



Foundation Focus

GREAT SCHOOLS. GREAT KIDS.

www.csfkids.org

CSF Publication • October 2010

Benefitting our Local Public Schools through CSF

By Tom DeSanto, CSF Board Member and VP

Everything Coronado Schools Foundation (CSF) does is based on the ultimate goal of raising funds and returning them to the five schools in the Coronado Unified District, per our mission. We rely on your support and want to help you clearly understand how you can support academic excellence in our public schools.

Over the past year, our Board of Directors carefully studied the “who, why, what, when and how” of giving to CSF. Those are the essential questions that every donor deserves to know. We set out to clarify the answers by speaking to a fair number of CSF supporters and revising some of our approaches. Ultimately we were able to create a chart that serves as a guide to giving.

We’re printing the chart in this Foundation Focus to share our thinking with all of you and to ask for your input. Please take a moment to look it over. We share it in the hope that you can be more informed and comfortable in your giving. Our hope is that you will respond generously because our schools need CSF funding more than ever.

Here’s an overview of our answers to the series of questions:

Who? CSF is a nonprofit 501 (c) 3 organization that — through the generosity of donors — has returned more than \$4.2 million to our schools since 1982. We generated over \$390,000 in net revenue from fundraising activities during the last school year.

Why? Our public schools are top rated among public and private schools in San Diego County. This is no accident. CSF has worked with administrators, teachers, parent-teacher groups and the community to channel funding into our schools’ programs. The state of California does not provide the funding needed to support the level of



Many families and children danced to the music of The Bayou Brothers at the last concert of the summer in September. Hosted by CSF and underwritten by Wells Fargo Bank, many happy children left with beach balls and fun giveaways. Dr. Jeff Felix, CUSD Superintendent, and wife Debbie attended along with Ramona Loiselle, CMS and CUSD Technology Resource Teacher, and Brooke Binns, Choir and Music Director at CMS. Brooke is also serving as the CMS Teacher Ambassador for CSF this year.

achievement our students have attained. We must work together to ensure a high quality of education for Coronado’s children.

What? CSF tries to set suggested giving levels based on what is

reasonable and how our donors have responded in the past. We know that these are difficult times to ask for money, but these also are incredibly difficult times for funding public education.

We strive to keep a balance that

will invite people to become involved while guiding us to meet our goals for giving to our schools. Your participation as volunteers on behalf of CSF is also very important to our success.

Continued on page 2

Support Academic Excellence in Coronado’s Public Schools

Here’s How You Can Give to CSF 2010-11	Partners in Education (PIE) Start of School Year	Telethon March 16	Fundraising Events Year-Round	Special Gifts Year-Round
<p>Coronado Schools Foundation (CSF) is a nonprofit 501 (c) 3 organization that raises funds to sustain academic excellence in our five highly rated public schools in the face of insufficient public funding.</p>	<p>Support funding of academic programs requested by committees at each of the District’s five schools.</p>	<p>Support educational technology and implementation.</p>	<p>Support funding of academic programs requested by committees at each school.</p>	<p>Support endowment, scholarships and other needs.</p>
<p>Families (\$200 minimum per student per year suggested)</p> <p>Active Military Families (Pay 50% less at each level)</p> <p>Alumni and Community (Per year)</p> <p><i>*Pledge to give \$1,000 or more for 5 consecutive school years and you can join Friends for Five, a special giving group formerly known as Friends for Life.</i></p>	<p>Partner Level</p> <p>Valedictorian Superintendent District School Department Class Honors Class Partner Donor</p> <p>Annual Gift</p> <p>\$15,000+ \$10,000+ \$5,000+ \$2,500+ \$1,000+* \$500+ \$200+ Up to \$200</p>	<p>Join the Telethon live, on TV or online —and give.</p>	<p>Enjoy a variety of events and help us raise money, beyond your giving to Partners in Education.</p> <p><i>Major Event: Benefit Auction November 13</i></p>	<p>Consider CSF for special gifts of cash, annuities, stock, real estate and/or bequests.</p>
<p>Businesses Create an individual giving plan that may include the Telethon, Benefit Auction and a listing or ad in the School Directory.</p>	<p>Partner Level</p> <p>Superintendent District School Department Class Honors Class Partner</p> <p>Annual Gift</p> <p>\$10,000+ \$5,000+ \$2,500+ \$1,000+ \$500+ \$300+</p>	<p>Support the Telethon with sponsorships, gifts and/or gifts-in-kind.</p>	<p>Support schools through event sponsorships and/or gifts-in-kind.</p>	<p>See Special Gifts above.</p>

Donor Recognition For Families, Alumni and Community

Total Annual Gift

\$200 or more

\$500 or more

\$1,500 or more, or a 5-yr. pledge of \$1,000+

\$10,000 or more, or a 5-yr. pledge of \$5,000+

Recognition

Public acknowledgment and a window decal

Above plus Chamber Member-to-Member Discount Card

Above plus invitation to a complimentary major donor recognition event

Above plus lunch with Dr. Felix, CUSD Superintendent

Donor Recognition for Businesses

See Business Partner in Education information at www.csfkids.org

Since 1982, CSF has returned over \$4.2 million and has an endowment of over \$900,000.

Tax ID 942745484



Continued from page 1

When? It's critical for CSF to involve as many donors as possible and to forecast how much funding we expect to return to the schools each year. The grants we award are based on requests from each school site for the funding needed to meet strategic academic objectives. By giving annually at the start of each school year as a Partner in Education, families, alumni, community and businesses help us get started with a steady base of donations on which to build. Because long-term support is so essential, some families make a commitment to give a set amount annually for five years or more. That kind of support helps immensely.

We add to that funding base with events such as our annual auction and telethon. We also gratefully receive special gifts year-round from community members, business partners, and foundations that give so generously such as the Lipp Family Foundation.

How? People and businesses give for a variety of reasons. We try to provide ways of giving that fit those reasons. Through Partners in Education families can support a superior education through budgeted annual giving. Through Business Partners in Education, CSF works with businesses to create an individual giving plan that supports our schools and connects them to customers. Our telethon, coming up on March 16th, 2011, is a celebration of our schools and focuses on supporting educational technology and its implementation. Our annual Auction, set for November 13 and themed Aim for the Stars, is a major social event that entertains and entices attendees by providing rewards for added generosity. Please visit our website at www.csfkids.org for more information.

CSF doesn't claim to have all the answers. We want to work in partnership with you to return as much money as possible to our excellent public schools. Please feel free to contact us with your thoughts via e-mail at csf@csfkids.org or calling our offices at 619-437-8059.

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CSF THANKS THE FAMILIES WHO STEPPED UP TO GIVE AS PARENT PARTNERS IN EDUCATION FOR 2010-11

These 373 families have donated generously in support of their children's public education since July 1, 2010. With California now ranked last in spending per student across the USA, our schools have come to depend on this local funding to maintain academic programs and technological advances. Good schools benefit our children, community's well being, property values and future generations. About 20 percent of our public school families have become Parent Partners in Education. Please give what you can and join them in supporting academic excellence in our public schools. Learn more or donate at www.csfkids.org.

Our generous business partners will be highlighted in the January Foundation Focus, as well as our Friends for Five (formerly Friends for Life). We depend on everyone's support. Thank you.

The Aden Family
Jesus Aguilar
Lorena Aguirre
The Aiello Family
Terri K. Alexander
Ms. Angelica Almonte
The Angelino Family
The Arles Family
Kirby & Willis Arnold
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Spiro & Nancy Chaconas
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Rick & Adel Chapman
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Mark & Susie Clifford
Rosa Contreras
The Cook Family
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Jenny & Britt Cooper
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Jamie Correia
Kathy & Greg Cotten
Jeff and Lori Couture
Shari Crane, MD
The Crossman Family
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Michael & Julia Cuban
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The Grazian Family
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James & Claudia Holman
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Ray Jones & Nancy Huth Jones
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Leana & Charles Litchfield
Steven & DeEtte Loeffler
Allison & Bob Logan
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Al & Denise Luppi
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Beryl Reynaud
The Richards Family
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The Roetker Family
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Michael & Debra Rubin
Luisa Ruiz
The Runyon Family
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Brant & Carol Sarber
Bettie Scarafone
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Shari Van Schaick
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Jesus Wood
Will & Shannon Wood
Kim & Steve Wright
Michael & Cecilia Younce
The Young Family
Erica & Justin Zabor
The Zagrodzky
Jennifer Zellem

Aloha!
Drawing to be held at the CSF
Aim for the Stars Auction
at the Hotel del Coronado, November 13th, 2010, 6-9pm.
All proceeds benefit Coronado Public Schools.
Opportunity Drawing Tickets are not tax deductible.
Winner must be 18 years or older to win and need not be present.

Opportunity Drawing to Win ...
Support Coronado Public Schools

Aloha!
5 day/4 night stay at the Grand Wailea Resort Hotel and Spa
on the island of Maui • \$1,000 CASH to spend as you please!
(not available over holiday periods, room based on availability) Expiration 11/30/2011
Generously donated by Grand Wailea Resort Hotel and Spa

Name: _____ \$25 for 1
Address: _____ \$100 for 5
City/State/Zip: _____ \$250 for 15
Email: _____
Phone: _____
 I have enclosed cash or a check made payable to CSF for \$ _____
Card Number: _____ Total Amount: _____
Exp. Date: _____
Name on Credit Card: _____
Authorized Signature: _____ Please circle: VISA, Mastercard, or American Express.

Great Schools, Great Kids ...

Please join in the fun and excitement at the Coronado Schools Foundation

Aim for the Stars Auction

Coronado Schools Foundation
November 13, 2010, 6-9pm
Hotel del Coronado

Find yourself in the breathtaking Oceanfront Ballroom at the Hotel del Coronado, dazzling your friends with your favorite cocktail attire, sipping spirits & suds, frequenting gourmet food stations filled with amazing creations from the Del's culinary team, and bidding on Auction items and experiences beyond your wildest imagination! This not-to-be missed evening benefits Coronado's public schools and the bright future of our student stars.

Brilliant opportunities await your bids for our stellar Silent and Live Auction packages.

Whether you want to trim your tree or travel the world, you'll find exciting deals that will send you into orbit!

- Paris! 4 nights and daily breakfast for 2 at the magnificent Marriott Champs - Elysées
- Chargers quarterback Phillip Rivers autographed Football and Jersey
- Family fun for 4 days/3 nights at the Loews Portofino Bay Hotel at Universal Orlando
- One year memberships at the Hotel del Coronado and Loews Coronado Bay Resort
- 6 month Wellness Journey from Bamboo includes - monthly Massage, Pilates, Coaching & Classes
- Escape to the Four Seasons Punta Mita Resort for a 4 night stay (for 2) in an ocean view Casita
- Diamond Necklace from Hayden Ross Jewelers
- "Hang out with Padre Catcher Nick Hundley"

Aim for the Stars Bid on the Future

Attire: Cocktail
Cost: \$100 per person

5:30pm Arrive Early for Speedy Check-in, Shop the Silent Auction, and Preview Live Auction Items
Complimentary Beer & Wine

6-9pm **Lights, Camera, Live Auction!**
Raise Your Paddle & Bid on Incredible Live Auction Packages
(all auction items must be taken home at the end of the event; no Sunday deliveries)
Gourmet Food Stations
No Host Bar
Opportunity Drawing Winner Announced

"Late Nite Stars"
9pm **Not Ready to go Home?**
For Action after the Auction, visit www.csfkids.org for planned Party Details!

"We are the Stars"
5:30 - 9:30pm Concurrent Kids Event will be held at the Coronado Community Center for children K-6th grade. Register online @ www.coronado.ca.us or call (619) 522-7342.

CSF Shining Stars

- | | |
|--------------------------------|-----------------------------------|
| Henry & Lesley Angelino | Jill Hardman, Art & Frames |
| Scott & Wanda Aurich | Anne & Jim Hemp |
| Carla & Bill Bacon | Renee Hinton, Coronado First Bank |
| Dr. Michael & Dawn Bongiovanni | Capt. & Mrs. Chuck Howe |
| Dr. Spiro & Nancy Chaconas | David Knop |
| Jan & Lennie Clements | Bill & Kari Lyons |
| Kathleen Cochran, Loews | Dr. Joe & Condra Mullins |
| Patty Cowan | Steve & Libby Patrick |
| Bill Cook & Terry Farrelly | Kate Sappenfield & Benny Chan |
| Fred Eckert | Kate & Todd Shallen |
| Jeff & Debbie Felx | Hope Wiley |
| Mike & Ruth Ann Fisher | |

Major Underwriting Partner



Event Partners

- Pacific Western Bank
- Coronado First Bank
- Ruth Ann Fisher, Del Realty
- Spiro's Gyros
- Kate Sappenfield & Benny Chan
- Jan Clements, Prudential California Realty
- Coronado Brewing Company

Auction Chair

Kate Shallen

Auctioneer

Bill Menish, BAS
Menish Productions, Inc.

Host

John Weisbarth
Channel 4 San Diego

Auction Committee

Carla Bacon
Dawn Bongiovanni
Kyp Griffin
Amanda McPhail
Karen Strabala

Teacher Ambassadors

Brad Couture & Angie Hall - Coronado High School
Brooke Binns - Coronado Middle School
Chris Preciado - Silver Strand Elementary
Amy Steward - Village Elementary

CSF Science Lab Funding Sparks Student Interest

By Gail Massey, CHS Teacher

Science is a process which must be experienced to make a lasting impression on today's students. Thanks to CSF and the Lipp Family Foundation, our students have that opportunity. It is not an exaggeration to say that if it were not for the support of the Coronado Schools Foundation over the last ten years, the science program at Coronado High School would have few opportunities for learning with hands-on laboratory materials. Our department has gone from giving students a set of data to analyze to having the students actually collect that data themselves. Evidence of this support can be seen in increasing student achievement in science. "Since 2006, when CSF funding to science programs significantly increased, science scores have steadily increased to eighty six percent (86%) of our students, K-12, in 2010 testing at the 'at or above proficient' level," stated Claudia Gallant, CUSD Director of Curriculum and Instruction.

In both general and Advanced Placement biology classes at CHS, we now use microscopes to see bacteria and cells, rather than just giving students diagrams to label. We are now able to do DNA "fingerprinting" with gel electrophoresis; for the last few years only AP students had this opportunity, while our general biology students will be able to do this experiment, too. Our chemistry department has acquired new balances that are accurate enough so that students can do quantitative analysis without the teacher having to give stimulated data. Our new Pasco Probeware allows our AP Chemistry students to see chemical changes appear on a computer screen as the reactions occur in real time. Next year we hope to purchase enough probes that the biology and general chemistry students get to use probeware as well. The physics classes have added new motion carts, a new vacuum pump, and a van de Graff generator which "wow" the students with the wonders of the physical universe.

Our science students have these hands-on opportunities because of the continuing support of CSF donors and the Lipp Family Foundation. Their generosity has made a significant difference for our students which leads our science staff to believe CHS students have a much better chance of graduating with hope of pursuing a career in science. Thank you from the science department at Coronado High School. We appreciate your support!



Coronado public school children, K-12, benefit from funds provided through CSF for math and science with elementary school science lab instructors funded through the Foundation. At Coronado High, lab materials and equipment like the Pasco Probeware used in this freshman Biology lab greatly enhance student interest and spike corresponding API test scores. Pictured from left: Munesa Mukombe, Gabie Darlak, Torrey Henry, Ellie Coburn and Cole Novak.



Pacific Western Bank has again stepped up to partner with Coronado's public schools for the November 13th CSF Aim for the Stars Auction as President Michael Perdue presents a \$5,000 check to Auction Chair Kate Shallan. Also pictured, Norma Keller, Branch Manager; Jackie Young, District Operations Manager; Terry Farrelly, CSF Board President; Susan Ceci, CSF Development Coordinator; and Patty Cowan, CSF Executive Director.



HOTEL DEL CORONADO 2010 Holiday Collector's Ornament

This year's theme, The Sweetest Season, brings back memories of our childhood celebrations: building gingerbread houses, stringing popcorn and decorating everything with candy canes. This year's ornament is a whimsical glass replica of the hotel's famous turret and spires decorated with sugar plums and peppermint swirls, celebrating the sweetness of the season and will be sold at The Del's Signature Shop and EST.1888.

CSF thanks The Del for donating a portion of this year's holiday ornament sales to the Foundation. Buy yours today as supplies are limited!

PLEASE MAKE YOUR END-OF-YEAR DONATION TO SUPPORT CSF TODAY!



**Coronado Schools
Foundation**

GREAT SCHOOLS. GREAT KIDS.

Send Donations To:

Mail: Coronado Schools Foundation
201 Sixth Street, Coronado, CA 92118
Phone In: 437-8059 • Fax In: 437-0340

Donate Online at: www.csfkids.org

Name _____

Address _____

Home Phone _____ Cell Phone _____ Email _____

Enclosed is my check made payable to Coronado Schools Foundation • Donation Amount \$ _____

Please charge my Visa / MasterCard / AMEX# _____ Expiration Date _____

Name as it appears on card _____ Authorized Signature _____