



EVERYONE COUNTS CAMPAIGN



A DIRECT-GIVE FUNDRAISING CAMPAIGN
BROUGHT TO YOU BY THE MCALPINE PTO

WHAT IS THIS CAMPAIGN?

McAlpine's Everyone Counts Campaign is **THE** major fundraising campaign for our school. Instead of sending students door-to-door selling gift wrap, magazines, and food items, we simply ask parents to make a direct contribution to our PTO. We feel this is the best way to raise money for our school because it allows us to keep 100% of the money raised here at McAlpine.

WHAT SHOULD I CONTRIBUTE?

The short answer: give what you can. To guide you, keep in mind that our PTO spends approximately \$125 on each student every year. That's a good starting point for your donation. Past contributions ranged from \$5 to \$1,000. Please give as generously as you can.

CAN MY EMPLOYER CONTRIBUTE?

YES! Many employers offer to match charitable contributions to eligible nonprofit organizations like ours, which doubles the impact of your donation! These Corporate Matching Gifts account for a significant portion of our success. Please inquire with your employer about matching gifts!

IS MY DONATION TAX-DEDUCTIBLE?

Yes, McAlpine Elementary School PTO is a 501(c)3 charitable organization, making your donation tax-deductible.

2021 ECC GOAL:

\$22,000

DEADLINE: OCTOBER 8, 2021

TO DONATE ONLINE WITH CREDIT CARD:

Visit www.mcalpinepto.org/back-to-school and look for the Everyone Counts Campaign button to donate through your Pay4SchoolStuff account.

TO DONATE WITH CASH/CHECK: Complete below form and return to school with payment.

More information about the ECC can be found online at www.mcalpinepto.org/funding.



QUESTIONS?
CATHERINE LAURENZI
ECC COORDINATOR
MCALPINEPTOECC@GMAIL.COM

To donate by cash or check, return this form along with payment in the ECC envelope. Thank you!

Please make checks payable to McAlpine PTO with "ECC" in the memo line. Returned checks will be assessed a \$15 fee.

Parent Name(s): _____ Email: _____

Student: _____ Grade: _____ Teacher: _____ Donation: \$125 _____ Other: \$ _____

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TOTAL: \$ _____

Family last name as it should appear on recognition wall and updates: _____

Will your Employer match your donation?

If so, please indicate the matching amount: \$ _____ and your company's name: _____

Please complete your employer's required Matching Gift process and forward any applicable notifications to mcalpineptoECC@gmail.com in order for the PTO to confirm and receive your company's contribution.

For Office Use

Select One: _____ CHECK (# _____)
_____ CASH

Initials _____
Date _____



THE ECC ALLOWS THE McALPINE PTO TO PROVIDE FUNDING THAT IMPACTS THE ENTIRE McALPINE COMMUNITY.

Many of the programs and resources that your child experiences during their time at McAlpine are made possible by the PTO, and are not paid for by local, state, or federal government funding.

Technology upgrades, literacy resources, math materials, document cameras, new books and media subscriptions, campus improvements, classroom essentials for teachers & students, staff development and appreciation, and a variety of enrichment opportunities for our students are just *some* of the PTO-funded elements vital to providing an excellent educational experience for your child.

Last year our PTO was able to support students and teachers during remote learning with virtual classroom management tools, updated technology equipment, and individual materials used by students at home and in the classroom. We helped to keep students and teachers safe when they returned to the building by supporting enhanced cleaning and sanitization efforts and providing updates to the classrooms.

This year we plan to purchase more vital software for classroom instruction, and to continue supporting literacy and math curriculum tools. We are supplying teachers with start-up funds for their classroom needs and granting important professional learning opportunities for our teachers and administrators.

We were able to support the building of a new outdoor classroom area over the summer, and we are making plans now for awnings along the front of the building and main entrance that will provide shade and protection from the rain for students, staff, and families!

We are excited to get back to supporting student activities, clubs, and performances; sending children on a variety of educational field trips; and hosting family friendly events, class parties, and staff celebrations.

As you can see, the money raised by PTO's Everyone Counts Campaign benefits ALL students at McAlpine.

EVERY CONTRIBUTION COUNTS

Every contribution goes directly into the PTO's funds for the year, so EVERY contribution counts, no matter the size. We hope to have **100% participation**, meaning **every family in the school donates**.

Please donate at the level you are able!

EVERY CHILD COUNTS

Funds raised through the Everyone Counts Campaign directly benefit EVERY student at McAlpine!

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