

SEPTEMBER 10, 2011

# THE BASH

## PEF'S ANNUAL FUNDRAISER FOR ALL PETALUMA SCHOOLS

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The Petaluma Educational Foundation (PEF) is celebrating 29 years of supporting all public and private non-profit K-12 schools in the Petaluma area by funding:

- \$1.9 million in Grants for Innovative Classroom/School Programs
- \$1.8 million in Scholarship Awards for High School Graduates

### More than ever, Petaluma's children need your support.

Every September, PEF hosts The Bash - our annual fundraiser for all Petaluma area schools. The Dinner Dance, which attracts over 500 people, features both Live and Silent Auctions.

We understand how many requests you receive to support our community and how important it is to choose wisely to ensure the most impact from your donation. Therefore, we have developed three options and invite you to select the best way(s) for **your** contribution:

- Place an advertisement in The Bash event program: distributed to guests September 10 and throughout the year
- Donate an item for the Live, Silent or Online Auction: prominently displayed and acknowledged at The Bash to guests
- Create an offer to become a PEF Week Featured Vendor.

The Bash kicks off PEF Week celebrations, September 10-17, 2011.

### IT'S EASY!

Just return the enclosed form(s) via fax or mail or online at [www.pefinfo.com](http://www.pefinfo.com)  
DEADLINE IS AUGUST 1, 2011.

### JOIN US!

**Go online to reserve tickets to attend The Bash on Saturday, September 10, 2011.**

Dinner, Dancing, Live and Silent Auctions

\$150 per person, includes hosted reception, gourmet dinner, and dancing

Thank you for your consideration! A PEF committee member will be in touch with you soon.

Carol Libarle, PEF Board Member  
The Bash Co-Chair  
[clibarle@comcast.net](mailto:clibarle@comcast.net)

Cathy Bachman, PEF Board Member  
The Bash Co-Chair  
[cbach56@aol.com](mailto:cbach56@aol.com)

## PETALUMA EDUCATIONAL FOUNDATION

200 Douglas Street, Petaluma, CA 94952 (707) 778-4632 FAX (707) 778-4642

[www.pefinfo.com](http://www.pefinfo.com) [katy@pefinfo.com](mailto:katy@pefinfo.com)



## REACH OUR AUDIENCE

The 500 guests at The Bash are united by a common purpose: to raise funds for PEF in support of all K-12 public, nonprofit private and charter Petaluma schools.

In addition, Bash supporters are:

- Homeowners, avid travelers, gourmet diners and consumers of luxury goods
- Generous, philanthropic bidders
- Educated consumers who appreciate our sponsors
- Leaders in the community
- Business owners and managers

## HELP RAISE FUNDS FOR ALL PETALUMA SCHOOLS

Net proceeds from The 2010 Bash were \$263,000.

- Guests from the Petaluma community
- Attendees contributed between \$100 and \$15,000
- \$20,183 raised in Silent Auction of donated items with average bid of \$175
- \$53,850 raised during the Live Auction of donated events with an average bid of \$2,250
- \$9,750 raised in Ad Sales for the Bash Program
- \$94,500 in Bash Corporate Sponsorships
- Over \$50,000 in In-Kind Bash Contributions

## BE RECOGNIZED

EVERY supporter receives recognition of support:

- Throughout the Petaluma community as a leader in funding local education
- By the parents and families of 13,000 students we serve
- By the teachers and administrators of Petaluma's 36 K-12 public, private and charter schools

## WHAT IS THE BASH?

**Saturday, September 10, 2011 • 5:00 pm - midnight**

Every year, Petaluma Educational Foundation creates a premier community fundraiser known as "The Bash". The fundraiser began as a dinner dance and auction years ago and has grown into an extravagant sell-out gala for 500 guests. The Bash features a reception, specialty drinks, gourmet dinner, silent and live auctions and entertainment.

***This event raises net proceeds of \$250,000 to provide over 13,000 Petaluma area students educational programs through the PEF Grants and Scholarships.***

## WHAT IS PEF WEEK?

**September 10-17, 2011**

The Bash kicks off PEF Week, our inaugural week-long community celebration of our students and schools.

During this week-long campaign, all 36 schools with 13,000 students and their families will be encouraged to support local restaurants and retail establishments participating as **Featured Vendors**. This opportunity will benefit the schools and expose your establishment to potential new customers. We will advertise PEF Week with posters, flyers and local social medium.

***All proceeds from The Bash and PEF Week will benefit the Foundation.*** Funds raised are managed and distributed by PEF, a 501 (c)(3) public charity. Your help will ensure PEF can provide the necessary funding this year and into the future.





*contribute  
to The Bash*

**AND HELP ALL  
13,000 STUDENTS  
IN 36 PETALUMA  
AREA SCHOOLS**

### 3 WAYS TO CONTRIBUTE

OPTIONS	Leading up to The Bash	The Bash September 10	PEF Week September 10 - 17	After The Bash
<b>Advertise</b> Bash Program: \$100-\$500 ad sizes		Distributed to guests at The Bash		Distribution throughout the year; listed as The Bash contributor in Thank You ad
<b>Donate an Item, Service or Certificate</b> Live, Silent and Online Auctions	Featured online through The Bash website	Essential to raising money through guests' bids		Listed as The Bash contributor in Thank You ad
<b>Featured Vendor</b> of PEF Week - create an offer to attract business and benefit PEF	PEF Week promoted in all The Bash ads; Vendors listed online through The Bash website	PEF Week promoted in The Bash Program and in PowerPoint Presentation	Week-long promotion to all schools, PEF supporters and the Petaluma community	Listed as The Bash contributor in Thank You ad



#### CONTACT INFORMATION

Co-chairs: Cathy Bachman • cbach56@aol.com  
 Carol Libarle • clibarle@comcast.net

Ad in Bash Program: Alicia Hansel • arazzari@hotmail.com

PEF Week: Stephanie Baxman • stephanieacooney@hotmail.com  
 Deborah Smith • dflagsmith@earthlink.net



*Title Sponsors of the 2011 Bash*



**Exchange Bank**





**HISTORY** In 1982, a group of teachers, business leaders and community activists in Petaluma convened to develop funding solutions for area schools in response to major budget deficits throughout the California school system. The outcome was the creation of the Petaluma Educational Foundation (PEF), a privately funded, non-profit organization whose primary goal is to raise money in the community to benefit education.

**MISSION** Every child has a dream. Petaluma Educational Foundation creates community partnerships to fulfill these dreams. PEF Grant and Scholarship programs enhance and enrich the academic experience of more than 13,000 students in Petaluma's 36 public, charter, and not-for-profit private schools. *We believe in them. We empower them. We invest in their future.*

**FUNDING** PEF does not receive public funding. The Foundation raises funds from individuals, corporations and foundations. In addition, PEF manages Alphabet Soup, a thrift store located in downtown Petaluma. All proceeds from Alphabet Soup benefit the Foundation.

#### **PROGRAMS**

**Grants for Schools:** Since 1983, PEF has given \$1,900,000 to teachers, administrators and parents to fund projects not covered in the school budget. The purpose of our Grant Program is to reward innovative academic programs and foster excellence in education for all Petaluma area students.

**Scholarships for High School Graduates:** The Petaluma Educational Foundation is honored to manage 48 Scholarship Programs for donors who provide the Foundation with clear criteria for selecting recipients. In 2011, we awarded 266 scholarships worth \$183,400 to seniors graduating from all seven Petaluma high schools.

**Managed Funds:** PEF manages over \$3,800,000 in component and endowed funds with clear directions as to how the funds will benefit the school(s) in Petaluma. We also manage component funds for school-related organizations and clubs.

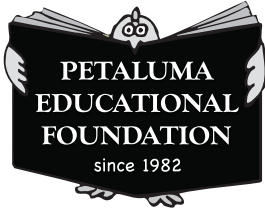
*Support local education !*

The Bash proceeds fund all programs of PEF with primary emphasis on the PEF Grant Program. The goal of The Bash is to raise \$300,000, possible only through your support.



**[www.pefinfo.com](http://www.pefinfo.com) • 707.778.4632 • [katy@pefinfo.com](mailto:katy@pefinfo.com)**

For your tax purposes, the Petaluma Education Foundation is designated by the Internal Revenue Service as a tax-exempt, non-profit, charitable 501(c)(3) organization. Our tax ID is #94-2847212.



# BASH AUCTION DONATION

**THE BASH** SEPTEMBER 10, 2011 **TO BENEFIT 13,000 STUDENTS IN ALL 36 PETALUMA SCHOOLS**

**Please provide the following information and return to PEF no later than August 1 for inclusion in The Bash Event Program listing our donors and supporters.**

Contact \_\_\_\_\_

Company/Affiliation \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Signature of Donor \_\_\_\_\_ Date \_\_\_\_\_

PEF Solicitor \_\_\_\_\_ Date \_\_\_\_\_

## DONATE

Retail Value \$ (required) \_\_\_\_\_

Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

## ADVERTISE

*All ads must be camera-ready prints or high-resolution (300 dpi) digital files sent to [katy@PEFinfo.com](mailto:katy@PEFinfo.com).*

Full page \_\_\_\_\_ \$400

Half page \_\_\_\_\_ \$250

Quarter page \_\_\_\_\_ \$175

Business card \_\_\_\_\_ \$100

Use art on file from last year

## PEF WEEK

**September 10-17, 2011**

Please contact me to be a Featured Sponsor. Brief description of feature:

Offer for customers to support PEF  
\_\_\_ % of sale to PEF  
\_\_\_ check-out call to donate  
other: \_\_\_\_\_

Special event to fundraise for PEF

Other \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PAYMENT INFORMATION

\_\_ Check enclosed \_\_ invoice me \_\_ Credit Card:  VISA  MC  AMEX Name \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Signature \_\_\_\_\_ Zip code of billing address \_\_\_\_\_

**PLEASE RESPOND AS SOON AS POSSIBLE!**

**DONATE ONLINE: [www.pefinfo.com](http://www.pefinfo.com) or FAX OR RETURN THIS FORM BY MAIL ...**

Petaluma Educational Foundation, 200 Douglas Street, Petaluma CA 94952 Fax 707-778-4642

For more information, call 707-778-4632 or [katy@pefinfo.com](mailto:katy@pefinfo.com) [www.pefinfo.com](http://www.pefinfo.com)