

RCEF Annual Report

2005 Year in Review



*For fiscal year starting August 1, 2004
and ending July 31, 2005*



Our mission

is to advance and enrich educational opportunities for all students

in the culturally and economically diverse Redwood City School District.



In the history of the Redwood City Education Foundation (RCEF), we have never had a year like 2004-2005. The last few months have been both challenging and exhilarating. In the wake of the failed parcel tax measure and the resulting intense concern about school funding, the community turned to us for answers and for hope. Our organization, which was previously unknown to many members of our community, is suddenly front and center in a determined new effort to keep our schools strong, competitive and constantly improving. During the first few weeks of May alone, more than 200 parents, district staff, and members of the community contacted us to volunteer for and donate money to the RCEF to help our schools. The 2004-2005 board spent many hours during the spring building a new infrastructure to accommodate an enthusiastic and swelling new base of volunteers and donors.

Five months later, the RCEF has never been stronger and has never been more important to the community and its children. Between the first week of May and the end of June, the community contributed more than \$100,000 (53% of this year's income), including \$12,200 raised by children in the district who brought in \$2 each to support their schools. This exceeded the amount of money raised during the previous eight months. Besides raising an unprecedented level of funds in a short period, the board seized this new wave of interest from the community to recruit a talented and committed new force of volunteers.

In addition to managing the more than 500% growth in volunteers and the 130% increase in funds, the RCEF accomplished the following:

- **Benefited students by funding the Music for Learning program**, which served approximately 3,500 students in the 2nd, 3rd and 4th grades at 13 elementary schools in the Redwood City School District throughout the year. We provided funds to two middle schools for their music enrichment programs, and we provided \$30,000 worth of new instruments to the 5th-8th grade Instrumental Music Program, giving all students who wished to learn the opportunity to do so.
- **Raised funds through the annual Jukebox fundraiser**, dinner dance and silent live auction, the United Way drive, the "\$2 per child paper links" campaign, the spring direct solicitation campaign, and the passing of a donation basket at the Instrumental Music Program final concert, at which Wells Fargo presented an unsolicited \$10,000 check to help save the program.
- **Obtained grants from the Goldman Foundation**, the Westly Foundation, and the Redwood City Civic Cultural Commission.
- **Reorganized to create the board** and extended committee structure we have dreamed of for years. We now have a full new board comprised of community leaders who bring a wealth of talent and experience in key areas. This larger board will oversee the new ranks of volunteers serving on committees formed to help RCEF raise funds for programs our community values and educate the community about education funding needs.
- **The board met monthly** and in numerous special meetings with community members, parents and staff to benefit our students.

Barbara Pierce
President of the Board
September 30, 2005

Board Members

(2004 – 2005)

President – Barbara Pierce
Vice President – Magda Gonzalez
Recording Secretary – Laura Rhodes
Treasurer – Dennis McBride
Board Members
Marco Aguirre
Orlene Chartain
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Board Members

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Susie Peyton
Barbara Pierce
Garry Spanner

Financial

Summary

For fiscal year starting August 1, 2004 and ending July 31, 2005

STARTING BALANCE AS OF AUGUST 1, 2004		\$125,065	
INCOME*			
Corporate Donors		31,425	
Individual Donors		71,311	
Foundations		69,500	
Events		46,135	
United Way/Misc. Donations		5,010	
TOTAL		\$223,381	
EXPENSES			
Contribution to Measure V Campaign		10,000	
Publications		7,611	
Admin/Misc.		4,171	
Fundraising/Event Expense		11,219	
Programs		88,734	
TOTAL		\$121,735	
ENDING BALANCE AS OF JULY 31, 2005		\$226,711	

* 53% of income was raised after the defeat of the parcel tax

Goals

for 2006 – 2007

Raising money now to fund programs in school year 2006-07. In the past, we have funded programs for students in the 2nd through 4th grades and for all students involved in the 5th through 8th grade instrumental music program. We are now developing strategies to increase the number of children served and the type of programs provided.

Educating community members about local education financing and enlisting their support. Our community needs to understand not only which programs are being funded by the state and which are not, but why. Supporting success involves being knowledgeable about public education funding and district finances.

Building volunteer capacity. We have, in a short time, begun to work with the many people who stepped forward over the past spring. We must now focus on creating a structure that allows them to work to benefit the children and inspire more people to become involved with RCEF and the schools.

redwoodcityeducationfoundation

■ ■ ■ ■ ■ B E T T E R S C H O O L S , B R I G H T E R F U T U R E ■ ■ ■ ■ ■

Donor List

The RCEF is deeply grateful to the following families, individuals, grandparents, community members and businesses for their generous gifts. Every donation makes a difference to our children. We apologize to anyone whose name was inadvertently misspelled.

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Redwood City Civic Cultural Commission
Electronic Arts
James & Lois Hanko
John & Marcia Goldman Foundation
George & Adelaide Keller
Redwood City School District
Westly Foundation
Wells Fargo Bank

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