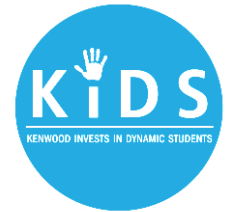




A Message from the Kenwood Education Foundation

August 18, 2010



Dear Kenwood School Parents:

Welcome to the 2010-2011 school year! While everyone is settling into a new routine and our children are excited about the start of the new school year, their new classrooms and new teachers, it is also a time that we, as parents, realize how fortunate we are to watch our children learn and grow in such an enriching, nurturing educational environment. The Kenwood Education Foundation (KEF) is excited to celebrate the school's 50th anniversary this year and give thanks for all that the school has done for generations of children. It is because of the commitment and support of the parents and community that Kenwood School is what it is today. So thank you for all you have done and continue to do to make our children's education so well-rounded and strong.

As you know, the state continues to make cuts to the education budget. As a result, schools state-wide are closing or cutting back on programs. Through your help, we have weathered the storm thus far. However, **the KEF needs your ongoing support** to ensure the continuation of the programs we have come to expect at Kenwood School. You'll be amazed at what a "free" education today covers at Kenwood and what we are able to provide to the students through our financial donations. The chart below illustrates what the state provided when we were in school versus what it provides today:

	State-funded in 1970 (source: CA Dept of Ed)	State-funded in 2010
Teacher Salaries	x	x
Teacher Aides	x (some districts)	
Math	x	x
Language Arts	x	x
Building - maintenance & utilities	x	x
Science	x	x
Social Studies	x	x
Language (Spanish)	n/a	
PE	x	
Art	x	
Music	x	
Library	x	
Computer Lab / Technology	n/a	

In 2009-10, the KEF was able to fund teacher aides, PE, Art, Music, the library and computer lab in addition to helping fund Cougar Club and the Preschool. As you can see, Kenwood is able to provide a well-rounded education thanks to the generosity of the parents and community. If it weren't for this generosity, we would no longer be able to offer these valuable programs.

Each year, Mr. Bales comes to the KEF and requests funds to support programs not covered by state monies. The 2010-2011 request totaled \$170,000; yet the KEF only raised \$131,160 during the last fiscal year to fund the programs. Fortunately, we were able to make up the difference due to the generous donations from parents and the community throughout the first 10 years of the Foundation and good stewardship of the funds since day one. But we cannot continue to live off the largesse of prior donor years. We predict Mr. Bales' request for the next school year will be nearly the same or more, so we need to raise at least \$170,000 during the fiscal year to fund the programs. But our needs don't stop there. Not only do we have to raise funds to cover next year's

funding needs, it is equally important to raise funds to build the endowment to keep these programs in place going forward. In order to avoid cutting programs next year and in subsequent years, we need to do everything in our power as parents and community members to ensure we raise the funds necessary to keep these programs alive now and in the future!

So what does this mean to you, as a parent of a Kenwood student? These “extra” programs cost approximately \$1,100 per student per year. While we understand that donating \$1,100 for each of your children attending the school is too much to ask, we request your participation in securing that \$1,100 per student in donations of any kind to ensure that these programs that benefit your children can continue. You can do this by donating to the **Kenwood Invests in Dynamic Students (KIDS)** campaign (formerly known as the Parent Pledge Drive), attending KEF-sponsored events such as Big Heart and Lights, Camera, Auction! (LCA!), and encouraging family, colleagues, employers and your community to get involved and support the school in any way possible (cash donations, gift-in-kind donations, attend events, etc.).

Today, we are kicking off the annual **KIDS** campaign, which will run thru September 30th. Last year, we raised \$20,474 which accounted for 13% of the requested funding. Due to the decrease in funds raised through the various KEF activities last year, ***our 2010 KIDS goal is to raise \$50,000 (or 30% of the requested funds) in celebration of the school's 50th anniversary, and we urge each and every one of our families to participate in a personally significant manner.*** We realize that the current economy has made life hard for many us this past year, but for that very reason we need anyone and everyone to do what they can. It is because of this continued support through the Foundation's efforts that our children have benefitted from these programs without state funding for 11 years straight. Let's keep it going for years to come!

If we divide the KIDS campaign goal of \$50,000 by the number of students attending Kenwood, the average contribution per student would be \$320 - or \$27 per month or \$1.78 per school day. Please review the attached pledge form for the options of how to participate. If your company offers a Matching Program, please be sure to apply. We will provide whatever documentation is needed to help you request the matching funds.

Members of the KEF and Kenwood School Association (KSA) will be at a table outside the school entrance over the next few weeks to answer any questions you may have about the school, annual events and activities, and the KIDS campaign. Drop by the table for a cup of coffee, a sweet treat and some conversation! We're all in this together, so let's make it happen!

Thank you in advance for your continued support of **KIDS**, our children and Kenwood School (50 years & counting!).

Sincerely,
Kenwood Education Foundation

Jennifer Anderson, President	Joe Carbonaro
Nancy Murray, Vice President	Mary Caughey
Henry Belmonte, Treasurer	Anne Cobb
Sarah Sande, Corporate Secretary	John Kilcullen
Bob Austin	Lesley LemMon
Phil Barmore	Fred Parker
Dawn Benziger	Laura Rogers

P.S. Please be sure to **sign up for eScrip**. It's another revenue source to help fund activities for the entire school community. Information can be found in the information packet distributed on the first day of school.