May 26, 2010

Dear After School Program Supporter:

Thank you for helping to save the Costa Mesa R.O.C.K.S. after school programs at 11 school sites serving more than 2000 children annually.

As you likely know, the City of Costa Mesa is facing a $16 million dollar revenue shortfall for the upcoming fiscal year. The City Council will be voting on the 2010-2011 City Budget on June 15. Should this budget be approved, the R.O.C.K.S. afterschool playground program will be cancelled.

The City’s R.O.C.K.S. (Recreation On Campus for Kids) afterschool program is held at 11 school sites. This year, more than 2,100 children participated in the program at a cost of $295,000 to the City’s General Fund. The average attendance is more than 750 participants per day. That’s roughly only $400 per year, per student!

Staff at each site plan and supervise a variety of activities with support from the principal and PTA on campus. Homework help, arts and crafts projects, sports, reading, active and passive games, board games and school service projects are offered each week. There is no maximum capacity of children allowed to participate. The staff to children ratio is 1 staff person for up to 25 children. Average daily attendance at each site dictates the number of staff supervising activities, and hence the cost per site:

$22,000: Adams, California, Kaiser, Killybrooke, Paularino, Pomona (average 35-50)
$26,500: Davis, College Park, Victoria and Whittier (average 50-100)
$35,000: Sonora, the largest program, averages 100-150 children each day

The City of Costa Mesa, Newport-Mesa Unified School District, and Costa Mesa school PTAs have partnered together to find solutions to the budget crisis impacting kids and find the funds to save these critical programs. We need your help too!

On June 9, 2010, from 2:00 – 6:00- p.m., you will join fellow community, business, and philanthropic leaders, along with public officials to take yourself back to the elementary school playground swings to raise money for R.O.C.K.S.
Your goal is to raise $2,000 to help reduce the cost of the $295,000 program. Bring your cell phone and contacts list and dial for dollars while experiencing the fun of a playground swing set. On the following pages you will find tools and information for soliciting and collecting pledges. Depending on your school site chosen, additional activities may be happening on the day of the event.

Thank you again for your support and willingness to help keep kids in a safe, healthy, supervised place after school. Let’s swing together for kids!

For more information and to sign up to swing on June 9, please contact me at Katrina@ocfoleylaw.com or (949) 502-8800, ext. 203. Here is your chance to make a real difference for kids!

Sincerely,

Katrina Foley
Costa Mesa City Council Member
Sonora School PTA President
Collecting Pledges

Each participant has committed to raise $2,000 to save the R.O.C.K.S. After School Program. Participants are asked to solicit support with pledges from their colleagues and personal contacts and will not be "let off" the swing set until they have reached their goal.

Donations may be made by a single donor, company or multiple gifts from your personal contacts. Donations are accepted online at http://sonora.nmusd.us/donate or by check payable to Sonora PTA or Costa Mesa Community Foundation. Checks should have your name included on the memo line, along with the notation: SWING FOR ROCKS at (insert preferred school), and be mailed to:

Sonora PTA
966 Sonora Road
Costa Mesa, CA 92626
Fax: 949-502-8801

Costa Mesa Community Foundation
P.O. Box 10268
Costa Mesa, CA 92627

Before June 9, 2010

Spread the Word

Get the word out on Facebook, Email, and by word of mouth. Remember, every gift, no matter the size, helps reduce the cost to run the program. Refer your friends and colleagues to http://sonora.nmusd.us/donate for information and to donate.

Collect Pledges

We don’t have much time, so both hard copy and electronic pledge forms are available for your convenience. You can meet your $2,000 goal by securing the donations in advance of June 9 and bringing them to the swing-a-thon site to inspire others!

On the Day of the Event at the School & on the Swing Set

Be ready to call everyone that you know to ask for a donation. You can refer them to the website to donate online or get a pledge for a contribution by mail. YOU CAN’T GET OFF THE SWING UNTIL YOU REACH YOUR $2,000 GOAL!
Pledge Form

I pledge to donate __________ to save the Costa Mesa R.O.C.K.S. After School Programs at 11 school sites.

Name: ________________________________

Company: ______________________________

Address: ______________________________

Address: ______________________________

Credit Card (circle one) Visa MasterCard American Express Discover

Credit Card #: ________________________ Exp. ______ Sec #______

Billing Address: ____________________________

Address: ______________________________

Phone#: (____) _________________ Email: __________________________

I authorize you to charge the pledge amount to my credit card as explained above.

X ___________________________ Date: ______________

Personal Website Information

Name(s) to use for “Swing Participant Recognition: __________________________

Company/Affiliation Name and Title: __________________________

Please fax back to ______________ at ________________

SONORA PTA is a 501 (c) 3 Charitable Organization and your donation is deductible!

Tax ID # 23-7032735