

Press Release

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\$100,000 Raised for Children's Education

Capistrano Unified School District Foundation exceeds expectations and raises nearly \$100,000 in support of education

– largest single amount ever raised in the organizations 11-year history

SAN CLEMENTE, Calif. (November 10, 2004) – Capistrano Unified School District Foundation (CUSDF) announced that it is nearing the \$100,000 mark with their inaugural "Back-to-School" Annual Membership Campaign – the highest grossing single campaign amount in the non-profit's 11-year history. Monies raised will help support local schools and district-wide programs including those hardest hit by recent fiscal crisis. Specifically, the donations will be used to support teacher grants, class size reduction, music, art and technology programs, senior scholarships and other programs that enrich education for the 51,150 students enrolled in the Capistrano Unified School District.

"The tremendous success of the fundraising campaign shows the strong commitment of our community to local schools," explains Blake Stephens, CUSDF president. "Our original and lofty goal was to raise as much money for education as we do at our annual "Key's to the Future" Mercedes-Benz give-away event, which has historically been our biggest fundraiser. We were optimistic that we could meet or exceed that amount with a single campaign. As of this week, we have raised over \$100,000 for Capistrano schools. This much needed money will go far towards helping maintain high-quality education for our children."

The inaugural "Back-to-School" Membership Campaign" was built around a direct mail component that targeted parents, local businesses and community residents. The new annual campaign is just one of the many fundraising programs spearheaded by the Foundation to raise more money for local schools. Additional fundraising programs include an annual Golf Tournament, a VIP Real-estate Agents program, a Community News Flyer program and other low-cost, high-impact fundraisers aimed at uniting the community in support of local schools.

"We are simply thrilled," exclaimed Margaret LaRoe, Deputy Superintendent of Planning & Government Relations for Capistrano Schools and CUSD Foundation board member. "It is very rewarding to see the community come together during these challenging fiscal times to support quality education in our neighborhoods, and we are encouraged by starting the school year on such a positive note."

CUSDF Fast Facts:

- Amount raised by "**Back-to-School" annual fundraising campaign**: ~\$100,000 and growing
- **Total** amount dispersed in 2004: ~\$1.3 million (including CSR funds raised by individual school sites)
- **Key areas of support**: [1] Smaller class sizes (K through 12), [2] Arts, music and technology enrichment, and [3] teacher grants that directly fund classroom programs
- Foundation mission statement: *"The Capistrano Unified Schools District Foundation (CUSDF) is dedicated to enriching the educational experience of every child in every school within our district."*
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About Capistrano Unified School District Foundation

The Capistrano Unified School district serves 51,150 students in Orange County; CUSD is one of the fastest growing school districts in the State of California. Celebrating its 11th anniversary, the mission of the CUSD Foundation is to assist all 55 CUSD schools, providing much-needed funds that affect every child in every school. The Foundation is a volunteer-based, non-profit partnership that has dispersed millions to CUSD students, teachers and schools for arts and music programs, teacher grants, scholarships and library and technology improvements. For more information, visit www.cusdfoundation.org.

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