



Sunset Hills Education Foundation
S.O.A.R. Campaign
Support Our Academic Resources

Welcome back to Sunset Hills!
 We welcome our new families to the Community!

The Sunset Hills Education Foundation is a non-profit organization dedicated to funding essential academic resources and programs here at Sunset Hills. Last year we were *asked by teachers and staff* to fund the Computer Resource Aide position, an Impact Teacher, Write Source textbooks, and purchase Compass Learning. To streamline fundraising, we gave the PTA \$10,000 so that they did not have to come to the community for their programming budget.

Through the generosity of our community, we were able to fund over \$59,000 for our kids in 2010-2011!

This year the Foundation has been asked to fund:

- \$ 14,000 **Computer lab costs** and our **Computer Resource Assistant, Mrs. Anne Smith.**
- \$ 8,800 Partnering with the PTA to **support PTA Programming** for our kids at Sunset Hills.
- \$ 9,000 An **IMPACT Teacher** to reduce classes sizes by allowing for instruction in smaller groups for key subjects.
- \$ 9,000 An **additional IMPACT Teacher** to further help reduce class size.
- \$ 5,000 Resources to **maintain technology in the classrooms.**
- \$ 24,200 **Netbook computers for the classroom:** goal is to provide 1 computer per 6 students, allowing teachers to take further advantage of Compass Learning.
- \$ 10,000 **Supplemental Classroom Instructional Budget:** \$25 per student used by the staff for their classroom needs.

Total funding requested: \$80,000 - Approximately \$200 per family

Even with diminishing state funds, our school continues its tradition of excellence. The financial burden to ensure a well-rounded educational environment increasingly falls on our community and private donations. Your tax deductible donations are necessary to ensure the quality education our children deserve.

**Yes! I want to support the Sunset Hills Education Foundation.
 Every dollar stays at Sunset Hills and is 100% tax-deductible!**

Name: _____ Email: _____

- ___ I went to www.mysunsethills.com and clicked "DONATE NOW" where I:
 - ___ Made a one time credit card donation of \$200
 - ___ Set up an automatic recurring donation of \$20 (or any amount) for 10 months

___ Here is my check for \$ _____ made out to the SHES Foundation
 Our target is \$200 per family however; we appreciate any amount you are able to give

___ My company has matching contributions - please contact me

___ I wish to remain anonymous with my donation

Please return in an envelope labeled "S.O.A.R. Campaign" and return to your child's classroom by September 23rd. Thank you!

Frequently Asked Questions and Answers

Do I give to the Foundation or the PTA? This year the PTA is asking for your membership enrollment and membership fees. To streamline the giving process, the Foundation and PTA have partnered. Your contribution to the SOAR Campaign will help cover PTA programming costs. The PTA wants your time; the Foundation needs your money!

Is the PTA doing fundraising too? No. PTA's academic enrichment programs will be funded by an \$8,800 donation from the Foundation this year. Your donation to the Foundation helps to covers this. However, the PTA still needs to have you enroll as members and there is a small cost involved. Your PTA membership ensures advocacy on behalf of each student.

Is a parent required to contribute? Though NOT required, it is encouraged. Sunset Hills is committed to becoming a school where all students have the individual support, encouragement and opportunity they need to achieve academically at very high levels and to develop the personal habits and values which will allow them to be successful both in school and as productive members of our society.

If I give now, will I be asked to contribute again? Yes. Throughout the year, we will continue to host fundraising events. The goal will be to raise the much needed funds, but it is also to bring our families together socially. We are sensitive to the number of different donation requests you receive and have eliminated a large number of our smaller fundraisers. We've retained our most profitable no-cost programs such as eScrip.

We have 4 major fundraisers this year in the hopes that *EVERY family will be able to participate at some level.*

1. **SOAR Campaign – August/September** – The fundraising goal for the SOAR campaign is **\$200 per family**. We are asking for financial support from all our families. Every penny raised benefits our kids and our school.
2. **Jog-A-Thon – February 9th** – A student fundraiser where the kids ask relatives and friends to support their jogging efforts.
3. **Parent Night Out Fiesta – March 17th** – Come enjoy an evening away from the kids! Good food, friends, casino games, raffles and live auction items!
4. **Family Picnic and Auction – May 4th** - This is a Sunset Hills tradition with beautiful classroom art and fantastic donated goods and services up for auction.

How much am I expected to contribute? Every single dollar helps underwrite the programs at Sunset Hills and every single dollar you give will stay at our school. We hope to raise \$80,000 through the SOAR campaign or about \$200 per family. That's only \$20 a month for 10 months. Some may give more and some may give less. We are asking all parents to contribute and we strive to have 100% participation.

How will the money benefit my child? The Foundation has already committed to funding the Computer Resource Assistant who teaches keyboarding, PowerPoint, Word, and assists with MAPS testing; IMPACT teachers will help with differentiated math for the combo classes and reading at all levels; and the PTA which provides multiple programs such as the Science Fair, Talent Show, Dad's Club, Encore! and Art Odyssey. We also want to purchase computer equipment to build a computer lab in every classroom. We can only do all of this with your financial support!

Why are donations needed? Aren't tax dollars supposed to pay for public education? The fact is that the funds PUSD receives from the state are insufficient. Sadly, California currently ranks 46th in the nation for per pupil spending, \$1,900 below the national average. We'll be even lower after the recent budget cuts. However, even with limited funding, Poway schools consistently earn high marks in Academic Performance Indexes (API scores). With the current budget cuts, PUSD has wisely focused its limited resources to maintaining the quality in classroom instruction, therefore, the financial burden to ensure a well rounded educational environment falls on our community and private donations.

Can I give in other ways? Of course! Parents are active members of our school community and essential to the success of our school. We are always looking for volunteers. Whether it is a one time job or a long-term commitment, your support will make a difference. Another important way to help is to let us know of your special talents or contacts that we can use toward raising money. Please be sure to return the form with your contact information for us to follow up with you.

The Sunset Hills Foundation strives to support all students in our community, and every contribution helps. We value your input, welcome your suggestions and encourage you to join our Foundation. Please feel free to contact the Foundation President, Garry Burgess at home@theburgessclan.com anytime.

Thank you very much for your support.....Sunset Hills Education Foundation

Sunset Hills Student Directory Enrollment

Sponsored by the Sunset Hills Education Foundation

Each family who participates in the S.O.A.R. campaign or is enrolled in eScrip will receive a free copy of the Student Directory.

Directories will be available for purchase for \$5 to other SHES families. This is a great way to stay in touch with our school community. Every student name is listed by grade / teacher. For those enrolling now, whatever additional information provided here will be printed. (This information is only used to produce the Directory. It is not used in any other way.)

Please return this form to a teacher on Back-To-School Night.

Latest date form will be accepted for inclusion is September 16th, 2011

Return form with either yes or no response checked

Remember to sign authorization at bottom of form.

Student Name: _____ Grade: _____
Student Name: _____ Grade: _____
Student Name: _____ Grade: _____

 Yes, I want to be in the Directory! Please use only the information listed here:

Mother Name: _____

Mother Address: _____

Mother Phone Number: _____

Father Name: _____

Father Address: _____

Father Phone Number: _____

Email address: _____

No, I do not wish to participate in the Student Directory. (Student name will be listed in class list but no other information will be provided.) Please be sure student name is written above.

I have donated to S.O.A.R. and/or I am enrolled in eScrip.

Copies \$5 Each: _____ Copies X \$5 = \$ _____ Total

Please attach cash or check payable to: Sunset Hills Education Foundation

Parent Authorization: _____

eSCRIP SIGN-UP DRIVE!

WE need YOU to help increase the participation in eScrip from 33% of Sunset Hills households to 100%!

Come on folks, this is a no brainer! We earned over \$14K last year with just 1/3 of our families participating. Cost you nothing. Takes 5 minutes to enroll. Reap the benefits all year. For help or information contact: Kelly Pearl at uspearls@san.rr.com

A few of the participating local merchants:

Black Angus	Leucadia Pizzeria
Bristol Farms	Macy's
Claim Jumper	Pizza Port
Keil's	Vons
L&L Hawaiian BBQ	

Sign up with eScrip.

Local and online eScrip merchants will contribute up to 16% of the purchases you make to our school.

Sign up online. It's quick and easy!

Visit www.escrip.com and go to "sign-up."

Designate Sunset Hills Elementary School to receive contributions. **Our Group ID# is 137310814.**

Register your Vons Club card AND/OR your debit and credit cards. (If you don't know your 14-digit Vons Club card number, call 1-877-SAFEWAY to obtain it.)

To **MAXIMIZE** your contributions:

Go to "At the Online Mall."

Click on "Auto EARN" and download eScrip's automatic contribution tracking software.

Then:

Shop hassle-free at hundreds of local and online merchants who partner with eScrip and ensure automatic donations for our school!

It's Easy! It's Free! It's Powerful! It Works!

A few of the over-700 participating online merchants:

Amazon	Buy.com	Gap	Petsmart
Apple Store	Dell	Harry and David	Sears
Babies R Us	Disney	Home Depot	Shutterfly
Barnes & Noble	eBay	iTunes	Travelocity
Best Buy	Expedia	Lands' End	Vons.com
Borders	Gamefly	Old Navy	Zappos

VONS

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CLAIM JUMPER
RESTAURANTS

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FOOD STORES