

DIRECT APPEAL FUNDRAISING DRIVE

October, 2011

DEAR PS150 FAMILIES

All of your contributions to our PTA have a direct and immediate impact on our school. We have been very fortunate to be able to provide funding for: assistant teachers in each classroom; an extensive arts and athletics program; extra classroom support through professional development for our teachers in literacy, mathematics and social-emotional growth; and other special programs including a residency with storyteller Bill Gordh. All of this work greatly enriches and enhances our children's education.

This year we need to raise \$225,000 to reach our budget; this is the same amount as last year. In these hard economic times, this is an incredible feat for any school — particularly for one of our size — but it is one we have accomplished successfully, again and again. This year, the PS150 PTA has streamlined our efforts so that the school's community can focus our energies on the three largest and most successful fundraising projects. These are:

1. *Taste of Tribeca*. Please mark your calendar for Saturday, May 19, 2012. We need everyone to volunteer for this event. The budget is \$85,000 net for our school through ticket sales and corporate sponsors.
2. *PS150's Urban Treasures Auction*. Please mark your calendar for Sunday, March 18, 2012. We need everyone to solicit donations from far and wide. In addition, we need you, your friends and family to bid on items during an elegant evening of fun and drama at Trattoria Cinque. We are budgeting a \$80,000 net income from the auction this year; last year our net for the auction was over \$90,000.
3. *Direct Appeal Campaign*. We appeal directly to you for your generous fully tax deductible donations. These donations help close the remaining gap of \$60,000.

To make our Direct Appeal Campaign successful, we hope everyone participates in a way that is meaningful to each of you. No gift is too small. Participation is the cornerstone of our success. Please help us achieve 100% participation in this year's campaign.

Last year, we raised approximately \$63,000 in direct gifts through the Direct Appeal Campaign. More than half of the families in our school community participated in this direct giving. Families were able to further maximize their donation dollars through company matches. *Please inquire whether your company has a matching program.*

Thank you for your continued support of the school through your volunteer efforts and your donations. All of our children are impacted by our collective efforts.

Thank you!
Polly Brandmeyer and Shana Fisher
Co-VPs of Fundraising