



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
Website: 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
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 15th, 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.###*