



Getting Involved with K-12 Education Back to School and Your Company Roundtable



Ideas for Getting Involved with K-12 Education

What aspects of education are employees passionate about?

- ▶ Corporate community involvement survey
 - *Identify areas employees are most passionate about*
 - *Plan projects that tap into those interests*

- ▶ Core areas of focus
 - *K-12 Education/Youth Development*
 - *Health & Human Services*
 - *Environment*

Building the Future

Sample Projects

- ▶ RAFT Backpack Drive
- ▶ Alternative Holiday Cards
- ▶ Adopt a School
 - *Box Tops for Education*
 - *Library Book Drive*
 - *Mural Project*
 - *Garden Project*

RAFT Backpack Drive

- ▶ \$50 for each fully stocked backpack
- ▶ Find creative ways to fundraise
 - Fundraise in groups with prize to group raising most money
- ▶ Reach out to local stores for donations



RAFT Success!!



- ▶ Original Goal: 10 backpacks
- ▶ Final Tally: 80 backpacks



Holiday Cards with a Twist

- ▶ In lieu of sending corporate holiday cards or gifts, consider making a collective donation to an education-focused organization

- Local public school
 - <http://www.cde.ca.gov/re/sd/>



- RAFT
 - Monetary donation or supplies
 - <http://www.raft.net/>



- Raising a Reader
 - http://www.pcf.org/raising_reader/index.html
 - Fosters early literacy skills for scholastic success



Raising a Reader Holiday Greeting



Dear Friends of A&R,

As the holidays approach, the employees of A&R Partners send warm wishes to you and your families. Rather than sending corporate holiday cards and gifts, A&R has made a donation in the collective name of our clients, media contacts and agency friends to Raising A Reader, an early literacy program for underprivileged children. The donation in your name will refurbish Raising A Reader in 22 low-income pre-school classrooms across San Mateo County, touching the lives of 518 preschool-age children. Raising a Reader will use the funds to deliver refresher kits for Raising A Reader's signature "red book bags," filled with four new books and Read-Aloud videos and library bags for families.

Poverty, limited English proficiency and low parental reading levels significantly predispose children to reading failure. This impacts their quality of life significantly during their school years and for the rest of their lives. The one form of stimulation that has been proven to make a difference is language; children who are conversed with and read to show more advanced linguistic skills and perform better in school.

Sponsored by the Center For Venture Philanthropy in Menlo Park, Calif., the unprecedented Raising A Reader program brings together parents and caregivers, childcare providers and local libraries to help at-risk children. Together, they cultivate important pre-literacy skills and a love of reading that significantly improves school readiness and family reading behaviors. Raising A Reader's singular approach has had remarkable impact on the communities it has served over the past several years. For more information, visit www.pcf.org/raising_reader. We know the work done by Raising A Reader will continue to benefit these children for the rest of their lives.

May your holidays and the year ahead be rich with happiness and good health.

The employees of A&R Partners Inc.

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Adopting Sunnybrae Elementary School

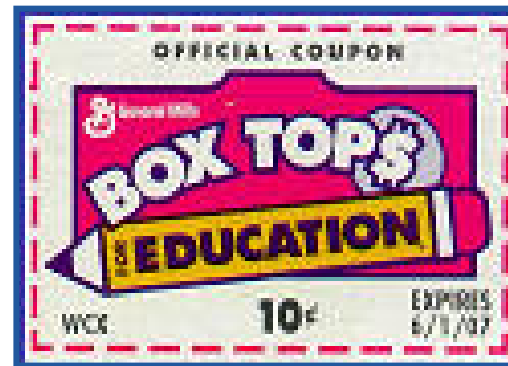
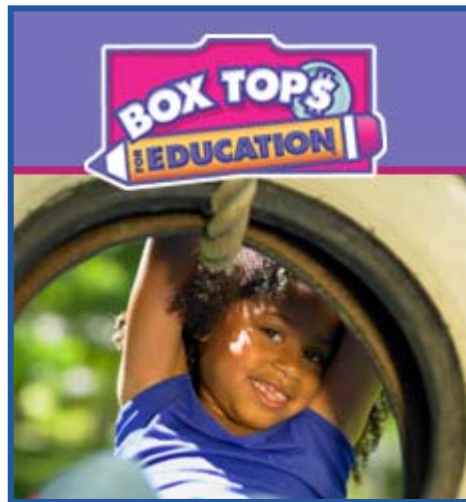


Adopting a School 101

- ▶ Start by meeting with the school principal and/or other key contact to assess the school's needs and wants
- ▶ Establish main point of contact at the school and also main contact for them at your organization
- ▶ Plan projects based both on school's prioritization as well as what works for you at the time
- ▶ Engage the students whenever possible

Box Tops for Education

- ▶ General Mills
 - 10 cents for each box top, available on hundreds of General Mills products
 - Schools can shop from 200+ stores through the Box Tops Marketplace
 - Details at <http://www.boxtops4education.com/>



Mural: How To

- ▶ Focus design to reflect school's culture or emphasis
- ▶ Base mural design on student drawings
- ▶ Find a mural experts for tips and tricks of the trade
- ▶ Sketch the design on the walls and have a painting party for students, parents, school staff and your staff

Mural: Tips to Make it Happen



- ▶ Reach out to local supply stores, they're happy to help!
 - *Kelly Moore donated tons of paint and gave us a big discount on everything we purchased.*



- ▶ Need help? Get the school to publicize.
 - *Sunnybrae sent home flyers, posted signs all over the school and offered homework coupons to students who helped paint, which resulted in a great turnout.*

Mural: Before



Mural: During



Mural: After



Library Book Drive

- ▶ Librarian wish list to fulfill, or straight donation
- ▶ Get compelling stats from school to sell project internally
 - *Sunnybrae only had enough budget to buy 12 new library books in 2005*
- ▶ Come up with creative fundraisers to get employees involved, rather than just hitting them up for money

A&R Book Drive Auction



25+ Items/Services
Donated

Raised \$3,300



Next Up: School Garden

- ▶ Planning international courtyard garden for fall back-to-school night
- ▶ Key considerations for a garden project:
 - *Location*
 - *Design for educational use & beautification*
 - *Theme?*
 - *Water source(s), irrigation*
 - *Maintenance plan*

Questions?

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