



## FREQUENTLY ASKED QUESTIONS

---

How does the RCEF benefit local schools—their students, parents and staff?

The Redwood City Education Foundation (RCEF) is dedicated to helping parents and schools give our children a strong education that lays the foundation for their future success. The state is no longer funding much beyond the basics, which means local communities have to do the work themselves to provide the programs that can turn a basic education into the best education possible. The best school districts in our area are also the ones that have the strongest education foundations, and we are working hard to see the Redwood City School District join their ranks.

What are the fundraising goals of the RCEF this year?

Our goal is to raise \$300,000 to fund programs for the 2007/08 school year. Last year we raised \$270,000, which is paying for programs currently underway.

What does the RCEF fund?

This year we are funding:

- Kindergarten orientation and assessment
- Reading support with LeapPad systems for kindergarten through 2<sup>nd</sup> graders
- Music lessons through Music for Learning for 2<sup>nd</sup> through 4<sup>th</sup> graders
- Outdoor Education science camp for all 5<sup>th</sup> graders
- Financial help for buying instruments for the music program for 5<sup>th</sup> through 8<sup>th</sup> graders
- Wellness coordinator to help teachers provide health and fitness lessons and activities for all students
- Teacher training through National Board Certification
- A series of Family Fun nights at all schools to support reading and a love of books

As we increase the funds we raise, we dream of providing more extensive programs in the arts, literacy, and physical activity. For example, it would be wonderful to provide Art-in-Action or PE to all students at all our schools.

Besides funding, what else does the RCEF do?

We host community events, such as screening the PBS documentary “First to Worst,” that help parents understand the issues facing our schools. We also hold lectures by experts such as Denise Clark Pope who spoke about “Stressed Out Students,” co-hosted by North Star Academy, and the Larry Magid program on children and internet safety, co-hosted by the Redwood City Library. Through our website and written materials, we provide important information about education issues and funding.

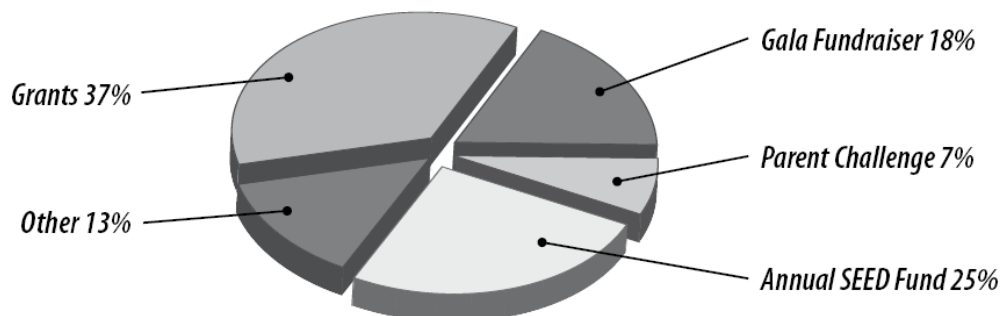
We are currently developing programs to reach the broader community, such as a reception for realtors with our new district superintendent and a merchant program for local businesses.

How does the RCEF decide what to fund?

A subcommittee of our board considers which programs to fund. This committee gathers feedback from teachers and administrators at individual schools, and the district office, and brings recommendations to the board at the beginning of each fiscal year. Decisions are made based on money available, success of previous programs, and the suggestions we receive.

Where does the money come from?

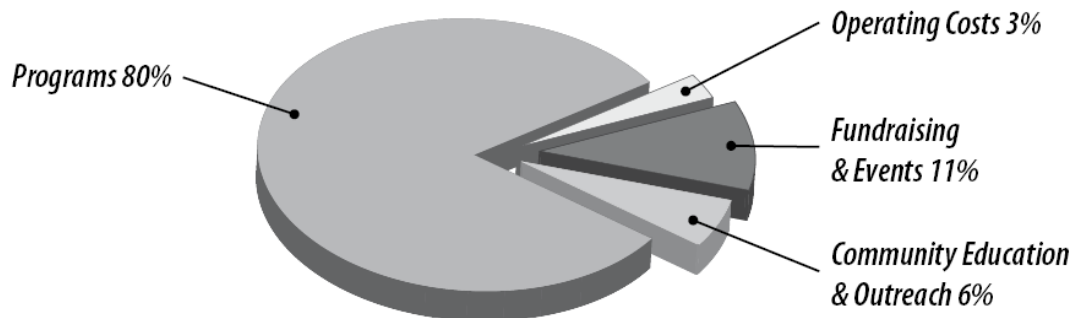
Our money comes from a wide variety of sources, including corporate and foundation grants, donations from parents and the community, and our merchant shopping programs.



RCEF Income 2005/2006

How much of the money raised by the RCEF pays for programs?

Last year, more than 80% of funds went directly to programs provided at schools throughout the district. An additional 6% went to community outreach programs and education, and about 14% covered operating and fundraising expenses.



RCEF Expenditures 2005/2006

Does every school get the same amount of money?

We do not provide direct funds to any one school. Rather, the money helps to pay for programs that are provided at all schools across the whole district. Some programs, such as Music for Learning, which serves 2<sup>nd</sup> through 4<sup>th</sup> graders, are only offered at schools with those grades. Others, like the Wellness program, serve students at every school in the district.

Is the RCEF competing with individual school fund raising efforts?

We don't want to compete with the schools we are supporting! Unlike a local school, we approach many potential donors from outside the parent community—some who will give at much higher levels than they would to an individual school. For example, we target wealthy individuals, community members, alumni, local merchants, corporations and foundations.

We understand that many parents feel their primary responsibility is to their own school community, and we support that. We only ask parents to consider *also* making gift to the RCEF. One of the best ways for us to persuade large donors to support our schools is to demonstrate that we have the broad support of our parent community. The more parents who donate to us, the more seriously large potential donors will take us.

Parents give to their home schools as parents; they give to the RCEF as members of the Redwood City community. Supporting the RCEF is an opportunity to make

our community stronger.

Don't parents have more control over donations given to an individual school?

Yes, but it's a different type of donation. It's true that individual schools are in the best position to determine how to enhance their own programs. There are limits however to the type of programs they can fund. The RCEF, on the other hand, can leverage contributions to tap funds needed for programs too expensive or complex to be implemented at an individual school.

The new Wellness Coordinator is a good example. This position is funded partly by the RCEF, with support from local healthcare providers, and partly by the district. The Wellness Coordinator provides consistent standards on nutrition and physical fitness, and works with individual schools on programs to ensure that students are developing healthy eating and fitness habits.

The more we fund broad-based, district-wide programs, the more individual parent groups can fund special programs specific to their school. In the future, as we increase our fund raising, we may be able to fund other programs across the district, such as PE or Spanish. These are programs that are now only available in schools whose parent groups raise enough money.

Who are the people behind the RCEF?

The all-volunteer, 14-person board is made up of parents and community members. They are also the staff that implements all of the activities of the Foundation, in concert with a volunteer corps, which is also made up of parents and community members. We're all working hard because we believe what's good for our own children is good for all the children of Redwood City!

How can I learn more about the RCEF?

Visit our website at: [www.rcef.org](http://www.rcef.org).