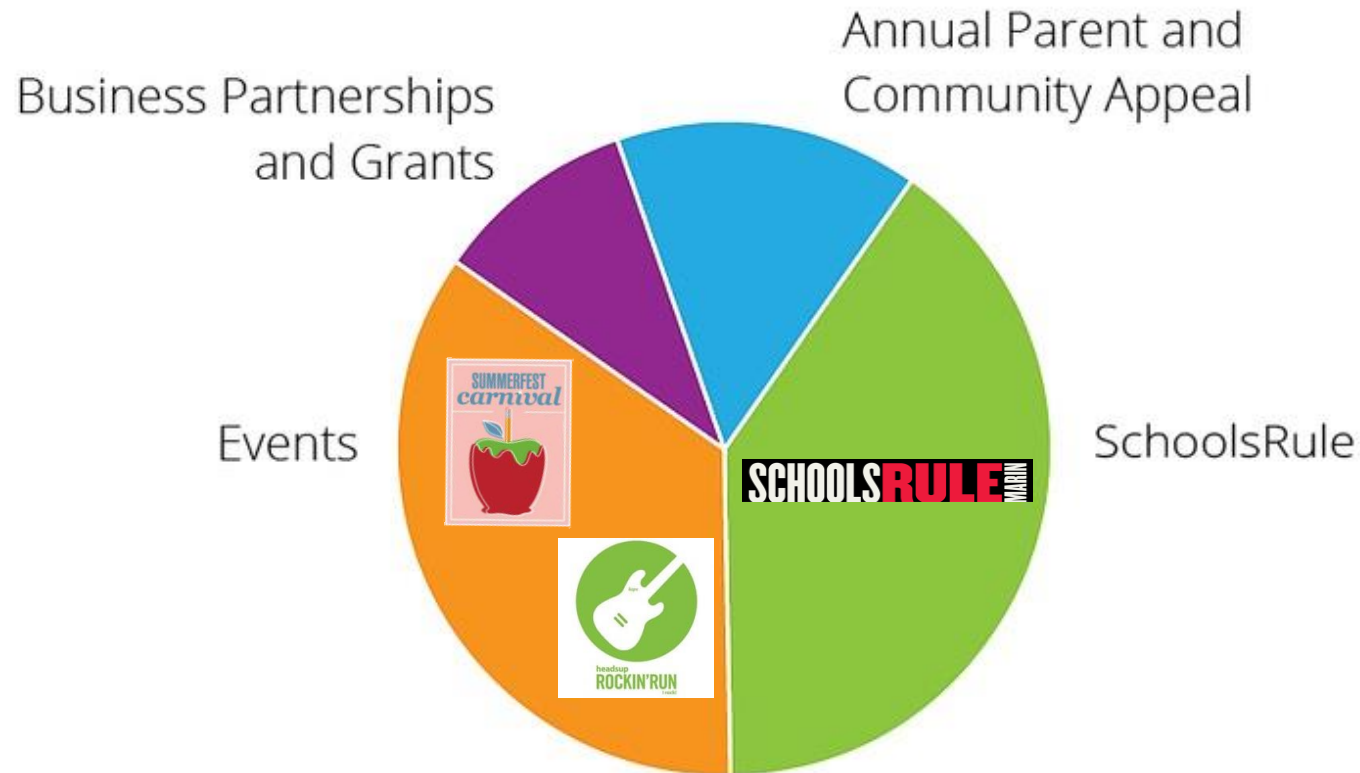
# Programing for 2019-20: Consistency Plus New Initiatives

- 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

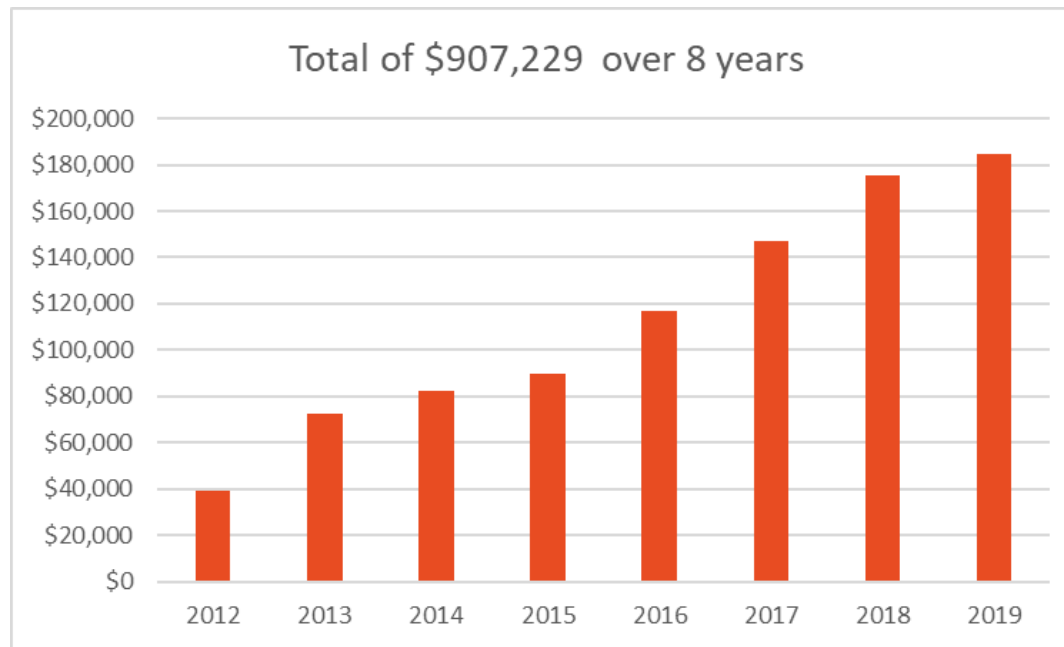
Elementary:	\$213,885
Middle School:	75,800
High School:	95,500
Mini/Green Grants:	30,786
Consistent Achievers:	3,000
<b>Total Programs:</b>	<b>\$418,971</b>

# 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 Kossler, 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  
Gaspore'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





**Elevating Education for Every Child**

**Thank you for being our partner!**