



2020 McALPINE ELEMENTARY

# EVERYONE COUNTS CAMPAIGN

A DIRECT-GIVE FUNDRAISING CAMPAIGN  
BROUGHT TO YOU BY THE McALPINE PTO



## **WHAT IS THIS CAMPAIGN?**

McAlpine's Everyone Counts Campaign is **THE** major fundraising campaign for our school. Instead of sending students door-to-door selling gift wrap, magazines and food items, we simply ask parents to make a generous contribution. We feel this is the best way to raise money for our school because it allows us to keep 100% of the money raised here at McAlpine.

## **WHAT SHOULD I CONTRIBUTE?**

The short answer: give what you can. To guide you, keep in mind that our PTO spends approximately \$125 on each student every year. That's a good starting point for your donation. Past contributions ranged from \$5 to \$1,000. Any amount that you

## **HOW CAN I CONTRIBUTE?**

Visit [www.mcalpinepto.org/funding](http://www.mcalpinepto.org/funding) and look for the Everyone Counts Campaign section. You will be provided with directions and links there to make your **online payment** using your Pay4SchoolStuff.com account or PayPal.

If you are unable to donate online with a credit card, please email [mcalpineptoECC@gmail.com](mailto:mcalpineptoECC@gmail.com) to arrange an alternate donation method.

## **CAN MY EMPLOYER CONTRIBUTE?**

Absolutely! Many employers offer to match charitable contributions to eligible nonprofit organizations like ours, which doubles the impact of your donation.

These Corporate Matching Gifts account for a significant portion of the campaign's success each year. Please inquire with your employer about a matching gift, as each company's procedure for matching gifts is different.

## **IS MY DONATION TAX-DEDUCTIBLE?**

Yes, McAlpine Elementary School PTO is a 501(c)3 charitable organization, making your donation tax-deductible.

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## **EVERY CONTRIBUTION COUNTS**

Every contribution goes directly into the PTO's funds for the year, so **EVERY** contribution counts, no matter the size. **We hope to have 100% participation, meaning every family in the school donates. Please donate at the level you are able!**

## **EVERY CHILD COUNTS**

Funds raised through the Everyone Counts Campaign directly benefit **EVERY** student at McAlpine!

## **THE ECC ALLOWS THE McALPINE PTO TO PROVIDE FUNDING THAT IMPACTS THE ENTIRE McALPINE COMMUNITY.**

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**Many of the programs and resources that your child experiences at McAlpine are made possible by the PTO, and are not paid for by local, state or federal government funding.**

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Technology upgrades, literacy curriculum resources, math materials and programs, new books and media, campus improvements, supplemental materials for teachers, staff development and appreciation, and enrichment opportunities for our students are just some of the PTO-funded elements vital to providing an excellent educational experience for your child.

During this time of remote learning, our PTO will be supporting teachers with virtual classroom management tools, updated technology equipment, and materials to be used by students at home. We are purchasing vital software for classroom instruction, continuing to support literacy and math training & tools, supplying teachers with start-up funds for their classroom needs, and grant professional learning opportunities for our teachers and administrators.

When our children eventually return to the school building, we will need PTO funding more than ever to maintain a safe and healthy environment at McAlpine with hand sanitizing stations, enhanced disinfecting efforts, and repairs and improvements to the building. We look forward to being able to support student activities & clubs, send every class on a variety of educational field trips, and host family friendly events, class parties, and staff appreciation, and student performances!

**2020 EVERYONE COUNTS CAMPAIGN GOAL:**

# \$20,000

**DEADLINE: OCTOBER 9, 2020**

# To DONATE:

[WWW.MCALPINEPTO.ORG/FUNDING](http://WWW.MCALPINEPTO.ORG/FUNDING)

# QUESTIONS?

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