

Just the **Facts!**

Walnut Creek Education Foundation K-12

It's all about your support – why we need it, how to give it, what we do with it and more!



WCEFK12.org



WELCOME

Whether you are a parent, grandparent, community resident, school alumni, business or someone who cares about our community, we thank you for your interest in our organization.

Successful schools are an integral part of Walnut Creek. Our children are our future and our schools provide them with continued opportunity for success in our changing world. Successful schools make our community safe, add to our real estate value, and create an environment that welcomes business. With them our community is better.

The Walnut Creek Education Foundation (WCEF K-12) is an integral part of our quality schools. We invite you to join us in supporting our children, our schools and our community. This booklet provides information about our foundation and the work we do to support our schools.

It takes a village to raise a child. You are part of this village and we urge you to join us!

Walnut Creek Education Foundation K-12

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What is WCEF K-12?

We are a volunteer-led, non-profit organization. WCEF K-12 raises funds to support quality academic and enrichment programs and student services for all Walnut Creek School District and Las Lomas High School students, through a broad community-based

effort. We exist because the funding our schools receive from the state is insufficient and not guaranteed or reliable to provide many of the educational programs and services required for a quality education. WCEF K-12 collaborates with district and school administrators to determine the best ways to allocate the funds to preserve and enrich the basic curriculum.

What schools does WCEF K-12 serve?

We serve all five elementary schools and Walnut Creek Intermediate School in the Walnut Creek School District and Las Lomas High School. The elementary schools include Buena Vista, Indian Valley, Murwood, Parkmead/PALS, and Walnut Heights.

What academic and enrichment programs and student services does WCEF K-12 fund?

WCEF K-12 works with both districts and all seven school sites to identify programs for funding.

Elementary Level (K-5)

- Art
- Vocal Music
- P.E. instruction

The fact that these programs exist also allows teachers time to take part in grade-level collaboration, a vital component in a teacher's continuing education.

Intermediate Level (6-8)

During the 2005-2006 school year, WCEF K-12 funded

- Curriculum Based Visiting Artist Program
- Campus Safety Supervisor
- Band and Art Supplies

For the 2006-2007 school year, the following will be added:

- Homework Improvement Program
- After School Programs

- Assemblies
- WEB (Where Everyone Belongs) Program
- Health and Safety
- Half of One New Full Time Counselor

High School (9-12)

- Crisis counseling
- Instructional materials
- Technology
- Science Supplies
- Computer Lab Assistant
- Grants

Visit www.wcefk12.org for additional details on programs funded by WCEF K-12.

Why are these programs important?

All of the programs and services identified for funding are carefully selected in association with the school and district strategic planning and budgeting processes. They are designed to support and enrich core academic programs and curriculum being implemented. Consider these facts when weighing the importance of many of the programs funded by WCEF K-12:

- Schools that incorporate visual arts and music into the basic curriculum have found that teaching the arts has a significant effect on overall success in school.
- Teaching P.E. helps students realize the importance and benefits of being physically active for a lifetime of good health.
- Providing an opportunity for teacher coaching and collaboration establishes a dedicated focus on improving practice, which in turn helps teachers reach all students at all levels.
- Keeping our students safe while on campus is not an option but a basic requirement.
- In order to learn effectively, it is imperative to have the necessary supplies, tools and materials relevant to the subjects being taught.
- Technology is only an effective teaching tool when it is consistent and current with today's standards.

● **How and when will fundraising take place?**

Our fundraising efforts include three parallel campaigns; the parent community, the business community and the non-school community. In addition, various events will be held throughout the year to enhance our fundraising efforts.

- **Parent Community** – A spring pledge campaign will be launched in April of 2006 with a pledge fulfillment and follow-up campaign continuing through the fall of 2006.
- **Business Community** – Sponsorship and advertising opportunities are provided to the business community year round through an extensive out-reach effort.
- **Non-School Community** – A separate campaign will be launched during 2006-07 to target alumni, Rossmoor residents and households that do not have school age children.

● **Why will fundraising begin well before the actual school year?**

The reason is two-fold. First is to provide the schools with solid funding commitments for the coming school year budgeting process. Second is to provide parents with an opportunity to defer or spread payments over a longer period of time.

● **Isn't this a change from previous years when fundraising happened primarily at Tri-S and Welcome Back Days in August?**

Yes, but through extensive evaluation during strategic and operational planning sessions, it was determined that a Spring fundraising campaign was preferable to a Fall campaign and that this year's shift would begin the transition of our primary fundraising effort from the Fall and to the Spring. This will allow the board of WCEF K-12 to



look at pledges and contributions taken in the Spring and craft a budget on actual amounts rather than projections. This will also ensure that programs and salaries can be budgeted accordingly without the schools finding themselves in a position of making budget adjustments mid-way throughout the school year.



What is the WCEF K-12 fundraising goal for the 2006-2007 campaign?

Our fundraising goal for the 2006-07 school year is 100% participation at any giving level and \$1,000,000. This is an ambitious but achievable goal. Achieving this goal will en-

able WCEF K-12 to fund additional programs and services, establish a solid reserve and allow us to support the budgeting cycle of our schools.

What was raised last year?

For the 2005-06 school year, WCEF K-12 has raised \$550,000 to date. We fell short of our goal primarily due to a very low participation rate and consequently, we had to dip into our reserves in order to fully fund programs for the remainder of the school year. Had we not been able to take such action, programs would have been reduced or eliminated during this school year. We must achieve both our dollar and participation goals in the future in order to establish a sustainable organization and preserve the future of the programs and services we fund.

How are funds distributed?

Funding needs are identified and prioritized as a collaborative process between WCEF K-12, the districts and the schools. Funding will support the WCEF K-12 mission and the plans and needs of the districts and schools. Funding decisions are made on an annual basis for the following school year.

What will happen if we don't meet our fundraising goals?

Our children will suffer. WCEF K-12 will be forced to identify programs and services that will not be funded by our foundation. Many programs and services that result in the diverse education our children deserve will be eliminated.

What percentage of the money raised goes to the schools and what percent covers administrative costs?

Administrative expenses for WCEF K-12 are extremely low because volunteers do the majority of work. Current administrative costs represent approximately 8% of the total budgeted foundation funds.

What is the difference between PTA/PTO fundraising and WCEF K-12?

The PTA/PTO organization associated with your child's school raises money for individual school needs. They work with your school administration to allocate funds raised for various needs such as staffing, equipment, site improvements, etc. These funding efforts are supplemental to WCEF K-12. Unfortunately, it takes the funds from all three of these primary sources – PTA/PTO's, WCEF K-12 and the parcel tax – to subsidize the huge gap in state funding necessary to sustain the academic enrichment programs and student services essential to the distinguished schools our children enjoy today.



What is the combined or bundled fundraising effort we've been hearing about at WCI?

WCI is transitioning to a partnership model with WCEF K-12 similar to that of Las Lomas High School. A few years ago, the PTSA,

Athletic Boosters and Music Foundation at Las Lomas combined their fundraising efforts with WCEF K-12. This year, WCI PTA will no longer collect their annual Squire fund, and instead will ask parents to redirect their planned Squire fund donation to WCEF K-12. Both groups operate under a Memo of Understanding that defines this relationship and how the funds are directed. This is a win-win situation as it not only maximizes fundraising efforts but it also reduces the number of times the parent community is being asked to give money.

Why is state funding insufficient to meet current needs?

According to the latest statistics, California spends only \$6,837 per student annually, well below the U.S. average of \$7,640. As a state, California ranks 33rd in the nation in spending per pupil. Most of the money received from the state is restricted to specific uses by the district. Our districts frequently do not have the flexibility to move funds where they may be needed most.

Over the past two years, our particular school districts have had to make nearly \$3.9 million in budget cuts as the state of California has spiraled into a recession. Not only has the reduced funding eroded our educational programs and services, it has also created ongoing uncertainty for funding of the district's programs in the foreseeable future.

● We passed a parcel tax in 2005 to subsidize state education funds. Where does this current parcel tax money go and why do we need more?

The passage of Measures A & B in 2005 has alleviated some of the immediate pressures in the Walnut Creek School District and Las Lomas such as the possibility of having to increase class sizes and eliminate academic courses and programs. Even with the passage of the parcel tax, our schools continue to battle the impacts and future unknowns of public funding – and will into the foreseeable future. As much as ever, our schools rely on the annual support of WCEF K-12 to help them maintain the academic excellence our community expects.

● How do I donate?

Information packets and pledge forms will be distributed to families at all schools in May. You can also print a donation form and mail it with your check or you can submit your donation through our web site at www.wcefk12.org.

WCEF K-12 is a 501(c)(3) non-profit education foundation. All donations are tax deductible. Our Federal tax I.D. number is 94-2915151.

● How much should I donate? Is there a recommended amount?

The suggested donation amount is \$400 per family. If you can afford to contribute more, your generosity will be greatly appreciated. If this amount isn't possible for your family, whatever you are able to contribute will make a difference. Both Las Lomas and WCI have bundled fundraising campaigns that were previously separate into this WCEF K-12 ask.



What are the benefit level options I have been hearing about?

By contributing \$400 or more, you will qualify for a Las Lomas Family Booster Membership with pass to home sports events. This could be especially appealing for incoming students

or families who love high school sports! The Las Lomas benefits and giving levels can be found on the back cover.



What methods can I use to pay my donation? Is there an installment plan?

You can pay with check, Visa or MasterCard. You can make a pledge in May with deferred payment options through the end of October. Use your pledge packet to submit your donation

or see the donation form on our website at www.wcefk12.org for details.

Can I get funds to WCEF K-12 through the United Way?

WCEF K-12 can be designated to receive up to 90% of your United Way Donation. If you are interested, get a donor choice form from your United Way Coordinator at work and fill it out with the following information:

WCEF K-12 Foundation #2492, P. O. Box 186, Walnut Creek, CA 94597

Will my employer match my contribution to WCEF K-12?

It is very likely that your employer has a corporate matching program and we encourage you to take advantage of it! You can check with your Human Resources department to find out. You can also check our website at www.wcefk12.org for a partial list of employers with matching programs.

Can I designate that my donation go to a specific school?

Your donation can be designated for all programs that WCEF K-12 supports, or you can specify that your contribution be used for K-8 programs of the Walnut Creek School District or to Las Lomas High School.

Why can't I designate my donation for the specific elementary school my child attends?

WCEF K-12 was established to support district-wide educational programs that benefit all students and to provide continuity from grades K-12. Because we work very closely with the districts and schools to identify funding needs – and allocate money accordingly – we can assure that the money you contribute will directly benefit the quality of programs and services at your child(s) school.

● **Are there other ways I can give?**

WCEF K-12 offers a variety of other ways to give: United Way Donor Option Program, Corporate Matching, Vehicle Donation, Business Sponsorship, Memorial Tribute and Charitable Remainder Trust or Traditional Bequest. Our new business directory will provide a new opportunity to purchase spirit ads. Visit our website at www.wcefk12.org to learn more details about these various ways to give.

● **I don't have school age children. Why should I donate?**

Because quality schools contribute to the overall quality of life in our community. They add to our real estate value, create an environment that welcomes business and make our community safe. By supporting our children and our schools, you are supporting the future of our community.

● **What else can I do to help?**

Join our team of talented and energetic volunteers from all schools within the district, broaden your circle of friends and community contacts, and have fun! Since WCEF K-12 works with all 5 elementary schools, Walnut Creek Intermediate and Las Lomas, if you have a child in elementary or intermediate school and volunteer your time with WCEF K-12, you will begin to get a birds-eye view of what's in store. Not only that, but you will have a direct impact on your student's future education. Visit www.wcefk12.org to learn more about our volunteer opportunities.



Who can I contact for additional information?

Contact the WCEF K-12 Executive Director, Emily Schardt (925-933-0779 or eschardt@wcefk12.org). And make sure you're the first to know about our programs, progress and successes by registering

on-line at **www.wcefk12.org** to receive WCEF K-12 e-news.

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Las Lomas Supporter Benefits

By contributing \$400 or more, all families qualify for a Las Lomas Family Boosters Membership with pass to home sports events. Las Lomas families are eligible for all other benefits listed below. Families who choose these benefit levels will have their donation designated to support all WCEF K-12 funded programs.

White level -\$400 donation

Family Boosters Membership with pass to home sports events

Family membership in Music Foundation

1 Las Lomas PTSA membership*

1 Las Lomas Student/Parent Directory

1 Las Lomas Calendar

Maroon level -\$800 donation

Family Boosters Membership with pass to home sports events

Family membership in Music Foundation

2 Las Lomas PTSA memberships*

1 Las Lomas Student/Parent Directory

1 Las Lomas Calendar

2 tickets to homecoming tailgate event

Preferred seating for 2 at all music department events

Gold Level -\$1,600 donation

Family Boosters Membership with pass to home sports events

Family membership in Music Foundation

Family Las Lomas PTSA memberships*

2 Las Lomas Student/Parent Directories

1 Las Lomas Calendar

2 tickets to homecoming tailgate event

Preferred seating for 2 at all music department events

Commemorative keepsake

Reserved parking for all home football games at Las Lomas

2 tickets to the annual Boosters Crab Feed

2 reserved seats for the homecoming football game

Knight level – \$5,000 donation

Family Boosters Membership with pass to home sports events

Family membership in Music Foundation

Family Las Lomas PTSA memberships*

2 Las Lomas Student/Parent Directories

1 Las Lomas Calendar

2 tickets to homecoming tailgate event

Preferred seating for 2 at all music department

Commemorative keepsake

Reserved parking for all home football games at Las Lomas

2 tickets to the annual Boosters Crab Feed

2 reserved seats for the homecoming football game

Bench with donor plaque installed on campus, – OR – Tree with donor plaque planted on campus

** Note: LL PTSA memberships are only available for parents, students, teachers and staff of Las Lomas.*