



August 28, 2013

Dear Families:

Welcome to an exciting new school year at Rooftop! Our school is a perfect example of where a caring community meets talented teachers to create a rewarding and engaging environment for our kids. The PTA (Parent Teacher Association) at Rooftop is the primary way parents and extended families get involved in all aspects of our school. PTA activities are paid for through our ever growing fundraising efforts, and we'd like to invite you to participate.

Below is a quick overview of our fundraising efforts throughout the year and what they help us accomplish.

Fall & Spring fundraising drives

The Rooftop Run and the Spring Auction are the largest fundraisers for Rooftop every year, and raised approximately \$180,000 last school year. The date of this year's Fun Run is Oct 20– put it on your calendar now! Many, many Rooftop volunteers work throughout the year to plan these events and raise donations from the San Francisco community.

Annual Fund

Several times throughout the year we will remind people of Rooftop's fundraising activities and ask you to make donations and pledges. Overall, donations to our Annual Fund brought in approximately \$53,000 in 2012-2013 (including corporate matches). However, you are welcome to donate or pledge all year long - details can be [found online here](http://rooftopk8.org/fundraising/donate/) (direct link: <http://rooftopk8.org/fundraising/donate/>). You will be receiving information for our Fall fund soon.

Other

The fundraising committee organizes and supports many other programs and events such as Safeway shopping scrip, Rainbow and Whole Foods scrip, grants, selling Rooftop apparel, Amazon Rewards Program and local business partnerships. These contributed approximately \$11,000 in 2012-2013.

What fundraising & the PTA pay for:

The main programs and school expenses the PTA assists with are:

1. Arts Program (K-8)
2. Rooftop Works (K-8)
3. School/Classroom supplies (K-8)
4. Library (K-8)
5. Community events (K-8)
6. Fund-A-Need supporting Classroom Technology upgrade (K-8)
7. Garden (K-4) and Outdoor Education Supplement (Grade 6 & 8)
8. Sensory Motor (K-2)
9. Computer Lab (Grade 3-5)
10. Reduced class size (Grade 8)

Our goals this year

1. **Stay the course:** maintain or exceed last year's total revenue of \$250,000
2. **Corporate matches:** make sure we get ALL POSSIBLE corporate matches for parent gifts
3. **Volunteering:** neither the auction, run nor fundraising happen without this – please get involved
4. **Come chat:** this is your money and your school. Please come talk to us & ask questions. **Our first PTA meeting is September 25 at 6:30pm.**

Thank you all for your participation and generosity, and let's hear it for another great year at Rooftop!

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