



Dear Friends of the Community:

I write to you as a parent of the Children's Workshop School, and as a solicitor for our upcoming fundraising gala, **Schoolapalooza**, which will be held at Clemente Soto Velez Center on the Lower East Side, on **Friday, May 30th, 2014**.

The Children's Workshop School (PS 361), located at East 12<sup>th</sup> Street and Avenue B, is a diverse public school, which emphasizes community, reading, writing, and the arts. We strive to provide a superior education with limited public funding. This year our task is harder than ever, as we have been faced with devastating budget cuts totaling over \$500,000 in the last five years. That is why the success of Schoolapalooza, the primary fundraising event for our school, is so vitally important. All proceeds from the evening will support parent-funded programs such as Turtle Bay music program, our school orchestra and chorus, dance/movement programs, school field trips, and technology initiatives. If we fail to make up at least \$25,000 of the budget shortfall our school is facing, *these programs will disappear*.

However, we are determined that this will be a night to remember! The evening will feature a fantastic and extensive Silent Auction including an art auction of local talent, delicious catered food, and an array of live musical performances.

**As I am sure you are aware, contributing to this widely publicized and well-attended social event will showcase your business, service, and product line to a dynamic group of New Yorkers.** There are over 250 families in our community from both Manhattan and Brooklyn, and we expect hundreds of additional guests. This is a great way to let your clients, customers, and partners know that you support the local community. Your contribution and contact information will be listed in our auction website, and we will encourage the community to visit your establishment in the future.

It is my sincere hope that you will be willing to lend your company's name to this evening by making a donation of goods, services, gift cards or a monetary contribution. We also hope that you will join us for the event. **We are hoping to receive all donations by April 1, 2014.** I thank you for considering my request, both personally and on behalf of my child, and all the children and families at our school who will ultimately benefit from your participation and generosity.

Once again, *thank you!*

Sincerely,

100% of all donations are tax-deductible.

**610 East 12th Street ■ New York, NY ■ 10009 ■ 212.614.9531 ■ Tax ID # 13-389-3251**