

# News Bulletin



August 2009

## Plano ISD Education Foundation Soars Past \$1 million Annual Fundraising

*Donated Funds Benefit PISD Students, Staff, and Programs*

The board of directors of the Plano ISD Education Foundation validated in May the nonprofit organization's importance to the Plano Independent School District, as Foundation Board President Ralph Stow proudly announced the group had raised more than \$1 million for the third year.

Mr. Stow said, "Plano public schools are the cornerstone to the quality of life in our community. Our community wants Plano ISD to remain one of the best public school districts in the nation. Our community is willing to invest in our schools through private donations as well as local taxes.

Generating \$1 million this year, despite the economic turbulence, in critical private support for our schools and teachers is important to our schools and to our region. The Plano ISD Education Foundation has more than doubled its fundraising results over the last three years to help Plano ISD schools maintain their high standards of excellence. We plan to maintain the momentum and continue growing support for Plano schools. Investing in the education of our students continues to be a safe investment with guaranteed returns."

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## Get Involved. Make a Difference.

Are you interested in participating in the Grants to Educators Program? Each year Plano ISD Education Foundation has hundreds of teachers apply for classroom grants. PISDEF is currently seeking donations for these classroom grants and seeking volunteers to assist in the screening of grant applications.

The Foundation begins its annual community honor roll campaign this fall. Volunteers are needed to assist at school open houses to sell yard signs and build community support for the Plano ISD. Last year the Foundation

distributed 400 yard signs across the District. This year PISDEF wants to expand and raise more funds for the students and teachers of Plano ISD.

Please contact the Foundation office for more information on these opportunities and more (469-752-8272).

### Save the Date:

- **August 13, 2009 - New Teacher Lunch at Willowbend Mall**
- **August 14, 2009 - Destination Graduation Press Conference at Williams High School**
- **August 18, 2009 - All District Convocation at Prestonwood Church**
- **August 24, 2009 - First day of school**

**"If we all did the things we are capable of, we would astound ourselves."  
- Thomas Edison**



Donors of \$50,000+ pose with foundation and school district representatives. Pictured here are Ralph Stow, Foundation President; Jim Hirsch, Associate Superintendent for Academic and Technology Services; Jeff Gasaway, Jasper High School Principal; Mary Calderon, AT&T Foundation; and Brad Shanklin, Plano ISD Board of Trustees.

## Major Donors Recognized

### *Valedictorian - \$50,000+*

AT&T Foundation  
Barbara Bush Fund for Family Literacy  
EDS Foundation  
Employees of Plano ISD  
Texas Instruments Foundation

### *Salutatorian - \$20,000 +*

AEGON Direct Marketing Services, Inc.  
Capital One  
Dollar General  
Gay, McCall, Isaacks, Gordon & Robers, P.C.  
Medical Center of Plano  
Park Place Lexus Plano  
Texas Instruments

### *Distinguished Achievement - \$10,000 +*

Baylor Regional Medical Center of Plano  
City of Plano  
Ebby Halliday Realtors  
EDS Credit Union  
ExxonMobil Corp.  
THE HEART HOSPITAL Baylor Plano  
Nortel  
Plano Arts & Cultural Endowment, Inc.  
Wachovia Foundation  
Verizon

### *With Honors - \$5,000+*

Abernathy, Roeder, Boyd & Joplin PC  
ATMOS Energy  
Central Market of Plano  
Innovative Solutions for Education  
Plano ISD Council of PTAs and Local PTA Units  
SHW Group LLP  
ViewPoint Bank

## Education Foundation Soars

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Plano ISD Superintendent Dr. Doug Otto says, "The Plano ISD Education Foundation is a critical partner with our school district. The Foundation engages thousands of donors each year, all to help Plano schools. Funds raised by the Foundation stay in Plano ISD and address important academic programs our school district has identified for which tax dollars are not available.

Many people don't know that Plano ISD remains subject to some recapture of local tax dollars by the state of Texas, needed to address inequities in school finance. This year our district will send more than \$87 million back to the state as a result of 'recapture.' The Plano ISD Education Foundation helps our district address funding gaps for priority needs. Meanwhile, our Plano educators keep the bar high for our graduates, while ever-mindful of closing any achievement gaps."

Approximately 150 attendees celebrated the \$1 million dollar milestone at a donor recognition event held at Gleneagles Country Club.

The year's most significant donation was the collective contribution of \$114,080 made to the Plano ISD Education Foundation by more than 3,013 Plano ISD employees as a result of a Valentine's Day employee campaign chaired by Plano ISD former Deputy Superintendent Jeff Bailey. Individual employee gifts ranged from \$5 to \$1,500 and raised more than one-tenth of the Foundation's annual goal.

With the support of thousands of donors throughout the 2008-2009 school year, the Plano ISD Education Foundation funded:

**\$260,000 in grants for schools and classroom teachers** across the district to enhance student learning

through instructional projects, professional training and other special needs.

**\$160,000 for programs that improve science, technology and mathematics instruction (STEM)** for secondary students.

**\$100,000 for district initiatives that recruit, retain and recognize the very best teachers.** Each year the Plano ISD Education Foundation sponsors the district's job fair; augments travel funds for district recruitment of tough-to-fill positions; offers moving loans to new teachers relocating to Plano; sponsors the district's new teacher orientation, all-employee Convocation; Teacher of the Year recognition; and funds the PISD Employee Crisis Fund that provides grants to employees with short term emergencies.

**\$50,000 for student scholarships** so that all Plano ISD fifth grade students can attend the fee-based Collin County Adventure Camp, a three-day instructional program for all fifth grade students.

**\$300,000 for initiatives that engage community and connect parents and families with schools.** Supporting initiatives that engage all PISD parents in their children's learning, the Plano ISD Education Foundation facilitated private support of numerous services currently offered through the Plano ISD Student and Family Services division. In addition, the Foundation annually supports PISD Communications Department's activities with distribution of PISD student academic calendar magnets to all Plano ISD families and employees.



Beth Webb gives PISDEF donors a round of applause.



Dr. Otto greets guests, including guest speaker Janet Napoli.



STEM Award winners Michele Poovey and Stephanie Schinnerer enjoy the reception.



Monica Shortino, Lisa Raskin, and Jane Lilliston.



Donors of \$10,000 and up after receiving their gift.



Donors of \$5,000 and up pose with Jim Hirsch.



## Did You Know?

### Your Investment Has Huge Returns!

- This summer the Foundation facilitated a grant for 60 girls to attend a two-week physics camp.
- The Foundation will gift \$100,000 to the Plano Family Literacy Center. The Plano Family Literacy Center impacted more than 100 families and 300 individuals in the 2008-2009 school year.
- This summer the Foundation will facilitate a grant for 40+ incoming freshman at Williams High School to attend a two-week camp in conjunction with the Destination Graduation program to assist in the high school transition.

## Special Thanks

- Dollar General - gift of \$20,000 for the Plano Family Literacy Program
- Wachovia Foundation - gift of \$10,000 for the AVID program

## Other Ways to Give

What if Plano ISD Education Foundation earned a donation every time you searched the Internet? Or how about if a percentage of every purchase you made online went to support our cause? Well, now it can!

GoodSearch.com is a new Yahoo-powered search engine that donates half its advertising revenue, about a penny per search, to the charities its users designate. Use it just as you would any search engine, get quality search results from Yahoo, and watch the donations add up!

GoodShop.com is a new online shopping mall which donates up to 37 percent of each purchase to your favorite cause! Hundreds of great stores including Amazon, Target, Gap, Best Buy, ebay, Macy's and Barnes & Noble have teamed up with GoodShop and every time you place an order, you'll be supporting your favorite cause.

Just go to [www.goodsearch.com](http://www.goodsearch.com) and be sure to enter Plano ISD Education Foundation as the charity you want to support. And, be sure to spread the word!

ClubCorp Charity Classic  
September 23, 2009  
Benefiting Plano ISD Education Foundation  
<http://www.clubcorpcharityclassic.com/>

## Plano ISD Education Foundation Introduces 2009-2010 Board of Directors

### OFFICERS

Beth Webb, President  
*Community Volunteer*  
Michael Urto, President Elect  
*Peckham Custom Builders, L.L.C.*  
Lisa Raskin, Secretary  
*Community Volunteer*  
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*JonesBaggett LLP*

Monica Shortino, Executive Director  
Dr. Doug Otto, PISD Superintendent of Schools

Brad Shanklin, Representative, PISD

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## Special Thanks to our retiring board members

Judy Drotman  
Debra Glassburn

Lori Heil  
Mark Thornton

Donations can now  
be made online at  
[www.pisd.edu/foundation](http://www.pisd.edu/foundation).  
Just click on  
the Invest in a Child  
Today button!