

RAISE THE ROOF Crocker Highlands Auction

November 1, 2009

Dear Crocker Highlands Elementary School Supporter:

We are pleased to announce that the 14th Annual Crocker Highlands Auction for Student Success, "Raise the Roof, Reach the Stars" is scheduled for March 6, 2010! The generous support that the local community provides ensures that our neighborhood public school maintains a standard of excellence that is second to none!

As we all know, California schools subsist on shoestring budgets and struggle to provide the mere basics. With the generous support of the Crocker community, the PTA is able to fund the school's physical education program, music instruction, library services, computer lab, facilities improvements, and programs to eliminate the achievement gap.

The auction is our largest fundraiser of the year, contributing 45% of the \$189,000 total the PTA needs to raise for our children to have access to these critical programs. Our outstanding public school is an important hallmark of our neighborhood, and we are counting on the community to support this important initiative. Please visit www.crockerschool.org/auction for more information.

Supporters can participate in a variety of ways, including:

- Donating services, gift certificates, or products
- Purchasing an advertisement in our auction print catalog
- Providing monetary contributions
- Soliciting donations from family, friends, and other community members

Our Auction Catalog will be available online, and can display an item picture or company logo, and a website link next to the item description, allowing the donation to serve as another advertising vehicle for your business. Additionally, all donors are prominently featured in our print catalog. As always, your donations are 100% tax deductible.

We greatly appreciate the support of our past donors, and hope you will continue to participate. If you are a new donor, please accept our deep gratitude for your commitment to providing a successful school experience for the children in our community.

Please return the enclosed donation form no later than January 29, 2010. If you are interested in advertising in our print catalog, please include the advertising form. Please note that all forms are available online at **www.crockerschool.org/auction**. If you have any questions or would like to discuss your participation options further, please contact us. We also hope that you will join us on March 6th – mark your calendar for a fun-filled evening!

Our school thrives in a community filled with commitment, contribution, and pride. Thank you for your support, and we look forward to working with you.

Sincerely,

Lisa Thorne
Auction Co-Chair
510-452-1728
auction@crockerschool.org

Tamara Zirkle
Auction Co-Chair
510-836-2844
auction@crockerschool.org

Crocker Highlands Elementary School PTA c/o 662 Calmar Ave., Oakland, CA 94610
For information: email auction@crockerschool.org
Donations are tax deductible: Tax ID # 94-6171881