



2023-2024

# Community Partner Campaign

September 30, 2023

Dear Memorial Elementary Community Partner,

Our Neighborhood School, Memorial Elementary, holds an important place in Houston's history. Nestled in what is today Memorial Park, it rests on what was once the grounds of Camp Logan, a WWI training ground for African American soldiers. Memorial has seen the community and neighborhood around it grow and change since it was founded in 1926.

The school has dedicated faculty that serve a diverse student body – over 50% of which are economically-disadvantaged. Given this, along with budget cuts and spending restrictions, **our school's current and future academic success depends on community support** to help fill gaps for special programs and projects not funded by HISD or the Texas Education Agency (TEA). With your generous support, we can provide students with resources and academic programs that focus on developing well-rounded global citizens and enhance community building activities.

In the last several years, Memorial has become a gem within HISD. **Memorial rose from a C-rated school in 2016-17, to earning an "A" in 2021-2022**, awarded a National Blue Ribbon Award by US Dept. of Education in 2020, is a certified Dual Language School, and is on track to be fully accredited as an International Baccalaureate World School by the end of 2023.

We would be honored to acknowledge you as a distinguished Community Partner. Your support will not only make a lasting impact on the lives of our students but also demonstrate your commitment to the betterment of our community.

Enclosed, please find an overview of our fundraising goals, including sponsorship levels and associated benefits. Together, we can be catalysts for positive change, providing the next generation with the tools and opportunities they need to succeed.

Thank you for considering this opportunity. We look forward to working with you to create a brighter future for our students.

*Jally Koleski*

**PTO President**

*Courtney Jennaro*

**Vice President**

*Marina Lapuyade*

**VP Fundraising**

*Caire Mangrum*

**VP Fundraising**

Memorial PTO's projected annual budget is outlined here. The Community Partner Campaign spotlights two of these line items:

**IB Certification & Compliance - \$17,000**

As a line item previously funded through LIFT Memorial, completing the certification process and continuing to offer an IB curriculum is a top financial priority. To enrich our curriculum and maintain IB compliance we added Spanish language ancillary class for the English-only classes. Please see the attachment outlining the unique benefits of an IB education.

**Garden Education - \$15,000**

Previously funded by LIFT Memorial, the Tamela Hamilton Learning Garden upkeep and ancillary class is one of the students' favorite activities. Taking intentional time to be outside, engage with the natural world, and experience and the vitality of plant life is a unique opportunity made possible through parents and community members.

**Let's do this!**

Attached you will find our Community Giving Campaign levels, including incentives. Please take this opportunity to invest in our campus, our neighborhood, faculty, staff, and most importantly our children. No gift is too small – we simply appreciate your thoughtful consideration and thank you for making a difference at Memorial Elementary through your donation!

If donation through your company or organization requires additional paperwork, a representative from PTO will be happy to help.

Thank you for your consideration and Go, Mustangs!

*Sally Dleski*

**PTO President**

*Courtney Jennaro*

**Vice President**

*Marina Lapuyade*

**VP Fundraising**

*Caire Mangrum*

**VP Fundraising**

**2023-2024 Fundraising Goals**

**\$17,000**

**IB Fees & Compliance**

\$30,000

Learning Technology

\$65,000

Science Teacher & STEM curriculum

**\$15,000**

**Garden Education**

\$5,000

Equipment & Supplies

\$5,400

Faculty Grants

\$5,000

Art Program & Supplies

\$5,000

4th & 5th Grade Orchestra

\$4,600

Student Special Events

\$3,000

Campus Maintenance & Beautification

\$2,000

Faculty Appreciation

**\$157,000 Total Fundraising Goal**

# 2023-2024 Community Partner Giving Levels

Benefits	Diamond \$2,500+	Platinum \$1,500	Gold \$1,000	Silver \$500	Bronze \$250
Logo & link prominently displayed on PTO website	✓	✓	✓	✓	✓
Recognition on sponsor page in yearbook	✓	✓	✓	✓	✓
Logo & link in monthly newsletter	✓	✓	✓	✓	
Logo on sponsor roll up banner displayed by PTO table (Deadline Dec 1)	✓	✓	✓	✓	
Flyer sent home in Weekly Wednesday Folders	4 pages per year	3 pages per year	2 pages per year	1 page per year	
Logo on sponsor banner displayed on fence outside of school (Deadline Dec 1)	✓	✓	✓		
Company name on marquee for a week ( <del>expected Feb 2024</del> ) <b>NOW!</b>	✓	✓	✓		
<u>12"x18"</u> yard signs permitted around perimeter of campus	6 signs	4 signs			
Individual banner displayed on fence	✓				

- All paying vendors from events like Meet the Teacher, Open House, Fall Fest, Fun Run, etc. may deduct their vendor fees from the sponsorship level price
- If Community Partner is also a Memorial family, the benefits from the Family Giving Levels also apply

### Website (www.memorialpto.com)

- Level displayed on www.memorialpto.com/mustang-partners and on the homepage
- 1 Year Traffic - 1.9K unique visitors | 3.7K page visits | 4.12 min average session

### Facebook (www.facebook.com/memelementarypto)

- 662 Followers | 31.9K reach annually

### Instagram @memelementarypto

- 520 Followers | 289 Posts in last 365 days | 5.2K reach annually

### Monthly E-Newsletter "Mustang Stampede"

- 887 subscribers
- Open rate for the last 365 days is 45% with a click rate of 25%



**Pedestrian traffic by our campus is high. We are a thoroughfare to Memorial Park.**

Memorial PTO is a 501c3 non-profit organization and your donation is tax deductible.  
IRS EIN #76-0637020. Contact treasurer@memorialpto.com to request a receipt.



# Thank you!

Your generosity makes a significant impact in our community!

Memorial PTO is a 501c3 non-profit organization and your donation is tax deductible. IRS EIN #76-0637020. Contact [treasurer@memorialpto.com](mailto:treasurer@memorialpto.com) to request a receipt.

Complete the below and mail with a check payable to:  
**Memorial PTO, 6401 Arnot Street, Houston, TX 77007**

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Company Name \_\_\_\_\_

Name listed for Recognition: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Please circle Sponsorship Level

**Diamond (\$2,500)   Platinum (\$1,500)   Gold (\$1,000)   Silver (\$500)   Bronze (\$250)**

Prefer to donate online?

Complete the sponsorship form at [memorialpto.com/donate](http://memorialpto.com/donate)



# Projects Funded Through Sponsorship & Community Support

- PTO Capital Campaign Projects
  - 2023 Spark Park Renovation
  - 2023 Marquee Repair (will install once IB cert. is finalized to include the IB logo)
  - 2024 Learning Technology
- LIFT Memorial's Past Projects
  - Mad Science
  - IB Certification Fees
  - Clevertouch/ Chromebooks & other technology
  - Garden Education
  - Library Renovation & Water Bottle Filling Stations
- Equipment, Supplies & Technology
  - Parent Square App
  - Maintain work room fully stocked with materials
  - New violins for orchestra
  - Large outdoor fans
- Faculty Grants
  - \$200 per teacher to use for classroom projects or continuing education
- Special Student Events
  - Monarch Chambers Orchestra Performances (twice a year)
  - Fall Festival
  - Field Day
  - Winter Holiday Production
  - End of Year Celebration
  - PK, K & 1st Grade Rodeo Dance
  - 5th Grade Celebration
  - Decorations & programs for Hispanic Heritage and Black History months
  - Monster Math Night
  - Family Literacy Night
  - Field trip transportation for all grade levels
  - Trunk or Treat
- Campus Maintenance & Beautification
  - Remove led-based paint and repainted 1st floor hallway
  - Complete murals on interior walls
  - Furnish interior courtyard (shade structure, furniture, and beautification)
  - Power wash brick exterior and gazebo
  - Clean out Scout House
  - Remove deteriorating wood sheds from campus
- Teacher Appreciation
  - Meals & refreshments
  - End of year party with gift card raffles