

Westlake Parent-Teacher Association

c/o Westlake Elementary School
1000 High Street, Santa Cruz, CA 95060
westlake.ptapresident@gmail.com

Dear Westlake Families,

Your support and participation is what makes our Westlake school community so amazing! The 2021/2022 school year is off to an incredible start. We are so happy to see students on campus learning with their teachers and playing with their friends. In the last year and a half we have seen unprecedented challenges for many families and we are proud of the strength of this community and how we have succeeded by holding each other up. **In the spirit of continued support and holding each other up, we write to you with our yearly direct appeal.** Your donations allow Westlake 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, dance in all grades, music starting in TK/K instead of 3rd, increased time in Life Lab with Teacher Jane, playground coaches, and enriched learning experiences. Because of your support, teachers have more resources to support their classroom needs and the art program has enhanced supplies.

Given the uncertainty of the pandemic, we are unsure of how many fundraising events we will be able to hold this year and we are more reliant than ever on your direct financial support. **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 this year! Families that contribute \$500 (if you have one student at Westlake) or \$750 (if you have more than one student) will receive a special edition Westlake tote bag. Your tote will be hand block printed by local artist and Westlake parent, Joan Bogart, and will be filled with wine and other goods from the community.

There are many ways to donate to the direct appeal; more detailed information can be found on the following page and at 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,

Tori Ow, PTA President and Meghan Smith, 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
November 2 - December 3, 2021



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!

To thank families who donate \$500/child or \$750/multiple, we will gift this hand-block printed tote filled with local goodies:



A Gift for You!

How to Pay

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

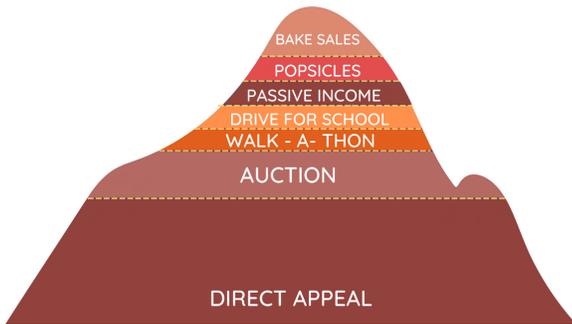
Business Sponsorships

Join our Trailblazing heroes! More information on the attached flyer

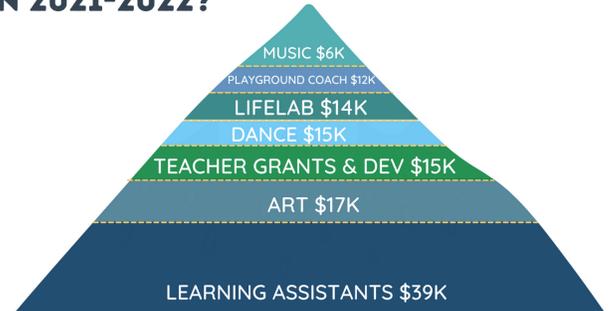
Employee Matching

Double your donation! Check if your employer offers matching!

HOW WE RAISE FUNDS



HOW ARE YOUR DOLLARS BEING SPENT IN 2021-2022?



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 DECEMBER 3, 2021

CIRCLE ONE: \$25 \$50 \$100 \$300
\$500 \$750 \$1,000 other_____

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

DONOR NAME: _____

DONOR EMAIL: _____

STUDENT 1: _____ CLASS: _____

STUDENT 2: _____ CLASS: _____

STUDENT 3: _____ CLASS: _____

PTA INPUT:

WESTLAKE BUSINESS SPONSORSHIP LEVELS

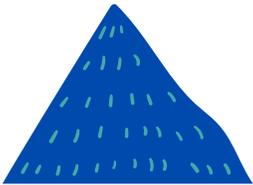
Thank you for supporting your local public school!

SUMMIT SPONSOR (\$2,000+)



- 1 week of promotion on our Westlake Marquee
- Free business listing on Konstella for 2021-22
- Logo/Ad in the 2021-22 Westlake Yearbook
- Handmade block printed canvas tote bag filled with local goodies
- 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 2021-22 Westlake Yearbook
- Handmade block printed canvas tote bag filled with local goodies
- 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+)



- 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



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

2021-2022



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