

June 20, 2007

To: Members of the Board

From: Tom Bishop

Subject: Correspondence

Attached is correspondence from the Del Mar Schools Education Foundation,
dated May 7, 2007

RECOMMENDED: For Information Only.

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Del Mar Schools Education Foundation

May 7, 2007

BY E-MAIL

Dr. Annette Easton, President
Dr. Janet Lamborghini, Clerk
Ms. Linda Crawford
Mr. Steven McDowell
Ms. Katherine White
Del Mar Union School District Board of Trustees
225 Ninth Street
Del Mar, California 92014

Dear Board of Trustees:

On behalf of the Board of the Del Mar Schools Education Foundation, I want to thank you for the time and effort you have devoted to establishing a stable and effective fundraising mechanism that will ensure the best education for the children of this community. Your recent decision to allow donors to designate their donations for particular schools during the 2007-08 school year has provided clarity to the community, and has contributed significantly to a flood of contributions to the DMSEF over the past month. Now, as the DMSEF embarks upon a comprehensive structural review and begins its planning with the various PTAs for the coming year, I urge you to address the issue of site specific funding for future years as soon as possible, so that we can avoid much of the uncertainty and confusion that permeated this year's fundraising campaign.

It is clear from recent discussions at your Board meetings that our District is dependent upon generous donors to provide the superior programs to which we have all become accustomed. It is also clear that, to raise these funds, the DMSEF must be able to communicate clearly to parents where their donations will be directed. During much of the past year, fundraising efforts were hampered by an inability to assure parents that the District would accept gifts from the DMSEF or other entities that were designated for particular schools. By contrast, the success of the current fundraising efforts spearheaded jointly by the DMSEF and the PTAs at 6 of the 8 district schools is attributable largely to our ability to assure parents that their donations are, in fact, going to the school of their choice not only for this year, but next year as well.

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I am concerned that this success may not continue if you do not address this issue prior to the commencement of the DMSEF Fall Appeal in August. An important goal of the DMSEF is to set realistic fundraising targets at each school that will be sufficient to maintain current levels of staffing and programming, while also beginning the process of transitioning to a more stable program of providing funding for the following year, rather than the current year, through establishment of an endowment and other means. This task will prove difficult, if not impossible, if we begin our efforts in August without an understanding that schools may raise funds for both the 2007-08 and 2008-09 school years. At best, failure to address this issue early will lead to the same uncertainty that hampered this year's fundraising efforts, along with the same need for substantial year-end fundraising efforts.

The Board of the DMSEF is committed to maintaining a transparent, highly effective fundraising organization that clearly communicates the needs of the District, and to formulating a strategic plan to address those needs. Nevertheless, we cannot formulate a successful plan, nor can we communicate our goals clearly and effectively, unless we know the ground rules for raising funds at the outset. I urge you, therefore, to address this important issue prior to the commencement of the new school year.

Sincerely,



Bob Gans
President

Cc: Superintendent Tom Bishop
All Current and Incoming PTA Presidents
All DMSEF Board Members