



PLEASANTON  
PARTNERSHIPS  
in EDUCATION  
FOUNDATION

**BOARD OF DIRECTORS**

**Bob Miller**  
*President*  
**Kelly French**  
*Vice President*  
**Stephen Hilton**  
*Secretary*  
**Laurie Whiteland**  
*Treasurer*

Parvin Ahmadi  
John Clatworthy  
Cheryl Cook-Kallio  
Jodie Fialho  
Brian Gentry  
John Godi  
Joan Laursen  
Wendy Schmit  
Andrea Stokoe  
Bill Wheeler

**STUDENT  
REPRESENTATIVES**  
Maddy Duval  
Morgan Fiske

**STAFF**  
Susan Hayes  
*Executive Director*

333 Division Street  
Pleasanton, CA 94566  
Office (925) 846-5620  
Fax (925) 846-5641  
E-mail: [mail@ppie.org](mailto:mail@ppie.org)  
Website: [www.ppie.org](http://www.ppie.org)

Federal Tax ID #94-3046738

## PRESS RELEASE

**Contact:**

Susan Hayes, Executive Director  
(925) 846-5620/phone (925) 846-5641 / fax  
[executivedirector@ppie.org](mailto:executivedirector@ppie.org)  
[www.ppie.org](http://www.ppie.org)

**For Immediate Release**

### **Pleasanton Partnerships in Education Foundation (PPIE) Raises Record \$330,000 in First Week of 2015- 2016 Giving Fund Campaign**

**Pleasanton, CA / September 3, 2014** - Pleasanton Partnerships in Education (PPIE) Foundation raised a record \$330,000 during the launch of the 2015-2016 Giving Fund Campaign which began August 15<sup>th</sup>, the first day of school registration for the Pleasanton Unified School District.

This marks the fourth year PPIE has participated in onsite registration and the third consecutive year the Foundation experienced a steady increase in donations during that one-week period. In 2012, the foundation raised \$170,000 during registration week and last year, registration donations increased to \$275,000.

For the first time this year, parents at some schools had the opportunity to register their students 'online' as an alternative to on-site registration. In addition to making required school payments online, parents were also able to donate to PPIE and their parent clubs through a new donation application called "Future Fund," designed by local software designer and Pleasanton parent Darian Shimy.

"Nearly all sites using Future Fund saw an increase in support, with a few experiencing an increase of over 50% from last year," said Andrea Stokoe, PPIE board member and registration committee chair. "It was important to get clear information out in advance of registration day so there was time to make decisions at home about participation. Future Fund sites saw the most benefit from this."

"With many of our schools switching to online registration and payments, we anticipated some impact to our donor base," said Hayes. "It was gratifying to see that the ease of making online payments was a benefit to the parents and allowed PPIE and the parent clubs to reach parents unable to register their children in person due to work commitments or end-of-summer vacations."

"This was a very encouraging launch for the 2015-2016 Giving Fund Campaign," Hayes stated. "The \$330,000 raised during registration week reflects our community's commitment to providing quality education for all our students. But our work has just begun."

Last year, the Giving Fund funded a district-wide technology coach, technology needs at middle- and high school levels, and placed a Chromebook in each of the 230 elementary classrooms. We also contributed to smaller class sizes in transitional and regular kindergarten.

After working closely with the school principals and donor community, the PPIE Education Foundation Committee simplified our Giving Fund goals for the upcoming year. Proceeds from the 2015-2016 Giving Fund will be used to fund Technology and Student Support needs at the Elementary, Middle and High School levels.

**More About PPIE:** *Pleasanton Partnerships in Education Foundation is a 501(c)3 non-profit organization that has worked since 1987 to enhance learning experiences for students of the Pleasanton Unified School District through a partnership of business, schools and the community. For more information about PPIE, log onto [www.ppie.org](http://www.ppie.org).###*