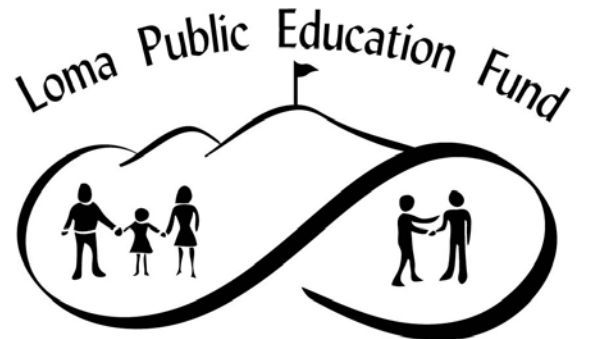


KEEP Campaign
Keep Excellent Education Programs
Loma Prieta Elementary and CT English Schools
March 15 to May 1, 2006

Coordinated Fundraiser campaign supported by:

Loma Public Education Fund (LPEF)
Loma Prieta Home & School Club
CT English Home & School Club
Loma Site Council
CT English Site Council
Loma Prieta Community Foundation
Loma and CT Teachers
District employees
Superintendent Henry Castaniada
Principal Diana Hallock
Chief Business Official Don Fox



Giving our children the education they deserve.

1. What is the KEEP campaign?

KEEP stands for Keep Excellent Education Programs.

2. Why do we need a special fundraising campaign?

We need to raise money, on an annual basis, to maintain excellent educational programs for our children. Unfortunately, maintaining smaller class sizes, a robust middle school curriculum and providing means to future innovation is tied to annual fundraising since the revenues provided by the State are simply not enough to pay for broad educational programs. The district will be forced to make dramatic cuts in staffing and programs next school year if we do not reach our KEEP campaign goal.

This budget situation has been developing over the last several years and is the result of dramatic increases in mandated program costs, such as Special Education, (over which the district has no control), and declining enrollment. Although the district has tapped reserves in past years to pay for smaller class sizes and programs, as of last year there are no more reserves available to augment the revenue from the state. Consequently 90% of the district's unrestricted expenditures are spent on salaries and benefits. Without a successful KEEP campaign 2 teaching positions will be eliminated, and numerous programs must be eliminated or reduced (such as 50% of CT Elective classes, Developmental PE, Library Services, Student Counseling and MVP).

3. How much money is needed?

Superintendent Henry Castaniada has identified \$280,000 to \$314,000 as the campaign target. If successful, the following priority list of jobs and programs will be funded in this order:

- 2 Teaching positions saved. This will allow the district to maintain a variety of elective offerings at CTE, maintain smaller class sizes in Grades 4-8, provide instruction, at the middle school in Technology. \$150,000
- Maintain Library Services at both schools, \$22,000
- Developmental PE, \$53,000
- Student counseling at both schools, \$12,000
- MVP (Music, Visual and Performing Arts) at Loma, \$15,000
- Technology updates and upgrades for K-8 (\$8,000)
- New Loma Science Activity Lab Created (\$20,000)
- Foreign Language: 4th-5th grades (\$10,000)
- New Music Classes (\$14,000)
- New K-8 Library System (\$10,000)

4. What are the suggested donations per family?

We're asking that families give \$600 if they have one child and \$900 for two or more children.

5. Is my KEEP contribution tax deductible?

Yes! LPEF is a non-profit 501(c)3 corporation and all contributions are 100% tax deductible.

6. What if our family isn't able to donate the suggested amount?

What's important is that every family contributes to the campaign. Other districts achieve their goals by the mixture of families, some who give less than the suggested amounts, some give more and the rest of the families give what is suggested. Parents will make the campaign a success; we're asking every family to give what they can. For people making the minimum donation of \$600, they may pay half now and the balance will be charged to a credit card on June 1, 2006.

7. What do other local Education Foundations suggest as donations?

- Los Gatos- \$600 (1 child); \$900 (2 or more children)
- Saratoga - \$700 (1 child); \$1400 (2 children); \$2100 (3+ children)
- Los Altos - \$700 (1 child); \$1400 (2 children); \$2100 (3+ children)
- Menlo Park/ Atherton - \$500 (1 child); \$1000 (2 children); \$1500 (3+ children)
- Mill Valley - \$500 (1 child); \$1000 (2 children); \$1500 (3+ children)
- Hillsborough - \$1000 (1 child); \$1500 (2 children); \$2000 (3+ children)

8. \$280,000 sounds like a huge goal. How is this possible to achieve?

Yes, \$280,000 is a large sum of money considering there are approximately 500 students and 300 families. LPEF and the Loma and CT Home & School Clubs have joined together to create a year-long effort to support KEEP. Proceeds from the Gift Wrap, Halloween Carnival, LPEF Raffle and Auction and the upcoming Jogathon will also be contributed to help meet the KEEP campaign goal. However, the majority of funds are expected to be from parent and extended family contributions.

9. How did the program priorities get set? Can parents earmark funds to specific programs?

Superintendent Castaniada began soliciting suggestions in late 2005, and presented a preliminary priority slate to the Superintendent's Coordinating Council, LPEF and the Loma Home and School Club in January. Additionally, Henry and Principal Diana Hallock presented the priority list to teachers and the School Board. After feedback, a final slate was presented and approved by the LPEF Governing Board on February 6, 2006. No, donors cannot request that contributions go toward a specific program.

10. If the KEEP Campaign raises more than \$280,000 what other programs would be funded?

We want to have this “challenge”! Superintendent Castaniada has agreed all funds over \$280,000 will be set aside and he will seek input from the Budget Advisory Committee, the Superintendent’s Coordinating Council and the Board of Trustees before recommending how to use extra funds in the best interests of the students

11. As parents, how do we provide input to the program priorities?

Parents have many ways to be heard: volunteer with organizations like LPEF or the Home and School Clubs or the Site Councils, attend School Board Budget Study Sessions, or contact Principal Diana Hallock or Superintendent Henry Castaniada.

12. Do the teachers support this campaign?

Yes, teachers from Loma and CT English support the KEEP campaign.

13. What happens if we don’t raise enough money?

Teacher layoff notices if not rescinded by 5/12 become final. Based on results of the KEEP campaign, the school board will act to rescind layoff notices and inform classified employees (for developmental PE and library services) what their employment status for the next school year will be.

14. Why conduct the campaign now?

All hiring decisions for next school year must be finalized for teachers by May 12. A final budget for next year must be adopted by June 30; therefore the district must be assured of the money by May 1 so that they may rescind layoff notices. One other major Fundraising event, the Jogathon, will take place after May 1, so the KEEP committee will receive an estimate from the Loma H&SC for the expected contribution from Jogathon proceeds.

15. Is the District's financial challenge connected to Measure K, the CT English school construction project?

No, Measure K bond funds are completely separate from operating funds the District receives from the State. Annual audits, conducted by an outside CPA firm, are conducted for Measure K and for the District. To review the most recent audit, go to www.loma.k12.ca.us and go to the COC area of the website.

16. What will happen in the fall with fundraising requests?

The KEEP campaign, now in its second year, is an annual "Cash Contribution" campaign, and has replaced the LPEF and the Loma and CT Home & School Clubs Sponsorship and Pledge Drive Campaigns, formerly conducted during the 'back-to-school' timeframe. In effect, this now allows parents to write one check, in the spring, instead of 3 sponsorship checks in the fall. Given the large KEEP Campaign goal, all school service organizations are working together to coordinate fundraising activities throughout the school year. The LPEF Gala will be back on October 7, 2006 and all proceeds from the Gala will be used for the 2007 KEEP Campaign.

17. Is fundraising the only answer?

Yes, if we want to continue to offer an enriched curriculum for our children. State money only covers teachers in the classroom!

18. Will we need to raise this amount of money every year?

Yes, A sad reality about funding for public schools in California is that the per-pupil-revenues school districts receive barely pay for a teacher in a classroom and the cost to run a district. Only those communities who value strong public schools and have the means are able to also offer programs in PE, sports, the arts, technology, library services and smaller class sizes. While California used to enjoy a position of excellence in public schools, the state is now notorious for having gone from "First to Worst" in per student funding in public education. We are fortunate that our small Loma Prieta community is willing to make strong, local schools a priority. "First to Worst" is a public television documentary that focuses on the decline of California public education. If you are interested in viewing this documentary, contact Henry Castaniada in the district office.

19. What are the accounting procedures for contributions to the KEEP Campaign?

All checks and credit card payments will be held in LPEF Checking/Savings Accounts. We are a 501(c)3 corporation, with strict fiduciary responsibilities with regard to funds raised. As with other fundraising programs LPEF has conducted, these funds will be clearly designated as Keep Campaign Revenues. Expense s(such as credit card fees, postage and printing, payments to the district, etc) will be documented and delineated in all financial reports.

20. How often will LPEF produce financial reports on the KEEP Campaign?

A report detailing revenues/expenses received from the Keep Campaign will be posted on the LPEF website as soon as practical after the end of the campaign. Reports detailing expenses and payments to the district will be available on a quarterly basis. Additionally KEEP campaign financial reporting will occur as part of LPEF's normal accounting reports.

21. What will LPEF do to ensure KEEP Campaign funds are spent on the priority list?

Payments to the district will be made after the district has incurred expenses and supplied LPEF with detailed documentation of those expenses. As with all other LPEF program awards, Conditional Funding Approval Documents will detail the fiscal and program reports the district will supply to document funds are being used based upon the priority list. If all funds raised are not spent in a particular year, they will be rolled forward to the next year's KEEP Campaign.

22. Will LPEF decide how the money is spent?

Superintendent Henry Castaniada submits program award requests to LPEF, and the LPEF Governing Board must approve each program award. The program awards are then presented to the school district, and as with all donations, ultimately the school board decides to accept or reject the program awards.

23. Where can I go to get additional information?

The best source for current information is www.lpef.org. The District website will also contain a KEEP Campaign link to the LPEF website (www.loma.k12.ca.us).

KEEP Campaign Parcel Tax Questions

24. What About the Parcel Tax?

The District has had the same \$150 parcel tax for the past 15 years. Historically the parcel tax revenues were sufficient to pay for student programs in technology, arts, nurse, library services, developmental PE and maintenance and operations. However, over time program costs have increased while the parcel tax revenues have remained \$150 since 1991. In addition, significant income has been lost due to declining enrollment in the past five years.

25. Can't We Get More Money From The State?

It's no secret that California schools are under funded, ranking near the bottom in the nation. The Loma Prieta per student rate is the fifth lowest in the state. The District cannot get this per-pupil funding rate changed. There have been lawsuits throughout California by other low-funded districts and the courts have held that as long as the per-pupil rates are within 10% of each other, it is legal to fund districts so differently.

26. Where Does The Money From The Parcel Tax Go?

In the current year parcel tax income is being used to pay for:

- Smaller Class Size (\$131,000)
- Technology Programs and Technology Support (\$88,000)
- Equip and Maintain the schools, facilities and grounds (\$52,000)
- Health Services (\$12,000)

27. Do We Really Need A Parcel Tax And The KEEP Campaign?

YES! Most of our neighboring districts also supplement their state funding with local parcel taxes and annual district-wide fundraising campaigns. Without additional income from parcel tax dollars and a

successful KEEP campaign we will be required to reduce and/or eliminate our current student enrichment programs.

28. Are Seniors Exempt From The Parcel Tax?

Yes, Senior citizens 65 and older may apply for an exemption at the School District Office.