

HOW YOU CAN MAKE A DIFFERENCE
COUGAR CASH CAMPAIGN

Dear Crest View Families,

All of us care deeply about our child's education. The foundation that our children receive in elementary school is critical to their future success in life. Unfortunately, because of the State's **budget crises**, the State's budget for public education was **significantly reduced** last spring. As a result, Crest View Elementary School will be operating with almost **\$54,000 less** than last year. Cuts will necessarily be made to operating expenses, including classroom and program supplies and funding for paraprofessionals.

Crest View's parent teacher organization, Reach Out Crest View (**ROCV**) is committed to working hard to help bridge the gap between state funding and the cost of providing an enriching and comprehensive education for our children. ROCV runs a budget of \$100,000 which supplements the school operating budget, and provides materials to enhance and support the grade level curriculums, the arts, guest speakers, technology, etc.

To help offset the significant budget cuts, ROCV is once again conducting a direct appeal campaign this fall—the Cougar Cash Campaign. This fundraiser requires no selling on the part of your child, no time commitment from you, and has virtually no expenses. **Your donations go directly to supporting classroom and school initiatives.** And, of course, any contribution is **100% tax deductible.** Our goal is to **raise \$50,000**—almost the full amount of the budget cuts to Crest View's operating expenses. Last year, we raised \$53,000, and we were able to augment funding available to Crest View to ensure students have access to state-of-the-art educational resources. **We hope to meet or exceed this amount this year.**

We are asking each family to consider donating \$150 per child. This amount calculates to a contribution of approximately **\$1 per school day, or less than \$20 per month** of the school year. This is less than what most families spend on their monthly cable or cell phone plans. Won't you consider this level of commitment to your child's education? With a contribution of \$1 per school day, you can help ensure the brightest possible future for our children.

We recognize that in these uncertain economic times, some families won't be able to contribute \$150 per child to the direct appeal campaign. We assure you that no donation is too small. We are hoping to increase participation by Crest View families, and we welcome any contribution. We also ask families who can afford to give more, to consider doing so—at the \$2 a day (\$40/month) or \$3 a day (\$60/month). Together, we can make a difference.

The Cougar Cash Campaign will run through Friday, September 30, 2011. A pledge form is attached. Your donation is **deeply appreciated** and strictly confidential. Thank you for making a difference in the lives of our children.

Sincerely,

Nicole Bennett-Smith and Gerry Brimmer

ROCV Cougar Cash Chairpersons