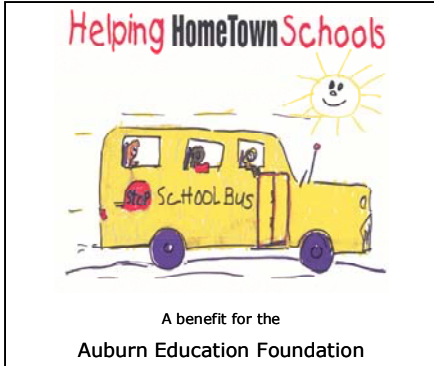


# Auburn Education Foundation Embarks on a new Back-to-School Fundraising Campaign

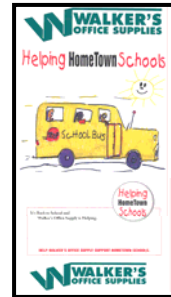
May 10, 2004

Early this year, the Auburn Education Foundation established a committee to work on creating new ways to raise funds to distribute via grants into Auburn Union School District schools. The goal of the committee was to establish a new annual fundraising event that targets the business and professional communities that builds AEF's visibility, credibility and worthiness.



After meeting a number of times and considering many possibilities, the Foundation received an irresistible offer from Sue Thompson of Hometown Realtors to help support and expand the very successful "Helping Hometown Schools" back-to-school fundraiser. The Foundation received over \$12,000 from the inaugural version of this fundraiser last year.

The fundraiser runs during August and September, with setup in May, June and July. During the campaign, Hometown Realtors contributes at least \$150 per closing. Affiliated businesses like lenders and title companies are asked to make similar contributions. Donations from other businesses and individuals are also solicited with a highly visible donation cans.



Promotion for the campaign is supported by newspaper articles, advertising, banners, posters and promotional items. Hometown Realtors is a major advertiser and will feature the campaign prominently in its ads and campaign will also be supported by the Auburn Journal which ran supporter thank you ads last year and provided promotional posters.

For 2004 the Foundation is working with Hometown Realtors to help make the back-to-school campaign even more successful. Efforts will be made to extend the campaign to include more types of business. As Sue says, "good schools mean good business and better communities".

***Please Volunteer to Help!***

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The mission of the Auburn Education Foundation is to secure and distribute funds to provide educational experiences and curriculum materials for the benefit and enrichment of the students in the Auburn Elementary School District. Since 2001, the Foundation has funded 119 grants for more than \$36,000.

Questions about the Foundation can be directed to President Dr. Ed Gilligan, 530-823-8335. Questions about the Helping Hometown Schools campaign can be directed to co-chairs Ken Nittler, 530-885-9890 and Page Eagan, 530-889-9774.



A benefit for the  
Auburn Education Foundation

## **Volunteer Sign Ups**

### **June – July – August - September**

### **I'm interested in helping. What do I need to know?**

#### **What the Auburn Education Foundation is Asking:**

We are asking for two kinds of volunteers, weekly and “as needed”. Because the first part of this campaign is a traditional vacation time, we are asking for weekly volunteers to sign up to help us for a week at a time. To keep it manageable, we are asking that you be available 5 to 10 hours during any week you agree to help. We'll figure out how to work around your schedule to make it work. However, if volunteering for a week at a time doesn't work for your busy schedule, please still sign up as an “as needed” volunteer so we can contact you when we need your help.

#### **What Will I Be Doing:**

At this point, we do not know all the tasks we will be doing, but we have some ideas. Part of this project will be managing our donation cans. Cans will need to be delivered to businesses and picked-up. Posters, stickers and other promotional materials will need to be printed and delivered to businesses. Other tasks will include assisting with contacting businesses to participate, helping with a Helping Hometown Schools Rivercats Baseball Game trip and many other tasks. We will be carefully coordinating the volunteer activities to make sure your volunteer hours count!

**Who Will Be Coordinating This:** Harriet Kroot is the volunteer coordinator for this fundraiser (530-346-2158, hkroot@cwnet.com). Ken Nittler (530-885-9890, knittler@aol.com) and Page Eagan (530-889-9774, mpeagan@juno.com) are co-chairs for the project. Monique Eagan (530-889-9774) is the treasurer.

#### **I Signed Up As:**

\_\_\_\_\_ A weekly volunteer the week of \_\_\_\_\_

\_\_\_\_\_ A weekly volunteer the week of \_\_\_\_\_

\_\_\_\_\_ An “As Needed” volunteer. We'll be calling when we need help!

***Thanks!***