

Dear PS11 Families,

Our Boosterthon Fundraising Fun Run Event is on the way!

Here are the answers to some questions that you may have:

1. What is the Boosterthon Fun Run?

The Fun Run is a fundraising event for PS11 that will promote school spirit, while helping to provide important resources like supplies, teachers and extra programs (currently not funded by the DOE) to our children. Students will run around a track, while also dancing, being silly and having fun. This year, instead of receiving pledges on a per lap basis, families will solicit flat participation donations from friends and family for the students' participation in this character building and physical exercise activity.

2. Who is eligible to participate in the event?

All PS11 students can participate in the event. Students do not need to have any pledges or sponsors to join in the fun. Students who are not able to run may also participate. PS11 is and will always be an inclusive school. Students who cannot physically participate will be given alternate activities to do. Please contact your classroom teacher if this pertains to your child.

3. Will students earn prizes for fundraising?

No! Changes this year ensure that only parents - not students - are involved in fundraising. For students, the experience will be purely about the character lessons they'll receive each day in the classroom and the Fun Run itself. At the same time, all classes will receive small prizes for participating in the character building aspects of the event.

4. My child has been talking about the Boosterthon videos. What are they?

Boosterthon has created a series of videos teaching students about important, positive character traits. This year's theme is called Mind Spark Mystery Lab and is S.T.E.A.M.-themed. The character lessons contained in the videos for each day are: Citizenship, Zest, Growth Mindset, Integrity, and Teamwork. These videos are not connected to the fundraising component of Boosterthon. Mr. Bender has carefully vetted the character program to ensure it is entirely consistent with PS11's approach and K&G philosophy.

5. When is the Fun Run?

The Fun Run will be on May 22nd. Students will spend approximately one hour at the Fun Run.

6. Can I come cheer my student on?

Yes! Unless the Fun Run has to be moved into tighter quarters indoors due to inclement weather (which won't happen!), all families are invited to come participate in cheering the students on.

7. Why did the PTA choose this fundraising event?

As with all of the programming that our PTA brings to PS11, this new event was first selected in 2017 very carefully. After Boosterthon was recommended to us, PTA Executive Board Members and Mr. Bender researched the company and its founder and reached out to other NYC schools that have held this event. This year, the other Manhattan public elementary schools participating in Boosterthon (some of them now in their 3rd or 4th year) include: PS3, PS6, PS33, PS84, PS183 and PS290. We also had several meetings with Boosterthon representatives to help tailor this event to meet the needs and philosophies at PS11. All were satisfied that the program is both consistent with PS11 values and could raise substantial income to support the

many (and growing) programs and resources paid for each year by the PTA.

8. What does Boosterthon provide?

Among the amenities that Boosterthon provides in support of this fundraiser are:

- Spirit-boosting staff on campus every day for a week. This means there are no PS11 volunteers required (the Gala, by comparison, uses *over 200 parent volunteers*).
- Communications, spirit materials, and small (non-fundraiser-related) prizes for every class.
- Video curriculum teaching and spreading excitement about the importance of key character traits: Citizenship, Zest, Growth Mindset, Integrity, and Teamwork.
- Day-of set up and Fun Run event execution (again, *no parent volunteers required*).
- Back-office pledge collection infrastructure.

8. How much does Boosterthon cost?

As with all fundraisers, there are significant upfront expenses associated with the Fun Run. The staffing, materials and logistics of carrying off a major fundraising event like this requires an investment. If the PTA had to bear the full costs of the PS11 Gala, for example, it would represent a significant expenditure. Though difficult to quantify because of the large number of donated goods and services upon which we rely, along with the hard work of nearly 225 parent volunteers putting in many hours before and after the event, we know the total costs associated with pulling off this event are substantial.

Boosterthon's fee for executing the Fun Run varies on a percentage basis depending on how much total money the community raises. Last year, the company received about 40% of gross receipts, netting the school approximately \$70,000. This represented new revenue to the school way beyond the PTA's budget, which supported additional programs and resources for students. No additional resources or parent volunteers were needed.

8. How can I get more involved at PS11?

We are always looking for volunteers to help with free programming and fundraising events throughout the year. If you are interested please contact **ps11volunteer@gmail.com**

If you would like to learn more about the PTA or have an idea about how to help support the children at PS11, please contact **ps11ptapresident@gmail.com**

And again, all are welcome to come join the fun on May 22nd!

Sincerely,

Robin Lockwood and Santhi Yarlagadda
PS11 PTA Co-Presidents 2018/2019