



Parent Teacher Association / Asociación de Padres y Maestros  
**Alvarado Elementary School**

Dear Friend of Public Education,

As a public school, Alvarado is dependent on fundraising efforts like our annual auction to provide crucial academic programs that district and state budgets cut years ago. The **Alvarado Elementary School Auction** – the school’s biggest fundraising event of the year – is held every March to raise funds to support important student programs including science, literacy, math, art, physical education, computer skills and much more.

The State of California has been consistently ranked at or near the bottom of the list of states’ spending on public education per student. We have a long way to go to fill the gap and continue meeting the academic and developmental needs of our 542 children.

Through the hard work of the Alvarado community and the generosity of our neighbors and friends throughout the city and beyond, our last auction in March 2016 raised more than \$145,000.

We desperately need this community support, so our children can continue to thrive. **Can we count on you to donate a gift certificate or item from your business to our upcoming auction, to be held on Saturday, March 18, 2017, at the SOMArts Cultural Center?** The Alvarado PTA is a 501(3)c nonprofit, so all gifts or donations are tax deductible to the extent permitted by law.

If it wasn’t for generous donors like you, we simply would NOT be able to continue providing crucial programming to Alvarado’s students, many of whom are socio-economically disadvantaged (34%), English language learners (37%), and/or special needs (12%). Your donation helps ensure the success of our children, and our community’s future.

**Your tax-deductible donation will:**

- Attract NEW customers to your business (business owners that donate gift certificates report that they bring in more foot traffic, and generate additional purchases)
- Build more loyalty among your EXISTING customers
- Generate higher than face-value funds for Alvarado (many of the gift certificates sold in our Silent Auction close at higher than face value!)
- Offset long-term budget cuts, from both district and state levels
- Help fund essential programs in literacy, technology, art, science, PE, computer skills and more
- Directly benefit all 542 Alvarado students

With your help, we can make a difference in the education of San Francisco's public school students. We thank you for your consideration of our request. Please help us by making a donation today.

Sincerely,

Nili Poynter (415) 850-4043, Cameron Sellers (650) 269-3366 and Buffy Kinstle (415) 596-0548

*2017 Alvarado PTA Auction Co-Chairs*

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[www.alvaradoschool.net/auction2017](http://www.alvaradoschool.net/auction2017)