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## **FOR IMMEDIATE RELEASE**

### **Los Altos Educational Foundation Announces 2008-2009 Fundraising Campaign – Annual Efforts to Help Cover Major Cutbacks in Public School Funding – – Phonathon Outreach Campaign Scheduled for October 20-22, 2008 –**

**LOS ALTOS, Calif., October 9, 2008** -- In its ongoing commitment to raise crucial educational enrichment funds for the Los Altos School District (LASD), the Los Altos Educational Foundation (LAEF) will hold its annual phonathon outreach campaign October 20-22, 2008. This year's annual phonathon and other planned fundraising efforts for the year have taken on a new level of urgency as LAEF is stepping in to provide increased support to narrow the gap left by the major cuts to public education funding by the State of California. During the phonathon, parents and community volunteers call fellow parents in the district to solicit donations that are often matched in part by community and business sponsors. LAEF enables the district to fund key enrichment programs, class size reduction, and art, technology, and science aides. This year the foundation's goal is to meet a \$1.92 million fundraising commitment to the district and to gain the participation of every family, with a suggested tax-deductible donation of \$800 per student enrolled. The phonathon will be held at the Los Altos offices of Alain Pinel, Cashin Company, Coldwell Banker, and Intero, who have all donated their facilities for the campaign.

For over 25 years, LAEF has increased its annual fundraising goal 20 fold to meet the growing need of the LASD in response to declining state funding. Without LAEF funds, important district-wide programs including physical education, instrumental music, art aides, technology aides, computer instruction, supporting middle school electives, and class size reduction for grades K-3 and middle school would not be possible. This year's funding will also help maintain library services, preserve class size in grades 4-6 and help replace some critical funding cuts from the State. LAEF funding will also continue to bring 21st century technology improvements into the classrooms that are essential in keeping our children competitive in a global marketplace. For the 2008-2009 academic year, LAEF has increased its fundraising goal by \$220,000 over the 2007-2008 grant in order to sustain and enhance these programs.

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"Given our current economic climate, we're partnering even more closely with the LASD this year to ensure that our schools continue to provide a well-rounded educational experience for our children. Thankfully, we are fortunate to have a generous and dedicated parent population who continue to contribute time and money to LAEF and our PTAs," said Teresa Kersten, LAEF board president. "This year our phonathon and other fundraising efforts will give parents a wonderful opportunity to support programs that greatly enhance our kids' educations and continue to help keep our schools strong. We would like to thank Alain Pinel, Cashin Company, Coldwell Banker, and Intero, for generously lending us their offices to conduct our phonathon campaign," she added.

LAEF encourages anyone in Los Altos who is interested in the quality of children's education to make a donation of any denomination. Whether it's \$800 per student, \$5000 or \$50, every contribution is vital to the education of Los Altos children and helps keep Los Altos public schools strong. For more information, or to donate online, go to [www.laefonline.org](http://www.laefonline.org) or contact LAEF at 650-559-0445.

#### ***ABOUT THE LOS ALTOS EDUCATIONAL FOUNDATION***

Founded in 1982, the Los Altos Educational Foundation (LAEF) is comprised of all Los Altos elementary and middle school parents who contribute to making the Foundation's fundraising goals. The funds are used to enrich children's education through smaller class sizes, art, music, physical education, and science and technology. Over 95% of the foundation's annual goal is achieved through parents' contributions and matching funds from their employers. LAEF is not endowed by a few large companies or wealthy families; the difference is collectively made one family and one pledge at a time. The Los Altos Educational Foundation (LAEF) is a 501(c3) not-for-profit organization, tax id **94-2862793**. For more information, please call LAEF at 650-559-0445 or donate online at [www.laefonline.org](http://www.laefonline.org).

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