

August 5, 2020

Dear Roy Cloud Families,

Welcome back to the 2020-21 school year. As we approach the year ahead with a commitment to distance learning, know that the Roy Cloud Parent & Teacher Organization (PTO) is here, as always, to enrich your child's learning experience. True to our mission, the PTO is committed to supporting academic and enrichment activities, raising money to enhance the school environment, and strengthening the relationship between home and school by productively engaging parents, teachers, administrators, the school district, and the community. **Whether on campus or at home, we're all in this together.**

For those of you who are new to Roy Cloud, we'd like to extend a special welcome and also let you know that **all parents are automatically members of the PTO**. Without your generous support, many of Roy Cloud's beloved programs wouldn't exist. That's why we kick off each year with our biggest annual fundraiser, the Direct Donations campaign.

Last May, one of our largest fundraising events, the Jog-A-Thon & Color Run, was cancelled due to Covid-19. This year, as we face new technology and program expenses, **we are asking each family to donate \$700 per student** during the campaign. This amount reflects what the PTO plans to spend per student. We know the pandemic has affected each family differently and **we appreciate your donation in any amount**. For those willing to give more, we've added a new option to "sponsor a student" and help offset the financial burden for other families.

For many years, the PTO has funded core programs and enrichment opportunities like:

- School **counseling** services
- **PE** instruction and recess supervision
- High-quality **science** instruction
- **STEAM** program support
- Materials and training via **teacher grants**
- **Technology** and books
- Learning **garden** instruction
- Engaging **Art** and **Music** lessons
- Musical **theater** productions
- **SEL** (social and emotional learning) initiatives
- Campus enhancements and **play structures**
- **Events**, scholarships, and more!

Distance learning will pose new challenges for our community and new needs to be met, but your donation will **allow the PTO to be flexible and nimble in our support**. From new Chromebooks for grades 3-8, to increased counseling services, to at-home enrichment activities like art and science, the PTO is here to provide the extra resources necessary to make your child's experience the best it can be.

The Roy Cloud PTO is a non-profit, 501(c)3 organization. Not only are your contributions tax deductible and employer matched, but 100% of your donation goes directly to our school! Please **make your donation in any amount by October 30, 2020**.

To donate online, use the QR code or visit [roycloudpto.com/donate](http://roycloudpto.com/donate). To donate by mail, see the form on the back of this letter. Questions? Please email [fundraising@roycloudpto.com](mailto:fundraising@roycloudpto.com).

**DONATE TODAY!**



We thank you in advance for your donation. This upcoming year will be unlike any other, but the PTO is committed to supporting our students and teachers in meaningful ways. Remember, we're all in this together!

In solidarity,

The PTO Direct Donations Team  
[roycloudpto.com/donate](http://roycloudpto.com/donate)

Por este mensaje en Español, por favor visita: [roycloudpto.com/donate-ES.pdf](http://roycloudpto.com/donate-ES.pdf)

## PTO DIRECT DONATION FORM 2020-21

**The Direct Donations campaign runs through October 30, 2020.**  
 In appreciation, our annual Roy Cloud car magnet will be mailed to all donors.



### EASY WAYS TO DONATE

- **Online:** Use the QR code above or visit [roycloudpto.com/donate](http://roycloudpto.com/donate)
- **By Mail:** Fill out this form and mail, with a check payable to Roy Cloud PTO, to the address address below
- **Recurring:** Monthly recurring donations are available using the form below or the PTO website
- **Make a Pledge:** Please pledge to donate before October 31, 2020 by emailing [fundraising@roycloudpto.com](mailto:fundraising@roycloudpto.com)
- **Corporate Matching:** Don't forget corporate matching! Please email [matching@roycloudpto.com](mailto:matching@roycloudpto.com) if you plan to submit your donation for matching by your company. If you don't know if your company matches, just ask us!

Did you know that the Roy Cloud PTO plans to spend \$700 per student this school year through its many sponsored enrichment programs?  
**Please donate so that these important programs can continue!**

**Yes!** I want to make a donation to my child(ren)'s school and support enrichment programs!  
 My preferred amount is indicated below:

Suggested donation amount:

\$700 x \_\_\_\_\_ [Number of Students] = \$\_\_\_\_\_

Any donation amount is greatly appreciated!

\$25    \$50    \$100    \$250    \$500    Other \$\_\_\_\_\_

I would like to make a recurring credit card donation of \$\_\_\_\_\_ per month, through June 4, 2020

**Yes!** I also want to go above and beyond for our community and sponsor a student:

Additional sponsorship amount:

\$700    Other \$\_\_\_\_\_

**Yes!** My company will match my donation. Company Name: \_\_\_\_\_

### DONOR INFORMATION (\*required)

\*Name: \_\_\_\_\_  Please do not publish my name

\*Email (required for donation receipt): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

If you prefer to pay via credit card:  Yes, I would like to cover the 3% credit card processing fees.

Visa/MC #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CCV: \_\_\_\_\_

Questions? Email: [fundraising@roycloudpto.com](mailto:fundraising@roycloudpto.com)

Gifts to Roy Cloud School Parents Club are tax deductible. **501(C)3 Tax ID 26-4393209**

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