



Walnut Elementary 2020-2021 Fundraising FAQ

1. How much money does Walnut El Community Club (WECC) raise to fund the school?

Our WECC annual budget for this year, with a full Distance Learning school model, will require us to raise \$50,000 this year. This is just half of the amount of our typical annual budget of up to \$100,000. However, it is more crucial than ever this year to support our school financially because, while we are spending less this year because of Distance Learning, ***our school's budget has also been cut by almost half.***

2. What are the main fundraisers that we are planning at Walnut Elementary this year?

- **Colt Campaign:** This is our largest fundraiser each year. It is an annual direct-ask campaign. The more we raise during this main fundraiser, the less fundraising we will do throughout the year. **If we are able to raise the amount needed for our annual expenditures through this campaign, we will NOT have to do any extra fundraisers for the rest of the year.** Last year, for this fundraiser, we had just under a 36% participation rate. We would like to improve this year and increase our participation rate. PLEASE donate any amount that is meaningful, yet realistic for your family.
- **Spirit Gear Sales:** We raise funds through the sale of our school spirit gear. This gear is worn to show support of our school on Spirit Fridays, Spirit Days, and other school activities (e.g., field trips). Show your school spirit while supporting our school!
- **Family Restaurant Nights:** We are planning monthly Restaurant Nights this year. Most will be take-out and drive-thru options. While we can't all hang out and eat together, it is an easy way for the school to receive a percentage of the proceeds while giving families a night off from cooking dinner!
- **See's Candy Sales:** We sell the candy, they give us a percentage back.
- **In-N-Out Lunch:** Typically, the In-N-Out truck comes and serves lunch to our students who have pre-ordered a lunch. This year In-N-Out will come out to the school for a drive-thru experience for our families to enjoy. In-N-Out will donate 75% of every \$5 meal purchased to the school.
- **Amazon Smile:** Amazon will give us 0.5% of every purchase you make under Amazon Smile. Just designate "Walnut El Community Club" as the recipient, or use this link <https://smile.amazon.com/ch/47-2942285>. This does not require you to spend any extra money. See <https://smile.amazon.com/gp/chpf/about> for more information about this program.
- Other possible fundraisers include: Colt Stampede (our annual jog-a-thon) and Krispy Kreme

3. Who runs the fundraisers?

All fundraisers at Walnut Elementary School are run entirely by parent volunteers who are members of the Walnut El Community Club.

4. What does the money raised pay for?

100% of the proceeds from any of the above mentioned fundraisers go straight to the school. The funds raised are used to enhance and enrich student experiences. For this year, we plan to fund:

- Virtual Field Trips
- School materials (e.g., school agendas, supplies)
- Teacher grants
- Library grant (e.g., Mrs. Palmer, the librarian, is expanding the digital library for use during Distance Learning and beyond)
- Elementary Learning Specialist (ELS) grant (Funding for Mrs. Takayama)
- Subscriptions for school apps, etc.
- Rental and maintenance of the school copy/duplication machines, and the per copy rate
- New technology that may be necessary, especially in light of how important updated technology is this year

By WECC providing funding for such items, Principal Chang has more flexibility in how the school funds can be used to better fit the needs of our children.

5. How can I donate?

Due to the pandemic this year and because volunteers are not allowed on the school premises to collect and count money and checks, we will be collecting all funds through PayPal and Square this year.

6. Are my donations tax deductible?

Yes. All donations are held and processed by the Walnut El Community Club, a 501(c)(3) nonprofit organization.

7. What is the tax ID?

Our tax ID is 47-2942235.

8. What is an employer matching gift?

Many employers provide matching gift programs that match their employee's charitable contributions. This is a commonly overlooked employment benefit. Please ask your HR or Benefits department to see if your employer offers a matching program. It is typically a very quick and simple process to set up a matching contribution, and it will double your donations!

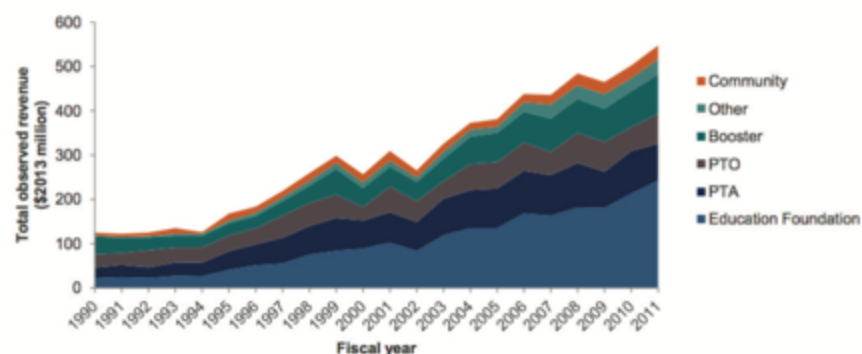
9. Do other schools have to fundraise?

Yes. Every school in WVUSD has fundraisers, including a direct-ask educational fund campaign. This is common practice for both public and private schools.

Parental donations have dramatically increased in California over the last few decades. See the chart below that demonstrates the growth of private fundraising efforts in our public schools.

FIGURE 1

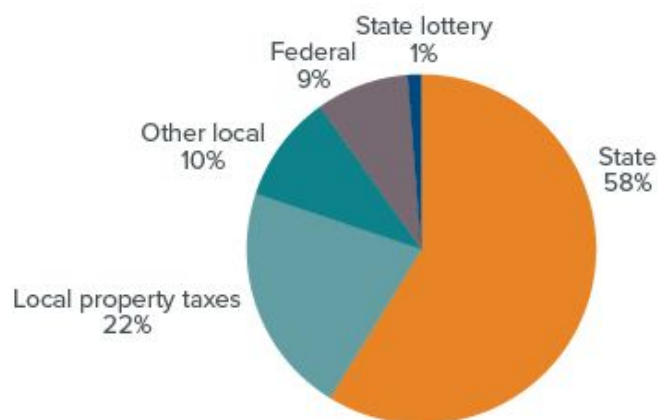
Total revenue from all reporting nonprofits increased dramatically between 1990 and 2011



SOURCE: IRS Core 990 files 1989–2011 for private foundations and public charities and Master NTEE lookup file, National Center for Charitable Statistics; Public School Directory, California Department of Education.

10. In general, how are California schools funded?

The state provides the majority of TK–12 funding



SOURCE: **Legislative Analyst's Office**-TK–12 Funding by source. July 2018 report.

NOTE: Figure excludes non–Proposition 98 state General Fund contributions—including funding for state-debt service payments for school facilities, state contributions to the State Teachers' Retirement System (CalSTRS), and California Department of Education operations.

School districts in California are funded mostly from state coffers. However, with businesses closed due to the pandemic and unemployment at record highs, state income and sales tax revenues have had a historically significant decrease. In response, public school funding has been cut dramatically. Walnut Elementary and our school district are no exceptions. While we receive more funding than most schools in our district due to the designation of being a Title I

school, in which the school receives extra federal funding, this will not come close to covering the loss from state funding.

11. I have more questions. Who should I talk to?

Please direct all of your questions to walnutelcc@gmail.com. The executive board of WECC would be happy to answer any questions you may have.