

# REDWOOD CITY EDUCATION FOUNDATION ANNUAL GIVING LEVELS



## FUNDING EQUITY IN REDWOOD CITY

Using an equity lens, RCEF ensures that each donation received goes towards providing mental health and educational support to the three underserved schools that have no fundraising arm (Parent-Teacher Organization or PTO).

*88% Of students in these schools are either unhoused, English-language learners or receiving free and reduced lunch.*

Unlike the nine redwood city school district schools that have PTOs, which raise between \$100,000 and \$700,000 annually per school, these three schools are unable to raise any funds for essential programs that fill in the gaps left by inadequate public school funding.

RCEF raises funds to help bridge the resource gap in the face of declining investment and budget cuts.

## About RCEF

The Redwood City Education Foundation (RCEF) is a community-based organization that provides financial support, targeted advocacy, and meaningful community engagement to address systemic inequities and help all students thrive.

Our mission is to increase the academic performance of underserved K-8 public school students by addressing social-emotional resilience, mental health, and academic readiness.

## We Need Your Support

Support from you, our Giving Partners, is critical in providing help where students need it most. When you invest in education, it not only helps guide positive transformation in our communities, but also distinguishes your business as a social leader.

As an RCEF giving partner, your brand will reach thousands of local community members who shop, dine, and play in Redwood City. See the Giving Levels & Benefits below for details. We hope you will join the movement and invest in Redwood City students by supporting RCEF this year.

# RCEF Events Visibility & Impact

Redwood City Education Foundation offers cross-promotion opportunities through our events and communications, including access to a **network of over 12,000 Redwood City parents and community members**. By sponsoring our events, your brand gains unparalleled exposure while supporting equitable education for all students in our district.



## Redwood City Wine Walk - May 14, 2025

Hosted in partnership with the Rotary Club of Redwood City, this downtown celebration brings together over 300 attendees and 20 businesses for an unforgettable evening of wine, cuisine, and community. It's a chance to showcase your brand while supporting equitable education, all in a vibrant atmosphere filled with connection and camaraderie.

## RCEF Equity Summit - February 6, 2025

Our flagship event gathers leaders, families, and community members from all 12 schools in Redwood City for impactful discussions on educational equity. It's the only event in the city that bridges divides by uniting diverse groups, inspiring collaboration, and empowering participants to take action toward a brighter, more equitable future for every student.



## TK/Kinder Resource Fair - May 31, 2025

This lively spring event welcomes over 100 incoming RCSD families, creating meaningful connections with school leaders, local businesses, and community resources. It's a unique opportunity for sponsors to connect with new families through social gatherings, informational sessions, and a community coupon book featuring local businesses.



# RCEF Annual Giving Levels



**SEED  
LEVEL**

**\$500**



**NURTURE  
LEVEL**

**\$1,000+**



**SPROUT  
LEVEL**

**\$2,500+**



**SAPLING  
LEVEL**

**\$5,000+**



**EVERGREEN  
LEVEL**

**\$10,000+**



**GROVE  
LEVEL**

**\$25,000+**

	SEED LEVEL \$500	NURTURE LEVEL \$1,000+	SPROUT LEVEL \$2,500+	SAPLING LEVEL \$5,000+	EVERGREEN LEVEL \$10,000+	GROVE LEVEL \$25,000+
<b>SOCIAL MEDIA</b>	Event Posts	Events Posts	Dedicated Post	2 Dedicated Posts	4 Dedicated Posts	6 Dedicated Posts
<b>WEBSITE</b>	Event Recognition	Events Recognition	Small Logo	Medium Logo	Prominent Logo	Premier Logo
<b>NEWSLETTERS</b>			Recognition	Logo Placement + Recognition	Bi-Annual Logo Placement + Recognition	Quarterly Logo Placement + Recognition
<b>ANNUAL REPORT</b>	Listed	Listed	Small Logo	Medium Logo	Large Logo	¼ page Ad
<b>PRESS RELEASE</b>					✓	✓
<b>EVENT SPONSORSHIP</b>	RCEF Equity Summit* or TK/Kinder Resource Fair	RCEF Equity Summit TK/Kinder Resource Fair	RCEF Equity Summit TK/Kinder Resource Fair Wine Walk - Cellar Advocate	RCEF Equity Summit TK/Kinder Resource Fair Wine Walk - Reserve Patron Wine Walk VIP Party	RCEF Equity Summit TK/Kinder Resource Fair Wine Walk - Grant Cru Champion Wine Walk VIP Party	RCEF Equity Summit TK/Kinder Resource Fair Wine Walk - Grant Cru Champion Wine Walk VIP Party

\*To ensure your sponsorship is featured prominently in RCEF Equity Summit event materials and promotions, please confirm your commitment by February 1, 2025