

QUESTIONS, FACTS ABOUT OUR SCHOOLS, AND WAYS TO GIVE

The Piedmont Unified School District is one of the highest performing school districts in the state. An impressive 98% of Piedmont High seniors attend colleges and universities throughout the U.S. Much of this success is due to a strong K-12 curriculum, top-notch teaching and administrative staff and continued community financial support.

WHAT IS THE GIVING CAMPAIGN FOR PIEDMONT SCHOOLS?

The “Giving Campaign for Piedmont Schools” is the new name of the combined APCP and PEF Fall Campaigns. In order to increase efficiency and coordinate volunteer effort, the campaigns are combining administrative effort. All money raised will be allocated as in the past – Donations to APCP will fund existing programs at your child(s) school site(s). Donations to PEF will help build the Endowment Fund or finance K-12 grants through the Foundation Fund.

WHY DO PIEDMONT PUBLIC SCHOOLS NEED PRIVATE DONATIONS?

- Piedmont receives 62% of its operating funds from the state and federal governments. These funds are disbursed to the District on a per student basis. State and Federal funds are not enough to pay for the quality and breadth of education for which Piedmont schools are known.
- The substantial **gap** between what Piedmont receives from state and federal sources and what is needed to fund its whole education program has continued to grow over the years. Government funding falls short of paying the District’s costs by over \$11 million or 38 % per year. The Parcel tax makes up for most of this gap and the Parents’ Clubs’ fundraising efforts, primarily through The Giving Campaign, help bridge the gap further to avoid cuts in program and staff.
- Piedmont Schools provide a first-rate education to our children even though California spends about sixty percent of what states like New York and Connecticut spend per student.
- Piedmont is **not eligible** for many special government programs, so our District receives from the State even less per pupil than the State average.
- Other public school districts in the Bay Area rely on parent donations to supplement their programs. Even private schools do fundraising.

WHY DO WE STILL NEED TO GIVE AFTER PASSING THE PARCEL TAX?

- **Funding from BOTH the new school parcel tax AND the *Piedmont Schools Annual Campaign* are critical to help maintain current programs and staff.**

HOW ARE THE DONATIONS USED?

- Partial funding for a number of **teaching, counseling and support positions** including classroom, music, drama, and library aides; science and math resource teachers; art specialists; technology resource coordinators; school counselors and occupational therapists, and teachers for Middle and High School electives.
- **Teaching Materials**, to name a few, for English, science, math, art and social studies.
- **Grants to teachers** for curriculum and professional development.
- **Technology support** in the form of computer hardware and software, maintenance and updating of computers.

- **District support** for compensation and program maintenance. For the past several years, the Parents' Clubs of the Elementary, Middle and High schools have contributed annually to the District to help maintain essential programs at each school site.

WILL THESE PROCEEDS GO TO FUND ANY SEISMIC EVALUATION/WORK?

No. The district is in the process of developing a multi-year district-wide Bond Program Plan, to address seismic deficiencies in its facilities. No General Fund monies are being used to fund this evaluation and planning work. In March 2006, voters approved Measure E, a \$56 M bond authorization to address seismic vulnerabilities on five school campuses. Local and State bond funds will support seismic safety and modernization improvements of the district's facilities.

WHO DECIDES HOW THE DONATIONS ARE SPENT?

Each Parents' Club, working closely with the principal at each school, determines its own budget by vote of the Parents' Club board. The Parents' Clubs encourage all parents to attend the Clubs' monthly meetings or contact board members with questions about finances and programs.

WHY DOES MY CHECK GO TO THE ASSOCIATED PARENTS' CLUBS OF PIEDMONT?

The Associated Parents' Clubs of Piedmont (APCP) is the umbrella nonprofit organization for all 6 of the schools' Parents' Clubs. Accounting, fiscal control and tax reporting are centralized through APCP for our joint campaign. Donations are then distributed back to your children's school(s) Parent Club.

HOW DO OTHER FAMILY MEMBERS GIVE?

We have a **Grandparents' Club** to encourage and acknowledge gifts from grandparents and other family members or friends. If your children's grandparents have given in the past, they will be receiving a letter directly from the Annual Campaign. If they have not and you would like us to send them one, please send us their name and address.

HOW CAN I DOUBLE MY GIFT WITH CORPORATE MATCHING?

All it takes is a simple form from your employer. Mail us the form, together with your donation card and your check or credit card information. To find out if your employer participates in matching donations or to get an employee matching form, contact your Human Resources department. More companies than ever are automating the entire matching gift program on line.

HOW CAN WORKPLACE GIVING HELP THE CAMPAIGN?

Some companies strongly suggest that their employees give through the workplace. United Way is the most common conduit, but more and more companies have their own charitable giving. You can designate the Associated Parents' Clubs of Piedmont as a charity of choice to receive the funds that you give through them. Please be sure to send in your donor card so that your gift is properly acknowledged and monitored. Donation processing varies by company. Your company may also match your donation through workplace giving.

CAN I DONATE APPRECIATED SECURITIES?

Of course! When you donate securities to the **Associated Parent Clubs of Piedmont**, you can deduct the full current value (not just what you originally paid). You thereby bypass capital gains taxes and are making a larger contribution than the original stock cost. Just instruct your broker to transfer funds to:

Account # KW 04013 TH DTC # 0221

Broker: Todd Harman – UBS Financial Services, Walnut Creek (925) 746-0253

More questions? Call 653-1816 or Andrea Swenson at 655-8119