

**Westlake Parent-Teacher Association**  
c/o Westlake Elementary School  
1000 High Street, Santa Cruz, CA 95060  
president@supportwestlake.org

Dear Westlake Families,

Your support and participation is what makes our Westlake school community so amazing! The 2023/2024 school year is off to an incredible start. **In the spirit of building and supporting our community, we write to you with our yearly direct appeal.** Your donations allow Westlake Elementary School to offer fundamental educational experiences that the state and district are not able to provide.

Because of your support, students have access to six learning assistants, a PBIS tech (personnel to support social emotional needs of students on campus) and student support room, library updates, an Arts Coordinator, playground coaches, assemblies, increased time in Life Lab with Teacher Jane, and enriched learning experiences (including chess and math club). Because of your support, teachers have more resources to support their classroom needs and the art program has enhanced supplies.

**The suggested donation amount if you have one student enrolled at Westlake is \$300. If you have more than one student enrolled at Westlake, the suggested donation amount is \$500.** Our goal is for every family to participate this year at the level they are able to; your participation is what matters. Every donation and every dollar makes an impact on every student's experience at Westlake, no amount is too small!

We are excited to offer an incentive again this year! Families that contribute \$550 (if you have one student at Westlake) or \$750 (if you have more than one student) will receive a special edition Westlake beach towel that will have our new Westlake logo!

There are many ways to donate to the direct appeal; more detailed information can be found in the packet attached and at [www.supportwestlake.org/donate](http://www.supportwestlake.org/donate).

We are very grateful to be in the Westlake Wildcat family with you and we thank you very much for your financial support. **Your generosity enables Westlake Elementary School, our community, and our children to thrive.**

With Great Appreciation,

Ash Akerson, PTA President and Acacia Kautz, PTA Vice President

*The Westlake PTA is recognized as a section 501(c)(3) non-profit by the IRS.  
your donation is tax-deductible as allowed by law. Tax ID 94-6174766.*



# HIKING UP TO REACH \$175K

Help Wildcats reach our goal! Direct Appeal is  
August 28, 2023 - September 15, 2023



[www.supportwestlake.org/donate](http://www.supportwestlake.org/donate)



## HOW TO CONTRIBUTE:

### Gift Amount of your Choice

One lump sum gift of:

- \$300 - suggested for 1 student
- \$500 - suggested for multiple
- Any amount is appreciated- your participation is what counts!

A Gift for You!

To thank families who donate \$550/child or \$750/multiple, we will gift a towel with new Westlake logo

### How to Pay

- Cash/Check
- Credit Card Online
- Recurring payments optional

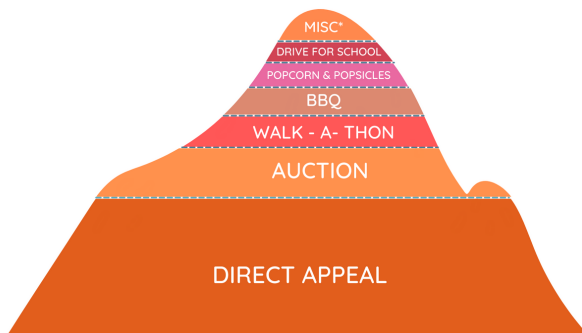
### Business Sponsorships

Join our Trailblazing heroes!  
More information on the attached flyer

### Employee Matching

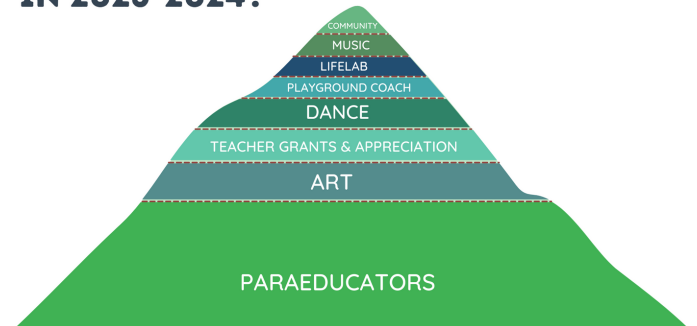
Double your donation! Check if your employer offers matching!

## HOW WE RAISED FUNDS IN 2022-2023



\*Miscellaneous = Passive Income Fundraisers, Dining for Dollars, Bake Sales, Movie Nights

## HOW ARE YOUR DOLLARS BEING SPENT IN 2023-2024?



(This is not an exhaustive list of our expenditures)

## I WILL SUPPORT OUR WILDCATS!

PLEASE FILL BELOW AND RETURN ONE STUB PER FAMILY TO YOUR CHILD'S CLASS BY SEPTEMBER 15, 2023

CIRCLE ONE: \$25    \$50    \$100    \$300  
\$500    \$550    \$750    other \_\_\_\_\_

- ENCLOSED IS A CHECK/CASH  
make checks payable to: 'Westlake PTA'
- I MADE A LUMP SUM ONLINE DONATION  
[www.supportwestlake.org/donate](http://www.supportwestlake.org/donate)
- I SET UP RECURRING MONTHLY PAYMENTS ONLINE
- I SET UP CORPORATE MATCHING  
[www.supportwestlake.org/employee-matching](http://www.supportwestlake.org/employee-matching)
- I AM A BUSINESS SPONSOR  
[www.supportwestlake.org/local-sponsors](http://www.supportwestlake.org/local-sponsors)

DONOR NAME: \_\_\_\_\_

DONOR EMAIL: \_\_\_\_\_

STUDENT 1: \_\_\_\_\_

CLASS: \_\_\_\_\_

STUDENT 2: \_\_\_\_\_

CLASS: \_\_\_\_\_

STUDENT 3: \_\_\_\_\_

CLASS: \_\_\_\_\_

PTA INPUT:

# WESTLAKE BUSINESS SPONSORSHIP LEVELS

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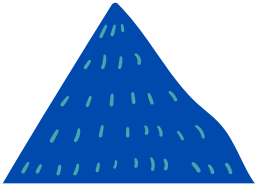
Thank you for supporting your local public school!

## SUMMIT SPONSOR (\$2,000+)



- 1 week of promotion on our Westlake Marquee
- Logo/Ad in the 2023-2024 Westlake Yearbook
- Commemorative Westlake towel with new logo
- Full page logo in the printed school directory
- Logo on the PTA website homepage
- Logo at the bottom of all PTA newsletters
- Sponsor Spotlight in the PTA newsletter - Highlight your business!

## BASECAMP SPONSOR (\$1,000+)



- Logo in the 2022-2023 Westlake Yearbook
- Commemorative Westlake Towel with new logo
- Half page logo in the printed school directory
- Logo on the PTA website homepage
- Logo at the bottom of all PTA newsletters
- Sponsor Spotlight in the PTA newsletter - Highlight your business!

## TRAILBLAZER SPONSOR (\$500+)



- Quarter page logo in the printed school directory
- Logo on the PTA website homepage
- Logo at the bottom of all PTA newsletters
- Sponsor Spotlight in the PTA newsletter - Highlight your business!

We are grateful for your contribution.

Find payment options and submit your business logo on our website:

[www.supportwestlake.org/local-sponsors](http://www.supportwestlake.org/local-sponsors)



Westlake Elementary PTA is a 501(c)3 organization, so your donation may be tax-deductible. Our tax ID number is 94-6174766.

2023-2024



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