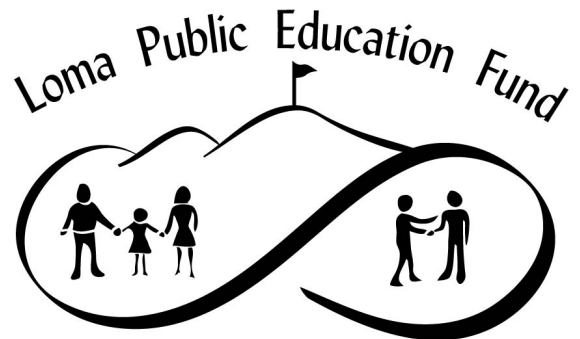


**KEEP Campaign**  
**Keep Excellent Education Programs**  
**Loma Prieta Elementary and CT English Schools**  
**March 15 to May 1, 2005**

Coordinated Fundraiser campaign endorsed 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.*

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**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 extra money to meet budget shortfalls and to maintain excellent educational programs for our children. Superintendent Henry Castaniada convened a Budget Advisory Committee in January of this year that began studying district finances and budget assumptions for the 2005-2006 school year. The district will be forced to make dramatic cuts in programs next school year because district expenditures now exceed district revenues.

This situation has been developing over the last several years and is the result of dramatic increases in Special Education costs, (over which the district has no control over), declining enrollment, and having the smallest class sizes in Santa Clara County. Although the district has tapped reserves in past years to pay for the deficit spending, 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 benefit. To reduce spending and balance the district's budget next year, 5 F.T.E. (full time equivalent) teacher jobs must 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?**

The Budget Advisory Committee (BAC) has identified \$280,000 as the campaign target. If successful, the following priority list of jobs and programs will be funded in this order:

- Re-hiring two teachers. This will allow the district to maintain a variety of elective offerings at CTE, maintain smaller class sizes in Grades K-8, provide instruction, at the middle school in Technology and continue Reading Recovery at Loma. (see draft class schedules, Basic (no extra money) and Basic Plus, \$150,000
- Upgrading the CT English computer lab \$25,000
- Developmental PE at Loma, \$50,000
- Maintain Library Services at both school, \$19,000
- Student counseling at both schools, \$10,000
- MVP (Music, Visual and Performing Arts) at Loma, \$10,000
- Maintain Yard Duty at 2004-05 levels, \$15,000

### **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 in September.

### **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. However, this year the \$280,000 goal is easier to achieve because LPEF and Loma and CT Home & School Clubs have funds available to commit to the KEEP campaign. LPEF is able to commit proceeds from the 2005 Gala and Pledge drive because LPEF fundraising results in the Fall produce program award funds for the following school year.

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

Superintendent Castaniada and Principal Hallock presented their vision for educational excellence to the Budget Advisory Committee. After discussion and adjustments, the BAC endorsed the priorities. The consensus is that this will provide the best, balanced educational experience for all K-8 Students. We are asking all parents to support the slate; there will not be options to earmark funds for specific programs.

**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 Budget Advisory Committee for 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 talk with any of the Budget Advisory Committee members.

**12. Do the teachers support this campaign?**

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

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

Teacher layoff notices if not rescinded by 5/13 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, library, yard duty) 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 13. 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. Other Fundraising events, such as the LPEF Gala, the Jogathon, and Gift Wrap will take place throughout the school year and a portion of those proceeds will go towards the KEEP campaign in 2006.

### **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](http://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, will become an annual "Cash Contribution" campaign, and will replace the LPEF and the Loma and CT Home & School Clubs Sponsorship and Pledge Drive Campaigns. In effect, this will allow parents to write one check, in the spring, instead of 3 sponsorship checks in the fall.

### **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. Why is LPEF coordinating the KEEP campaign?**

It was the consensus of the Budget Advisory Committee that LPEF was the organization best suited to be the project manager for KEEP. LPEF was formed in January 2001 with one purpose: raise money to support education in the Loma Prieta school district. LPEF has held a benefit Gala and conducted community and parent pledge drives for the past four years, KEEP will replace what has been the Back-to-School pledge drive that LPEF has conducted and the Back-to-School Sponsorship drives conducted by the Loma and CTE Home and School Clubs. The LPEF Gala continues to be a major fundraiser for the District and the 2005 Gala will take place on Oct. 1.

### **20. 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. Expenses (such as credit card fees, postage and printing, payments to the district, etc) will be documented and delineated in all financial reports.

## **21. 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.

## **22. 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.

## **23. Will LPEF decide how the money is spent?**

No. The Budget Advisory Committee (made up of representatives from LPEF, CTE and Loma H&S Clubs, CTE and Loma Site Council, CTA (Teacher's Union), CSEA (Classified Employees Union) along with District Administration will determine what funding priorities for each school year. LPEF will continue to work with the district to determine reporting requirements for the programs funded.

## **24. Where can I go to get additional information?**

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