



August 8, 2024

Welcome back Roy Cloud families!

Are you as excited as we are for a rockin' start to the school year? If your family is new to Roy Cloud, we'd like to extend a special welcome and let you know that all parents and guardians are automatically members of our parent teacher organization (PTO). And part of what makes our school ROCK are the many programs and resources that are 100% funded by families through your PTO donations.

Today marks the start of our biggest school fundraiser, the PTO Direct Donations campaign. This year, we are asking each family to contribute \$800 per student to ensure our programming continues. While the ask may sound high, please know that the PTO continues to fill funding gaps which have only increased with recent state and district budget cuts. Below we've shared how the PTO plans to allocate our raised funds this school year. Without your generous financial support, none of this would be possible:

ACADEMIC & ENRICHMENT PROGRAMS	RESOURCES & SPECIAL INITIATIVES	COMMUNITY & EVENTS
\$357,000 Music, Art, PE, STEAM, Garden, Science, Foreign Language, Social Emotional Learning, etc.	\$234,000 Counseling, Intervention, Technology, Field Trips, Teacher Grants, School Beautification, etc.	\$99,000 Fun, Hospitality, Fundraising, etc.
The 2024-25 PTO budget covers over \$700,000 in expenses for programs and activities that make our school rock!		

*OPERATIONS = \$10,000

Our campaign goal is to raise over \$250,000 by October 31st with near perfect family participation. If you can't give now, or can't give the full amount, we ask you to donate any amount you are able via the many options below. For those willing to give more, please consider helping offset the financial burden for another family.

Here are all the ways to make a 100% tax deductible donation to the PTO:

- Donate online:** Use the QR code here or visit www.roycloudpto.com/donate2024
- Donate in person:** Fill out the form on the reverse and bring it to the school office
- Recurring donation:** Donate a smaller monthly amount automatically
- Corporate matching:** Compound the impact of your donation through your company!
- Donate stock:** Explore this tax-beneficial option by contacting us today!
- Make a pledge:** If you plan to donate after October 31, 2024, just let us know

ROY CLOUD ROCKS!



DONATE TODAY!

Thank you for your generosity and we can't wait to rock another school year with you!

Sincerely,

Your Roy Cloud PTO Direct Donations Team
fundraising@roycloudpto.com

Para obtener una versión de esta carta en español, visite: www.roycloudpto.com/donate



PTO DIRECT DONATIONS FORM 2024-25

WAYS TO ROCK YOUR DONATION

- **Online:** Donate via our fee-free donation site: www.roycloudpto.com/donate2024
- **In Person/By Check:** Fill out this form and bring it to the school office
- **Recurring Donation:** Set monthly recurring donations using the form below or the PTO donation site
- **Corporate Matching:** Compound the impact of your donation through your company!
- **Stock Donations:** To explore this tax-beneficial option, contact treasurer@roycloudpto.com
- **Make a Pledge:** If you plan to donate after October 31, 2024, please email fundraising@roycloudpto.com

**Your \$800 per student donation helps enrich student learning and our school community.
Please donate by **October 31st** so our important school programs can continue!
If you can't give the full amount, please give any amount you are able**

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

Suggested donation amount:

\$800 x _____ [Number of Students] = \$_____

Any donation amount is greatly appreciated!

\$25 \$50 \$100 \$250 \$500 \$1000 \$1500 Other \$_____

I would like to make a recurring donation of \$_____ per month, through June 6, 2025

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

Additional sponsorship amount:

\$800 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:

Visa/MC #: _____ Exp Date: _____ CCV: _____

NOTE: We process our credit card donations through a fee-free system called Zeffy. You will receive email notification and a receipt for tax purposes when we enter your donation into Zeffy. If you would like to enter your bank ACH transfer, please visit roycloudpto.com/DD2024-25

The fall Direct Donations campaign ends on **October 31, 2024**. A "Roy Cloud Rocks 2024-25" magnet will be mailed to all donors. Gifts to Roy Cloud School Parents Club (PTO) are tax deductible. **501(C)3 Tax ID 26-4393209** | 3790 Red Oak Way | Redwood City, CA 94061