



## San Marino Schools Foundation – Campaign Update

San Marino Unified School District Board Meeting

Tuesday, April 28, 2020



# WE ARE SAN MARINO

To support us, visit:

[WeAreSanMarino.SMSF.ORG](http://WeAreSanMarino.SMSF.ORG)

# SMSF narrows “We are San Marino” campaign to focus on restoring 20 certificated positions

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## RESTORE 20

RESTORING ALL  
CRITICAL TEACHING  
AND COUNSELING  
POSITIONS

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\$2.3M



# New giving options provide transparency to donors on use of funds

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## CORE-4 SUBJECT TEACHERS

MATH, ENGLISH,  
SCIENCE & HISTORY  
IN OUR ELEMENTARY,  
MIDDLE & HIGH SCHOOLS

\$1.2M



## ELECTIVE PROGRAM TEACHERS

VAPA, CTE, FOREIGN  
LANGUAGE &  
SPEECH & DEBATE

\$750K



## COUNSELORS & MENTAL HEALTH

MAINTAINING  
COUNSELORS &  
MENTAL HEALTH SERVICES

\$350K



# Campaign Highlights (as of 4/28/20 at 4:30pm)

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## **\$ Giving by groups = \$319,475**

- Unrestricted = \$234,040 (73%)
- Core 4 Teachers = \$60,460 (19%)
- Elective Programs = \$23,300 (7%)
- Mental Health and Wellness = \$1,200 (<1%)

**Positions supported = 2.77 Positions**

**Average size of donation = \$788**

## Campaign Fundamentals

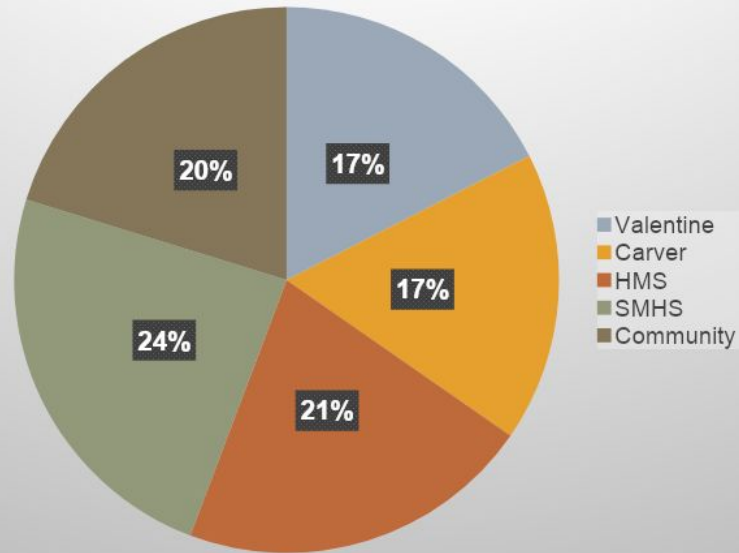
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1. Email (45,000)
2. Direct mail (4,800)
3. Leader messages (Dr. Wilson, Principals, E. Bilvado)
4. Community organizations & leaders
5. Listening tours (targeting non-donors)
6. Key donor personalized outreach
7. Campus liaisons & grassroots engagement at each school site
8. New campaign portal
9. Leader videos
10. Athletic team challenges
11. VAPA engagement and virtual choir serenade
12. Phone banks and outreach
13. Alumni website & targeted campaign

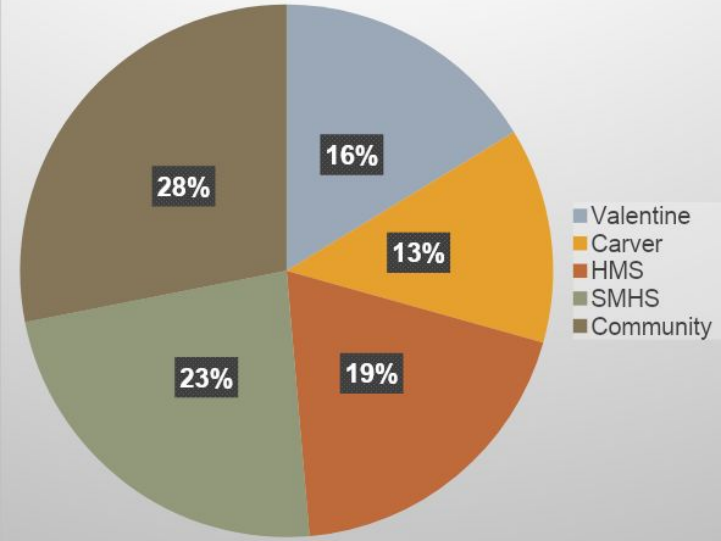
# Breakdown of donors and donations

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Number of donations – 583



Donations - \$319,475



School-site participation (goal = 100%)

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# Key stakeholders identified for engagement

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School-related Groups	Community Groups	Leaders
Parents	Chinese Club	City Council
Each school-site PTA/PTSA	City Club	City Manager
School Board Members	Rotary Club	Police Chief
FiRST Members	Churches	Fire Chief
Principals & Site Leaders	SMCAA	
Booster Clubs	SMNLL	
VAPA Students & Parents	Community Members	
Alumni		
Athletic Teams		
High School Students		

## Campaign Challenges

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- COVID-19 pandemic & economic uncertainty
- Families disconnected from district financial crisis & budget deficit– Continued focus on education and SMSF community education playbook
- Parent frustrations with virtual online learning – Shared with district leaders
- Donor fatigue – Families who have already given to support Foundation's existing 21 teachers are asked again to give to fund additional 20 teachers – Continued education on the dependency the district has on local funding sources (Foundation + Parcel Taxes) for estimated 50% of classroom teachers
- Variety of parent concerns not in the purview of the Foundation that are redirected to the District and School Board

# Our Future is Bright

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