



Annual Report 2013-2014

PLEASANTON
PARTNERSHIPS
in EDUCATION
FOUNDATION

www.ppie.org



Quality Education is Built on a Strong Foundation

Mission and History

Mission Statement

Pleasanton Partnerships in Education Foundation, a community-based organization, exists to enhance learning experiences for students of the Pleasanton Unified School District through a partnership of business, education and the community.

History of PPIE

The Pleasanton Partnerships in Education Foundation (PPIE) is a non-profit 501(c) 3 organization dedicated to supporting Pleasanton public schools. For over 25 years, PPIE has worked to enhance education throughout the Pleasanton Unified School District through a partnership of business, education and community. PPIE raises funds to support critical programming and projects threatened by state budget cuts, and to fund projects/needs enhancing educational excellence for all students in the Pleasanton Unified School District.

PPIE now serves nearly 15,000 students and over 800 teachers and administrators annually. Annual giving goals are set by the Board of Directors a year in advance, based on recommendations from the PPIE Education Foundation Committee, comprised of educators, parents and administrators at all three levels of education: elementary, middle and high school.

PPIE relies on the generous support of our extended community to help maintain excellence by meeting classroom needs unfunded by other means. In 2009, state funding cuts necessitated that PPIE expand its original mission to protect district-wide programs including counseling, reading specialists, technology, additional class sections and smaller class sizes. In response to the funding crisis, the business, education and parent communities rallied to help us raise close to \$3 Million and continues to maintain strong momentum in fundraising today.

2013-2014 Income Sources	
Giving Fund	
Parent Community (gross)	\$428,788
Matching Contributions	\$38,126
Corporate Donors	\$66,853
Events	\$141,170
Total	\$674,937

2013-2014 Expenditures	
Pleasanton Unified School District	
Elementary Schools	\$290,000
Middle Schools	\$95,500
High Schools	\$73,500
District Wide	\$92,000
Innovative Grant Program	\$47,992
Operating Expenses	\$56,200
Total	\$655,192



Message from the President

As we close out the 2013-2014 school year, it is my pleasure to thank you for your unwavering support of education through the Pleasanton Partnerships in Education Foundation.

In the past 28 years, we have seen our community grow and our school district expand. In response to those changes, the goals of PPIE have evolved but our mission has remained the same: to enhance the learning experiences of every student through a partnership of business, education and the community.

In the early years, PPIE focused on unique, cutting-edge programs designed to round out educational experiences, such as Business/Education Student Tutoring (BEST), the Teacher Awareness Partnership (TAP), Career Days, and CHOICES (a critical thinking program for middle school aged children).

Today, our goal is very different and much more critical. When state budget cuts in 2009 resulted in staggering reductions in per-pupil funding, PPIE broadened our vision to protect programs, projects and needs essential to maintaining the high quality education our community has become known for regionally, state-wide, and on a national level.

Partners like you help us fill this critical gap, and the dedication and passion I've witnessed from those of you I've had the pleasure of meeting is our greatest chance at delivering our mission. You understand that the whole is greater than the sum of its parts - that each and every person in Pleasanton sharing in this passion is making our schools not just a little better, but our entire community a place of which we can be proud.

Yet there are still many in our community who are unaware of the daunting task we undertake each year. So for those of you who continue to support us, year after year, choice after choice, I have one simple request: Find someone you know who hasn't yet learned about us and share what you know.

In over a quarter of a century, we've evolved from a small foundation with some well-intended grants to a full partnership with real heart, making a material difference in our schools. All of you have provided an opportunity for our students to get more from their education and to give more to their communities.

On behalf of those students, I thank you for your support.



Bob Miller, PPIE Board President 2013-2014

Board of Directors 2013-2014

Executive Board

Bob Miller, President
Kelly French, Vice President
Stephen Hilton, Secretary
David Halperin, Treasurer

Board of Directors

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

Student Representatives

Sydney Pfeifle
Amador Valley High School
Haley Lukas
Foothill High School

Staff

Susan Hayes, Executive Director
Sarah Baer, Data Manager

Partners in Education

Business Community

In 1986, PPIE Foundation was formed out of an idea championed by the Superintendent of the Pleasanton School District and the Business/Education subcommittee of the Pleasanton Chamber of Commerce. While the financial support of our corporate partners can't be understated, in the ensuing 28 years, the connection with our business community has evolved to include activities beyond that. Local businesses now offer externships to teachers and some volunteer at science fairs and in classrooms. Others support PPIE as sponsors for our two main fundraisers, the Pleasanton Run for Education and Toasts & Tastes of Fall, our culinary competition. We are also grateful to our business leaders who take time to sit on our Board of Directors and Grant Evaluation Committee, lending business acumen and overall strategic guidance to the process.

PPIE plays a vital role in early workforce development and preparation by linking students and teachers with business leaders and the workplace.

*Scott Raty, President & CEO,
Pleasanton Chamber of Commerce*



Education Community

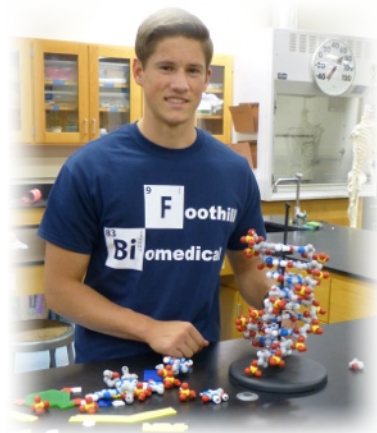
PPIE is able to set highly targeted funding goals thanks to a long history of open communication between the administration and staff of the Pleasanton Unified School District. Monthly meetings with the Pleasanton Parent Communication Council and the Superintendent of Schools ensures that timely information on upcoming needs is shared. PPIE also works closely with educational advisors such as District Technology Specialists and Staff to ensure monies raised are in direct alignment with the district strategic plan and short- and long-term goals. PPIE sets funding goals with the district's input and approval of the PPIE Board of Directors a year in advance so donors know how their funds will be used.

Parent Community

PPIE is fortunate to have an energetic, active parent community. Only 11% of families currently participate in the Giving Fund as donors, however their funds, coupled with matching corporate gifts, brought in over \$450,000 during the 2014-2015 Giving Fund campaign. Parents also serve on the 30-member Education Foundation Committee (EFC), comprised of 2-3 parent volunteers, teachers and administrators from each school site. EFC members serve as liaisons to their school sites and parent clubs, help set guidance for Giving Fund goals, explore and initiate marketing opportunities, and plan and execute fundraisers, registration days and more.

The partnership and collaboration between PPIE and each school site's Parent Clubs is vital to the continued high quality of the education available to all of Pleasanton's students.

Katie Brunner, 2014-2015 PTA Council President



Partner Opportunities

Each year, PPIE offers a variety of ways our partners can help us support education.

Innovative Grant Program

Now in its 25th year, the PPIE Foundation Innovative Grant Program has awarded over \$850,000 in grants to students, educators and counselors to fund projects that are student-focused, promote creativity and innovative thinking, and offer expanded learning opportunities. Three grant cycles each year ensure educators, students and national competition teams receive support to take their ideas and activities to the next level. In

We are grateful for the strong support from PPIE, Parents Clubs, and all of our business partners. With their support, PUSD is able to provide a stellar education to students who continue to make us proud based on their academic achievements and service to the community.

*Parvin Ahmadi, Superintendent
Pleasanton Unified School District*

2013-2014, PPIE saw a surge in applications (four times the usual amount) demonstrating increased need and a trend we expect to continue.



Toasts & Tastes of Fall Fundraiser

This annual fundraiser celebrated its 10th anniversary in 2013 and is recognized as the one night each year where all stakeholders supporting our schools come together to celebrate education. The event is a culinary competition where 15 teams (named for each school and comprised of a chef, principal, corporate sponsor, and school administrator) vie for first place in one of three categories: Slow, Savory and Sweet. Donations of auction items are always needed and a variety of sponsor opportunities are available, some of which guarantee placement on a chef team. The 11th annual event will be held October 17, 2014 at Castlewood Country Club.

Pleasanton Run for Education

participants and raising over \$80,000. The Fairgrounds and included a Half Marathon, 5K race, and a Kids' Challenge for ages 12 & under. Following the race, participants and spectators enjoyed food, fun and a surprise 'flash mob' entertaining at the post-race Expo. It's a great way to spend a Sunday being fit and having fun with family members and friends to support education. The 3rd annual Pleasanton Run for Education will take place on April 12, 2015. A wide range of volunteer opportunities and sponsorship levels are available. Please visit ppierun.com for details.

The 2nd Annual "Pleasanton Run for Education" took place April 13, 2014 and gained momentum from last year, attracting 2,700 running events started and finished at the Alameda County

We donate to PPIE to help ensure that the Pleasanton Unified School District continues to have the resources necessary to provide opportunities regardless of what is happening with the State budget, preserving vital programs in downturns and enhancing offerings in good times.

*Mike & Susie Montoya
Parents of Elementary School Students*

Contributions to 2013-2014

Fundraising for 2013-2014 occurred during the previous school year. Thanks to the support of the community, PPIE contributed over \$600,000 to programs and services that benefitted students across the Pleasanton Unified School District. During the 2013-2014 school year, support came as a result of money raised through the annual Giving Fund, events and corporate grants.

Class Size Reduction

Smaller class sizes in elementary schools give students the opportunity to learn new, basic concepts in an atmosphere where they can focus better and receive more personal attention from their teacher. With PUSD budget cuts over the last several years, the class size at the kindergarten through 3rd grade levels had increased from 20 students in 2008 to 30 students in 2012. Many parents in the elementary community wanted smaller class sizes for their children so that was an area of focus for PPIE's 2013-14 Giving Fund. The state would only subsidize class size reduction in a certain order, with 1st grade as the first level to be reduced. PPIE provided funding to help bring class sizes for 1st grade classrooms across the district down from 30 to 25 students.

Technology Specialists

In addition to class sizes, the budget cuts in previous years impacted many staff positions, including technology specialists. Technology specialists are on site at each school and oversee technology needs at the school, maintain the computer labs and equipment, and instruct students and staff in the use of technology. With the implementation of Common Core Standards, technology is more integral to curriculum and principals wanted technology specialists to be on site more hours than the district could fund. At the elementary level, PPIE funded 2 hours of technology specialists daily at every school site. At the middle school level, Hart used PPIE funds to have an additional hour of time each day for their technology specialist.

Technology in the Classroom

At the middle and high school level, PPIE provided funds back to the schools on a per pupil basis to be spent in the areas of technology, class sections or counseling. For the 2013-14 school year, a large percentage of the funds were used to buy new technology:

- **Hart** - Chromebooks, desktop computers, laptops and projectors
- **Harvest Park** – 35 computers for the lab, 34 Chromebooks, cart and software
- **Pleasanton Middle** – 20 Chromebooks and carts, printers for classrooms, software licenses
- **Amador Valley** – 73 refurbished computers for classrooms and labs, 6 document cameras, 10 LCD projectors, 5 Chromebooks for Social Studies
- **Foothill** – 16 Chromebooks, iPads, printers, projectors, 10 laptops for Special Education program



Contributions to 2013-2014

Making deeper and more meaningful connections, both emotionally and socially, is an invaluable opportunity afforded teachers and students because of smaller class sizes.

*Linda Bury, 1st Grade Teacher
Walnut Grove Elementary*



21st Century learning includes using digital tools for critical thinking, collaboration, and publishing. With new technology requirements, found over 80 times in the Common Core Standards, it is imperative that students and teachers have the training and support needed for innovative instruction integrating a variety of digital devices.

*Lisa Highfill
PUSD Instructional Technology Coach*



The Chromebooks that our department purchased with PPIE funds are used nearly every period of each school day. The Chromebooks have been important tools for our students, allowing them to utilize technology to conduct research and work collaboratively on projects.

*Jennifer Zuanich, Social Studies Teacher
Amador Valley High School*

Looking Forward to 2014-2015

How Can I Help?

Donate

- Make a contribution to our Giving Fund or Innovative Grant Program
- Apply for a Corporate Match
- Sponsor an event

Stay Informed

- Visit our website ppie.org
- Like us on Facebook [facebook.com/PleasantonPartnershipsInEducation](https://www.facebook.com/PleasantonPartnershipsInEducation)
- Join our mailing list ppie.org/email-signup/

Volunteer

- Volunteer to help ppie.org/volunteer-tb/

Join Us

- Come join us at Toasts & Tastes of Fall on October 17th at Castlewood Country Club and the Pleasanton Run for Education on April 12, 2015

Annual Report Credits

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Design: Janet Grell

Thanks to the generosity of our community, PPIE donated **\$551,000** to the Pleasanton Unified School District which will directly benefit students during the 2014-2015 school year.

Elementary Schools

- **28:1** Class Size Reduction for Kindergarten and Transitional Kindergarten district-wide (completely funded by PPIE with combined Giving Fund/General Funds at **\$221,000**)
- **1 Chromebook** for each of the 230 elementary classrooms district-wide to support the district's technology plan goal of having a 1:3 device-to-student ratio in every elementary classroom (completely funded by PPIE technology funds at **\$69,000**)

Middle Schools

- **\$95,500** of combined Giving Fund/General Fund monies distributed to schools on a per-pupil basis, with supplements for commitment and participation

High Schools

- **\$68,500** of combined Giving Fund/General Fund monies distributed to the two comprehensive high schools on a per-pupil basis, with supplements for commitment and participation
- **\$5,000** distributed to Village/Horizon High School

Other

- **\$2,000** distributed to the PUSD Special Needs Preschool (\$500 per classroom)
- The hiring of one additional Technology Instructional Coach available for in-service training to instructional staff (completely funded by PPIE at **\$90,000**)



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