

2020 – 2021 Direct Donation Campaign
September 23rd – October 16th



Dear Broadway Families,

We are excited to begin the 2020-2021 year! We have an amazing school and are extremely fortunate to have dedicated faculty, staff, and administration. Each year the PTO oversees many fundraising efforts in order to raise the money needed to support our annual expenses. **Our largest fundraiser of the year is our Direct Donation Campaign and on September 23rd, we are kicking off our 6th year!** Fundraising assists with expenses that include important resources such as technology improvements, recess and playground sports equipment, online learning memberships, leveled readers, staff appreciation, classroom grants, and SO much more!

Thanks to the generosity of previous parent donations last year, the PTO was able to give Broadway Elementary \$54,000 to increase the supply of chromebooks, ipads, various classroom technology, online learning and various other programs. This year, the goal for our sixth annual Direct Donation Fundraising Campaign is **\$25,000!** With your generous gifts, we are planning to once again increase our school technology to assist teachers in virtual learning, as well as provide continued funding for the many smaller projects within the school that we support every year.

No gift is ever too small to ensure that your child comes to school each day in the best environment possible. Online donations are encouraged and can be made on the PTO website at the start of the campaign as well as Venmo. Anyone can contribute in your child's name - grandparents, aunts, uncles, cousins, friends, or your place of business – and those donations will count towards their overall total for STAR incentives.

Your donation is 100% tax deductible, and a receipt will be provided for your tax purposes. Thank you for your continued support of the Broadway PTO!

Eden Barrett
PTO VP, Fundraising
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In appreciation of your generous donation, we are offering three great STAR incentives:

PLATINUM STAR:

Donation of **\$500** or more, per *family*

- Exclusive Entry to Ice Cream Sundae Party
- Pizza with the Principals one afternoon
- Recognition in 2020-2021 Yearbook
- One Personalized Engraved Brick Paver
(to be installed around flagpole in front of Broadway)
(subsequent bricks available for each additional \$100 donation)

SILVER STAR:

Donation of **\$250** or more, per *family*

- Exclusive Entry to Ice Cream Sundae Party
- Pizza with the Principals one afternoon
- Recognition in 2020-2021 Yearbook

GOLD STAR:

Donation of **\$100** or more, per *family*

- Exclusive Entry to Ice Cream Sundae Party
- Recognition in 2020-2021 Yearbook