



## **Partners in Education Donates \$1.89 million to School Principals for Discretionary Spending in 2006/2007**

### **Represents 12% increase over last year's donation**

March 28, 2006 – Palo Alto, California – Palo Alto Partners in Education today announced the successful completion of its School Campaigns, and a \$1.89 million donation to the Palo Alto Unified School District (PAUSD) for use in the school year 2006/2007. The foundation raised the money through a direct appeal to over 7,600 PAUSD families, letters to approximately 2,600 alumni and other members of the general community, and through meetings with select major donors and foundations. This year's donation represents a 12% increase over last year's equivalent donation of \$1.69 million.

The money was raised in three campaigns – one for the twelve elementary schools, one for the secondary schools, and one targeting the general community. The funds will be allocated directly to the school principals on a per student basis out of the respective campaigns. The principals will use the money to continue many programs from this school year and to help fund new technology at the secondary schools.

Susan Bailey, president of Partners in Education, said, "This is the second year that Partners in Education has raised significant funds from the community to support Palo Alto's excellent public schools. Our goal is to provide a stable source of significant funding to the principals and to galvanize our community to maintain the quality of our schools. We sincerely thank both the parents and the general community for supporting our efforts. We are particularly proud of our results this year, given the financial demands placed on the community by Measure A and the charitable giving inspired by Katrina relief."

Mary Frances Callan, PAUSD superintendent, commented, "Partners in Education is key to our ability to maintain the excellent education we provide our students. It is wonderful to see the community support the efforts, and the money is much appreciated."

### **District-wide Fundraising**

This is the second year that Partners in Education has conducted a fundraising campaign on a district wide basis. Previously, most fundraising was done for each school site by the individual

PTAs and booster clubs. According to Bailey, “District-wide fundraising offers the promise of significantly more major gifts, with foundations and individuals making a large commitment to the district vision, rather than funding a single program at a specific school.”

The foundation delivered on that promise, with an increase in major donations from both individuals and foundations. This year, donations of \$10,000 and above constituted approximately 30% of the total funds raised, compared to 23% last year. The district-wide model also supported a more dynamic appeal to donors who are not parents of current PAUSD students. Individuals and foundations from the general community donated \$90,000, or 5% of the total gift. Partners in Education expects to be the beneficiary of several other community fundraising efforts in the near future, including a Realtors’ Campaign in the spring and the Palo Alto Black and White Ball in October.

Participation by families of students enrolled in PAUSD held steady this year, with 44% of elementary school families and 16% of secondary families supporting the campaigns. The numbers represent a slight decrease in the participation rate for the elementary schools and a small gain in the rate at secondary schools.

“We are a newer organization, and parents receive many competing requests for funds, particularly at the high schools,” Bailey said. “But it is vital that we all work together to fund many of the academic and overall needs of these schools. Increasing the participation rates will be our number one priority for next year.”

### **Elementary Campaign**

Of the \$1.89 million, the elementary schools will receive \$1.35 million – a 6% increase from the \$1.27 million they received last year. The principals of the 12 elementary schools have indicated that they will continue to use Partners in Education funds for essential staff such as classroom aides, reading and math specialists, Spectra art instructors and supplemental science teachers.

Susan Charles, the principal of Ohlone Elementary School, commented, “I count on Partners in Education for at least half of my discretionary funding. Because of the support they receive from parents and community, I can make supplementary staffing decisions, and fund programs that meet the needs of our particular school. The foundation plays a vital role in the success of our kids, and in creating parent satisfaction.”

### **Secondary Campaign**

The secondary schools will receive \$540,000 – a 30% increase over the \$416,000 received last year. The three middle school and two high school principals plan to maintain

instructional and administrative staffing put in place this year. They will use the increased funds primarily to acquire new technology.

Scott Laurence, Palo Alto High School Principal, said “This year, the \$120,000 donation made a huge difference in our ability to support Paly’s Student Services infrastructure. Next year, we plan to maintain our commitment to Student Services and use any additional funds to help refresh the technology infrastructure on campus.”

Susan Bailey acknowledged that some parents are confused about the different funding levels for elementary and secondary schools. “Our allocations are based on participation rates and money raised in each campaign,” she said. “Elementary school parents are more used to giving to a central organization instead of the booster clubs and other groups that fundraise at the secondary schools, and their rates and average gifts are significantly higher. We want to increase contributions at the secondary schools, so that we can in turn give them a larger gift.”

Partners in Education expect to make another substantial donation to the secondary schools in the fall of 2006 from the contribution of the Palo Alto Black and White Ball, being held October 7, 2006. The Palo Alto Recreation Foundation, which sponsors the Ball, has committed 50% of the net proceeds from the next Ball to Partners in Education, specifically to fund technology acquisition at the secondary schools. The Recreation Foundation donated \$90,000 to Partners in Education after the October 2004 Ball. The foundation’s goal this year is approximately \$100,000 to Partners in Education.

### **Partners in Education**

Palo Alto Partners in Education is a nonprofit 501(c)3 foundation dedicated to sustaining extraordinary public education in Palo Alto. In addition to the allocations to school principals, the foundation awards grants each year to teachers proposing innovative classroom projects. In February 2006, Partners in Education granted \$50,000 to teachers at all levels throughout the district and plans to grant another \$50,000 this June. The foundation raises funds for its teacher grant program in part through its spring Honor Your Teacher campaign, in which families can nominate a PAUSD teacher for listing in an honorary announcement placed in local newspapers. For more information, please visit [www.papie.org](http://www.papie.org) or contact [simone@bando.com](mailto:simone@bando.com).

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