

March 31, 2009

Mr. & Mrs. John Smith
Address
City, State, Zip



Carlsbad Educational Foundation
WHERE KIDS ARE WORTH A MILLION!

Dear [Name],

Remember when you learned how to play an instrument in elementary school...or dissected your first frog in a junior high science class...or conducted your first lab experiment in high school?

At the Carlsbad Educational Foundation, we believe that all students should have the right to a well-rounded education. An education that balances rigorous academics with exposure to a wide range of experiences that help educate, enrich and empower our youth.

To help bridge the gap between what government funding can do and what our students in this community really need, the Carlsbad Educational Foundation has been working hard to identify impact areas that now require additional financial support. The areas we plan to address with new programs starting with the 2009-2010 school year include:



Science Programs—Ensuring that every student is given hands-on, practical opportunities to learn about and engage the world through the wonders of science while bridging the gap between classroom and real-world experiences.



Music Programs—Creating vocal and instrumental learning opportunities for all children to ensure that every child is given a chance to participate in new district-wide music classes starting at every elementary school.



Educational Innovation—Investing in innovation that drives increased student achievement by supporting promising new and existing programs along with the teachers who encourage our children every day.

You can help make this possible ...



These new impact areas are supported by local teachers and administrators, principals, PTAs and the broader community as enhancements that can make life-changing differences for our students.

Your individual support will go a long way to helping us bring these programs to more than 10,000 local students!

Remember last spring when the California budget crisis left us all in fear of drastic cuts in funding for our local schools? Fear of closed libraries, defunct physical education programs, larger class sizes?

This concern is fresh in all our minds and certainly budget woes still prevail in our state. Even with current funding levels, California ranks near the bottom of the list in per-pupil spending—*in fact, our state is 47th out of 50 states in the nation!*

With your help last year, the Carlsbad Educational Foundation was able to intervene when concern over school funding was at its height—with a \$600,000 donation that kept Carlsbad school libraries open district-wide and paid for teaching and coaching stipends to preserve the arts, music and sports.

Over the years, a variety of donors who trust our local foundation have been instrumental in helping us raise private funds and invest wisely in local public education. This support comes from local businesses, through special events like our Celebrate Carlsbad Day at LEGOLAND® California, the Kids Are Worth A Million™ telecast **and from individuals like you!**

As a local non-profit organization recognized for its track record of investing in educational excellence, all donations made to the Carlsbad Educational Foundation are fully tax-deductible.

Despite the tough economic times, we all share a fundamental belief that our children truly represent the future. Together, we can make a real difference. Please show your support by using the enclosed envelope or making an online donation today at **www.CarlsbadEd.org**.

However big or small, every donation will make a difference in the lives of Carlsbad students in the upcoming year. Thank you for investing in their future!

With sincere gratitude,



Valin Brown
Chief Executive Officer



P.S. Your employer may match your contribution, so please ask...
This is a great way to double your donation!

We're truly excited about our new direction. Consider learning more about the Carlsbad Educational Foundation by visiting us online at www.CarlsbadEd.org or calling 760.929.1555.

