

SMMEF announces \$100,000 match for inaugural Pledge Days event

Staff Report

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The Santa Monica-Malibu Education Foundation last week announced Pledge Days, an inaugural district-wide event to raise funds and awareness for SMMEF.

As part of the event, an anonymous donor will match all donations to SMMEF, dollar for dollar, up to \$100,000.

Starting Sept. 28, SMMEF and PTA representatives will be on each elementary campus in the district to thank donors and encourage others to support SMMEF-funded programs in Santa Monica and Malibu public schools.

“Pledge Days and the very generous \$100,000 match will encourage district families to give early in the school year,” said SMMEF Executive Director Linda Greenberg. “High rates of district family giving allow us to show potential corporate and community donors how invested our parent community is in ensuring excellent educational opportunities for all our students.”

Proceeds from the event and the match will fund programs for every student and school in the Santa Monica-Malibu Unified School District. SMMEF-funded staff and programs include elementary arts education, instructional assistants and enrichment grants for all 16 schools in the district. Many schools use these grants to provide science, technology, engineering and math (STEM) or visual and performing arts programs. Some schools also use these funds to hire additional health clerks, augment on-site counseling programs, or run other programs focused on student wellness.

One donor from each SMMUSD elementary school will win a family pass for four to the Pacific Park amusement park on the Santa Monica Pier. All donors until Oct. 9 will be eligible.

Established in 1982 by a dedicated group of parents, community leaders, and local business owners, SMMEF raises funds to enhance and supplement the curriculum of the SMMUSD. SMMEF's mission is to engage the community to invest in a vibrant educational experience for all students in the Santa Monica and Malibu public schools.

SMMEF raises funds through its annual campaign, endowment earnings and special events.

For more information, visit www.smmeff.org.

- See more at: <http://www.malibusurfsidenews.com/school/smmeff-announces-100000-match-inaugural-pledge-days-event#sthash.WUOjqidV.dpuf>