

August 31, 2016

Dear Fellow Parents:

Congratulations on surviving the start of the new school year! As all of us recover from the initial adjustment and begin to settle into a routine, I want to provide some updates for you. Your **Park West Campus Education Fund** has been hard at work throughout the summer preparing for the 2016-17 School Year and our upcoming Fall Campaign.



First, thanks to each of you for your support of our schools. We've heard tremendous feedback and excitement about the Ed Fund and your desire to give back—we appreciate it very much.

Our 2016-17 School Year Fall Campaign will take place October 3rd-21st, 2016.

You'll hear much more about this year's campaign in the coming weeks, but I want to share a preview of what you can expect:

- ✓ **A more inclusive, comprehensive campaign that integrates families and our community.** You can expect events throughout the campaign that will bring us together, including items such as a Food Truck Rodeo and even Grandparents Day.
- ✓ **A clear vision with specific items that our Principals have identified as needs for our schools.** It's important that you have a line of sight to the impact that your dollars will have on our schools this year, and you can expect that as part of our communication.
- ✓ **Increased electronic and social media communication:** Please take the time to visit our updated website at www.parkwestedfund.org and then "Like" us on Facebook at <https://www.facebook.com/Park-West-Campus-Ed-Fund-154440468011629/>. We will be communicating throughout the campaign via our Facebook page and other forums that are convenient for you.

We hope you will plan to give what you can during this year's campaign. Because our schools are located in an affluent area, we receive less funding from the district and other sources. (Our average Per Pupil Expenditure is \$3,637 less than the CCSD average. If we were funded at the CCSD average, our 3-school campus would receive an additional \$11,412,906 per year). As we work to offset that shortfall by raising additional funds, please help. There is a lot to accomplish and *together* we can achieve more.

Sincerely,

Rick Arthur
Chairman, Park West Campus Education Fund
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