

Great schools are everybody's business!

RCEF Local Business Program

The Redwood City Education Foundation (RCEF) has been partnering with business leaders for 26 years, providing unique opportunities to support the health of our community by contributing to our public elementary schools.

Our Local Business Program is specifically tailored to help local businesses partner with us. Signing up is easy: just mail in the attached participation form, or contact us for pick up at: info@rcef.org or (650) 568-0233.

Give As You Shop Program

Contribute to the RCEF on a monthly or quarterly basis based on percentage of sales by customers who identify themselves as RCEF supporters or otherwise qualify. For more information, visit: www.rcef.org/shop.html

Benefit for a Brighter Future: 2010

Our premiere fundraising event of the year offers even more opportunities to reach parents and community members. The Benefit for a Brighter Future will be held April 30, 2010 at the Pacific Shores Center. For information about sponsoring this event, please visit: www.rcef.org/brighterfuture.

Participation Advantages

- Promotion in RCEF publications and website, directly reaching more than 11,000 Redwood City households.
- Window stickers or real estate sign riders that instantly notify parents that you support our local schools and their kids.
- Recognition of your support in local media.
- Our presence at your local business networking organizations such as the Chamber of Commerce.
- Tax deductible donation

About the RCEF

The Redwood City Education Foundation (RCEF) has been working since 1983 to help provide our public elementary and middle school students with a well-rounded education that will prepare them for success in high school, college, work, and life.

Participation Levels	Bronze \$50 to \$99	Silver \$100 to \$249	Gold \$250 to \$499	Platinum \$500 up	Give As You Shop
2010 Newsletter – Distribution: 11,000					
Business card-size ad – artwork by you or RCEF	--	--	--	✓	--
Listing with company name, phone, address, and email	✓	✓	✓	--	✓
Logo	--	--	✓	--	✓
RCEF Website – Local Business Supporters Page – www.rcef.org Listing posted until December 31, 2010					
Listing with name, phone, address, and email	✓	✓	✓	✓	✓
Logo	--	✓	✓	✓	✓
Link to your website	--	--	--	✓	--
Other Promotional Opportunities					
Window or counter sign	✓	✓	✓	✓	✓
Sign rider (realtors)	--	✓	✓	✓	--
Thank you ad in local publication	✓	✓	✓	✓	✓
Recognition flyer sent home with students – Distribution 9,000	✓	✓	✓	✓	✓



Sign me up as a 2010 RCEF Business Supporter!

_____ I would like to participate in the Local Business Program at this level:

_____ Platinum Level \$500 _____ Gold Level \$250 to \$499

_____ Silver Level \$100 to \$249 _____ Bronze Level \$50 to \$99

_____ I would like to participate in the Give As You Shop Program. Please contact me.

_____ I would like to sponsor the Benefit for a Brighter Future 2010. Please contact me.

Please return this form with payment to:

RCEF
PO Box 3046
Redwood City, CA
94064
Attention: Local Business Program

Or contact us for pick up at:

email: info@rcef.org
Phone: (650) 568-0233

Company Information

Name: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ email: _____

Website: _____

Payment Information

_____ I am including my check for \$ _____ made payable to the Redwood City Education Foundation.

_____ I am charging \$ _____ to my _____ MasterCard _____ Visa

Name on credit card: _____

Credit card number: _____ Expiration date: _____

Signature: _____

Artwork

Please forward all artwork to: info@rcef.org.

File formats: Logo artwork: jpg, ai, eps, pds Business card ad (Platinum only): jpg, eps, pds

Thank you for your support!

Fast Facts About the Redwood City Education Foundation

- We have been supporting the students of the Redwood City School District since 1983.
- In the 2009/10 school year we are helping to fund:
 - o Music for Learning, music instruction for all 2nd through 4th graders.
 - o Outdoor Education, a one-week, residential science program for all 5th graders.
 - o Wellness programs to provide fitness opportunities for all students.
 - o SMART grants to bring teaching innovation in science, math, art, and technology into the classroom.
- In 2008/09, we raised \$300,000 with contributions from major corporations and foundations, local businesses and organizations, community members, and school parents.
 - o Around \$34 per student in program funds
 - o Compares with average of \$425 per student raised by neighboring foundations
- Our fund-raising goal for 2009/10 is \$350,000 or around \$40 per student.
- We plan in the future to extend music program to more grades, support PE at all schools, and increase SMART grants, among other possibilities.
- We offer a Local Business Program to partner with our business community (www.rcef.org/businesspartners).
- We hold the Benefit for a Brighter Future fundraising event annually and welcome sponsors and volunteers (www.rcef.org/brighterfuture).
- We are a 501 (c) non-profit organization with a 14 member all-volunteer Board of Directors made up of parent and community members.
- We are one of more than 600 education foundations in California.

Fast Facts About the Redwood City School District

- Serves kindergarten through 8th grade (K-8) students from Redwood City and areas of San Carlos, Atherton, and San Mateo County.
- 2nd largest K-8 district in San Mateo County.
- Total student population is just over 9,000, up 9% from 2008/09: 61% of students are socio-economically disadvantaged, and 48% are English learners
- Since standardized testing began in 1998, test scores have risen steadily. In 2008/09, six schools exceeded 800, the state's target Academic Performance Index, and seven schools scored over 700. In 1998, only one school scored above 800 and one above 700.

Reasons to Partner your Business with the RCEF

- You understand that good schools don't just happen — communities decide to make education a priority! The highest-achieving districts in our area — Palo Alto, Menlo Park, and San Carlos — all have successful education foundations.
- You know that Redwood City is a great place to live and do business, and you want the quality of the schools to reflect the high quality of life here.
- You believe that good schools result in a better business climate, higher property values, lower crime rates, and a stronger community.
- You support your neighborhood school and now you want to make a contribution that supports programs like Music for Learning, Outdoor Education and our SMART grants that serve the entire school district.
- You want to ensure that all public school children have programs like music, art, and PE, which were once standard, but are no longer funded by the state.
- You want to invest in the future. Wouldn't it be nice if many your employees, customers, and fellow business owners and professionals 20 years from now were home-grown kids?
- You know it is the right thing to do. You want to make a difference in the life of a child who has fewer educational opportunities.
- You are worried that constant budget cuts in Sacramento will irrevocably harm our public education system, producing a generation of adults poorly prepared to join the workforce.

***Please join with us today in helping our students
get the education they need to succeed!***

The RCEF has been working hard since 1983 to provide our public elementary and middle school children with the education they need to succeed in high school, college, work, and life.