

**A STATEMENT OF COMMON UNDERSTANDING REGARDING FUNDRAISING IN  
THE MILL VALLEY SCHOOL DISTRICT**

The Mill Valley School District has primary responsibility for providing educational programs for the students of Mill Valley. Given the fact that the state of California does not provide adequate funding for the district to deliver the type of programs that the Mill Valley community desires for its students, additional funds are provided by Kiddo! and school PTAs. The District, Kiddo!, and PTAs wish to offer the best possible educational programs to Mill Valley students by working collaboratively to maximize fundraising effectiveness

Kiddo!'s primary objective is to raise funds for *district-wide* programs as determined by the District; and that equally benefit every child at every public K-5 school and the middle school. Funded programs include art, vocal and instrumental music, drama, dance, poetry and mini-grants that support innovative teaching. Additionally, Kiddo! provides support for technology and other needs as designated by the District.

The primary objectives of the PTA are child advocacy, community building, parent education, and classroom and teacher support. The PTA units at each school raise funds for *site specific* needs and programs that support PTA objectives. These may include assemblies, library books, playground equipment, technology equipment, school beautification, newsletter, scholarship and classroom funds.

To maximize the effectiveness of fundraising, the District encourages the community to put its primary financial support into Kiddo! fundraising efforts. Kiddo! is able to raise more money overall for programs. By focusing primary fundraising with Kiddo!, equity of program and resource allocation across the school district is assured. It also eases the financial responsibility on the PTA units, and enables the PTAs to focus on their primary objectives. PTA fundraising is supported at each school site after specific school projects or needs are identified by the principal and approved by vote of the PTA membership.

Kiddo! and the PTA work together to coordinate calendars for each other's fundraising efforts. Fundraising for Kiddo! includes direct parent and business solicitations that take place primarily in the spring. If the campaign goals are not met by the beginning of the school year, Kiddo! will conduct campaign follow-up in late fall (November). eScrip enrollment takes place throughout the school year and a solicitation for the Endowment Fund is mailed to the non-parent community in December. Kiddo! holds its biennial Gala and Auction in March in odd numbered years, as well as periodic special events.

Major fundraising by the PTAs include school wide events and/or fundraisers in the fall. Other fundraising efforts throughout the year may include food lunch programs, clothing sales, birthday books and book fairs, as well as periodic events for special needs as approved by the Administrative Council.

Gifts of substantial value made to a specific classroom are actually gifts to the District for benefit of a school and may be reassigned at the discretion of the principal and/or the superintendent. Parents should donate goods of substantial value to the school or district, not to a specific classroom.

For over twenty years, the businesses of Mill Valley have generously supported all the schools in the District through Kiddo's Business Partnership Program. In recognition of that generosity, it is recommended that PTAs solicit businesses other than those listed as Kiddo! Business Partners in the prior year's school directory.