



**quality  
education  
is built on  
a strong  
foundation**

*2014-2015  
Annual Report*



PLEASANTON  
PARTNERSHIPS  
*in* EDUCATION  
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 foundation dedicated to supporting students in Pleasanton. 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.

## 2014-2015 Income Sources

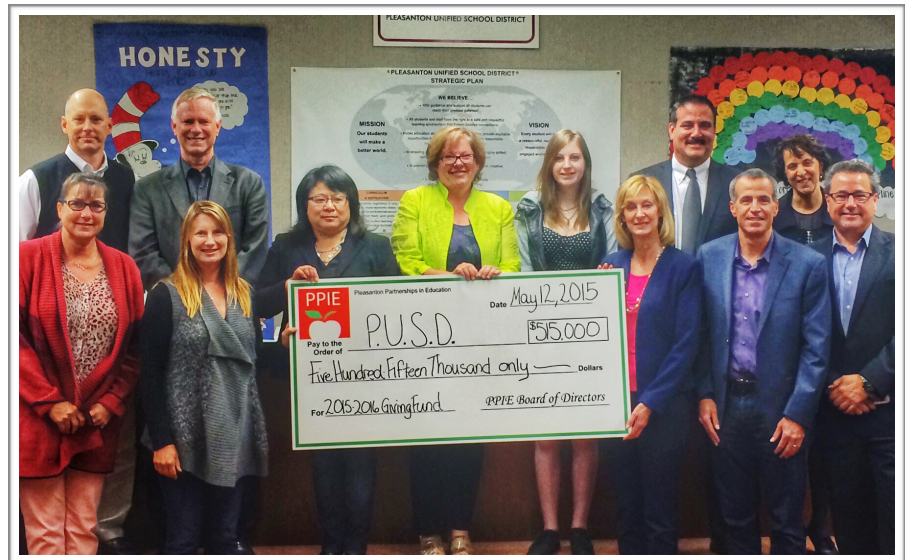
Giving Fund	
Parent Community (gross)	\$445,229
Matching Contributions	\$43,043
Corporate Donors	\$74,227
Events	\$112,182
<b>Total</b>	<b>\$674,681</b>

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.

## 2014-2015 Expenditures

Pleasanton Unified School District	
Instructional Coaches (4)	\$330,000
Middle Schools	\$110,000
High Schools	\$73,000
Harvest Park Preschool	\$2,000
Innovative Grant Program	\$47,980
Operating Expenses	\$48,265
<b>Total</b>	<b>\$611,245</b>





# 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 Fall Gala and Pleasanton Run for Education. 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.



## 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 Parent Communication Council and the Superintendent of Schools ensures that timely information on upcoming needs is shared. PPIE also works closely with educational advisors, district technology specialists and staff to ensure monies raised are distributed to support the district strategic plan, district technology plan and other short- and long-term goals that positively impact as many students as possible. 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.



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

### Volunteer

- Volunteer at [ppie.org/volunteer-tb/](http://ppie.org/volunteer-tb/)

## Parent Community

PPIE is fortunate to have an active parent community that not only contributes to the schools financially through the foundation, but serve as event volunteers and school site liaisons. Their generosity resulted in a surge in family participation for contributions to the 2015-2016 Giving Fund, **up 25% from last year**. Those who serve on the Education Foundation Committee, comprised of parent and teacher liaisons from each school, help PPIE set guidance for Giving Fund goals, support their school-site efforts, and initiate and support PPIE fundraising activities.



## Message from the President

### Board of Directors 2014-2015

#### Executive Board

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

#### Board of Directors

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

#### Student Representatives

Morgan Fiske  
Amador Valley High School  
Maddy Duval  
Foothill High School

#### Staff

Susan Hayes,  
Executive Director  
Sarah Baer, Data Manager

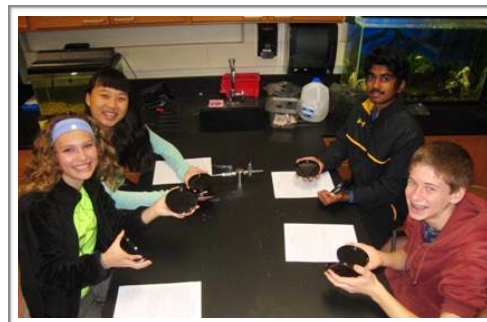
On behalf of the foundation's Board of Directors, thank you for supporting Pleasanton Partnerships in Education Foundation in 2014-2015. Whether you are an individual, family or business, your contributions of time, money - and in many cases both - were crucial to our success.

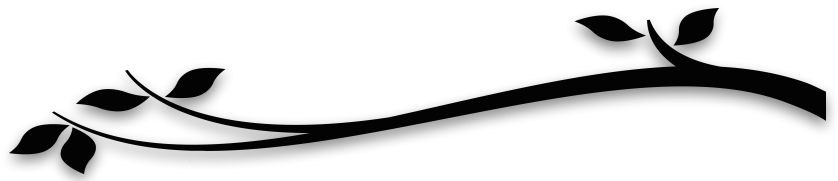
And what a successful year it was! Donations to the Giving Fund reached nearly \$500,000, and the positive impact of the district technology coach PPIE funded the previous year inspired us to expand support for these 'force multiplier' roles to include an additional district-wide math coach and two early literacy intervention coaches for the 2015-2016 school year. We also saw an uptick in corporate donors to the Innovative Grant Programs, enabling us to support even more STEAM projects for students and teachers than in previous years. And the 3<sup>rd</sup> Annual Pleasanton Run for Education became the most successful fundraiser in our history, attracting over 3,000 attendees and raising over \$90,000.

Though funding for education from the State of California returned to some degree last year, we are not yet out of the woods. It is unclear if state funding will ever return to the levels necessary to help maintain the high quality education our community has enjoyed for decades. The foundation's board is therefore committed to continuing our efforts to work with our local partners to maintain quality education in Pleasanton, close the opportunity gap, and ensure all students have the state-of-the-art resources necessary to achieve success in the future.

We hope you will continue to join us on this journey with your ongoing commitment and support as you've done year over year. We cannot do it without you.

Bob Miller  
President, Board of Directors





## Contributions in 2014 - 2015

In 2014 - 2015, the generosity of our community resulted in PPIE donations of \$551,000 to the Pleasanton Unified School District, in the areas of technology and class size reduction, for use during the 2015 - 2016 school year.

### *Technology*

With technology advancing at such a rapid rate, coupled with the implementation of Common Core curriculum, technology has become an integral part of educating Pleasanton students.

#### *Devices*

In order to support the district's technology plan of having 3:1 student to device ratio, a large percentage of PPIE's funds were spent on new devices. Each of the 230 elementary classrooms received a Chromebook from PPIE. At the middle schools and high schools, PPIE funds purchased Chromebooks, Chromebook carts, projectors, printers and a variety of other devices.

#### *Technology Instructional Coach*

Teachers must have the training and support they need for innovative instruction for our students to take advantage of the newly purchased devices. PPIE recognized this need by fully funding one Instructional Technology Coach for 2014-15, allowing the district to offer teachers the opportunity to learn new tools and strategies from 2 different coaches to engage 21<sup>st</sup> century students.



### *Class Size Reduction*

During 2014-15, the District reduced class sizes for 1<sup>st</sup> through 3<sup>rd</sup> grade from 30 to 25. However, a reduction in class size was not budgeted for Kindergarten and Transitional Kindergarten classes. PPIE funded a reduction in Kindergarten and Transitional Kindergarten classes from 30 to 28 students, allowing for more personal attention from their teacher in their first year of school.

**The Instructional Coach was instrumental in helping me plan and implement the use of GoogleMaps and technology into a project for my 8th grade French students, creating an up-to-date, exciting and culturally relevant project for all of my students.**

*Katy Arcuri  
Harvest Park Middle School*





## Partner Opportunities

Corporate and Community partners help PPIE support education in a variety of ways. Contact Susan Hayes at [executivedirector@ppie.org](mailto:executivedirector@ppie.org) to find out how your company or organization can help.

### *Innovative Grant Program*

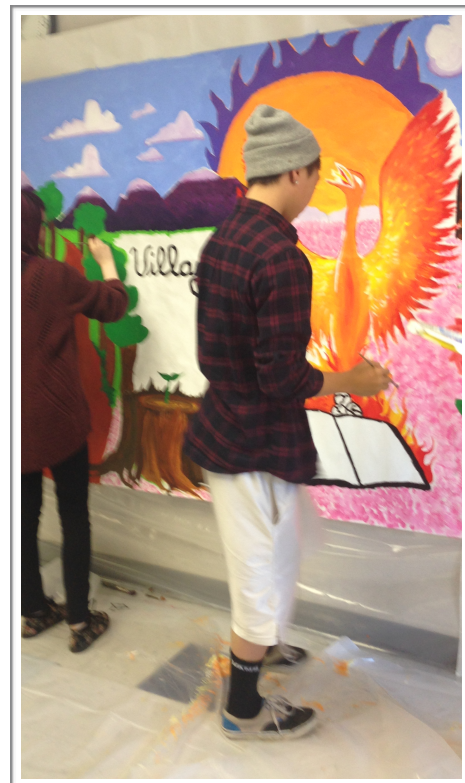
Corporate and Community sponsors help fund the foundation's Innovative Grant Programs. Over the past 20 years, PPIE has awarded close to \$1 Million in grants to fund projects that are student-focused, promote creativity and innovative thinking, and offer expanded learning opportunities. Three grant cycles each year ensure educators, students and academic competition teams receive support to take their ideas and activities to the next level. Sponsorships range from \$1,000 to \$30,000 annually.

### *Real Estate Community Sponsor Program*

The high quality education students receive at our public schools has drawn families to settle in Pleasanton for decades. As a result, local real estate and mortgage brokerage professionals have become important resources for new families joining our community. To highlight realtors with close ties to the education community, PPIE launched this program in 2015, offering all local real estate and mortgage brokerage professionals an annual live link listing on our website, in addition to other benefits, for an annual donation.

### *Event Sponsorship*

With the help of corporate and community sponsors, PPIE hosts two major fundraisers annually, one in the fall and another in spring. In October, 2014, the 11th Annual Toasts & Tastes of Fall took place at Castlewood Country Club and a benefit concert at the Firehouse Arts Center is slated for October 2015. Our spring event, the 3rd Annual Pleasanton Run for Education, took place April 12, 2015, bringing out a record number of participants and raising over \$90,000 for the foundation. The 4th Annual Run will take place April 17, 2016. Please visit [www.ppie.org](http://www.ppie.org) and [www.ppierun.com](http://www.ppierun.com) for event sponsorship details.





## Corporate Donors

### Key Foundation & Grant Donors

Oracle  
The Clorox Company  
Pleasanton Weekly Holiday Fund  
Hines Management Company  
Walker Family Trust

### Real Estate Community Partners

Anna Ruotolo,  
New American Funding  
Julia Murtagh,  
Alain Pinel Realtors  
Perry & Tianne Vittoria,  
Rinetti & Co. Realtors  
DeAnna Amario & Liz Venema,  
Amario-Venema Homes  
Debi Zentner,  
Diversified Mortgage Group

### 2014 Fall Event

Autumn Gold  
The Clorox Company  
KKIQ  
Ogden Costa Creative Group  
Oracle  
Robert Half International

Fall Foliage  
Black Tie Transportation  
Fremont Bank  
Vulcan Materials Company

Harvest Hues  
Balloons and Beyond  
Club Sport  
Kaiser Permanente  
Pleasanton Police Officers' Charitable Foundation  
Pleasanton Rentals  
Pleasanton Weekly  
Thermo Fischer Scientific

### 2015 Pleasanton Run For Education

Title Sponsor  
ClubSport Pleasanton

Platinum Sponsors  
KKIQ  
Walker Family Trust  
Workday

Gold Sponsors  
Nutriyumies  
The Safeway Foundation  
Tri-Valley Triathlon Club

Silver Sponsors  
Active Family Magazine  
Alameda County Fairgrounds  
GoGo SqueeZ  
Greenbriar Homes  
The Independent  
Jersey Mike's Subs  
NORCAL Ambulance  
Nyentek  
Odwalla  
Valley Care Health System  
Zico Coconut Water

Bronze Sponsors  
Bregante + Company LLP  
Dynamite Sound & Lighting – Dj Scott La Rock & Dj Scuba Steve  
European Wax Center  
Heritage Bank of Commerce  
Pleasanton Rentals  
Richert Lumber Ace Hardware  
SC Builders, Inc.  
Wealth Management Associates

Mile Marker Sponsors  
1<sup>st</sup> United Services Credit Union  
AER Worldwide  
Bay East Association of REALTORS Foundation  
BUSC/RAGE Soccer Clubs  
Delores Gragg, Keller Williams Realtor  
The First Tee Tri-Valley  
Girls Rule Flag Football  
The Hop Yard Ale House  
Intero Chiropractic  
Mike Carey Investment Real Estate Company  
Pleasanton Ridge Dental Group and Orthodontics  
Schlicher Orthodontics  
Simpson Strong-Tie  
State Farm Insurance, Renee Huber & Larry Damaser, Agents  
Steps Tutoring & SAT/ACT Prep  
Summiting Group  
Sunrun  
Western Rubber & Supply

Kids' Challenge Sponsors  
Amigos – Spanish Immersion Programs  
DTZ  
Enviro Safetech  
Gina Piper, Better Homes and Gardens Tri-Valley Realty  
Opes Advisors  
Pleasanton City Councilmember Jerry Pentin  
Pleasanton Golf Center  
Pleasanton Tutoring  
REV'D PROVISION Co, LLC  
Whole Foods Market Dublin

#### Join Us

Come join us at our **Fall Benefit Concert** on October 1, 2015 at Firehouse Arts Center and our **Pleasanton Run for Education** on April 17, 2016.

#### Annual Report Credits

Photos: Christina Gray of Bella Luna Studios and Captivating Sports Photos, Chuck Deckert, and Amanda Aguilar  
Design: Janet Grell

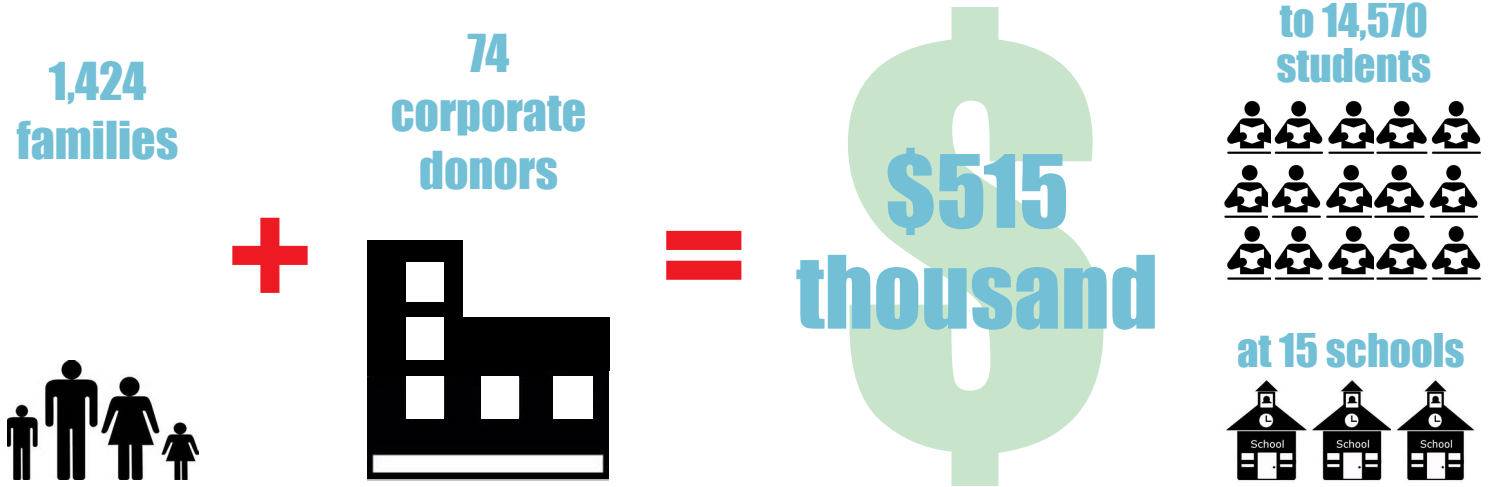




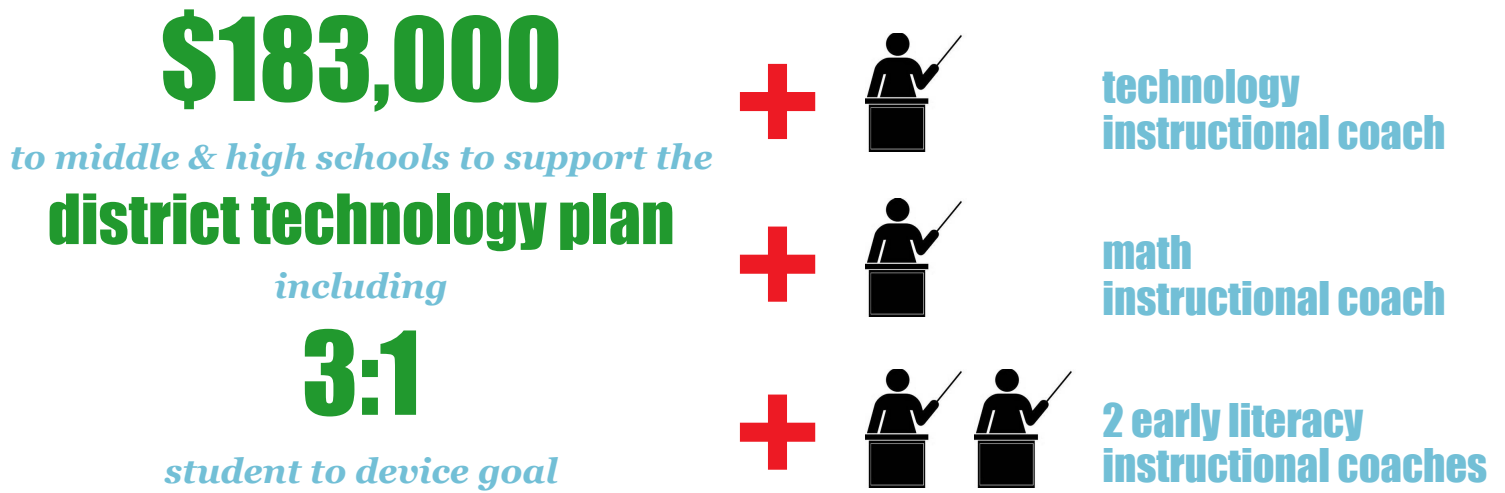
# Distribution in 2015 - 2016

## Giving Fund

with the support of



in the form of



## Innovative Grant Program

