

Middle School Sports for Santa Monica Public Schools



Feb. 6, 2023

An Athletic Campaign for Santa Monica Public Schools

February 6, 2023

The *For Athletics* Campaign

Purpose:

- To raise money for current athletic needs
- To raise money for an athletic endowment

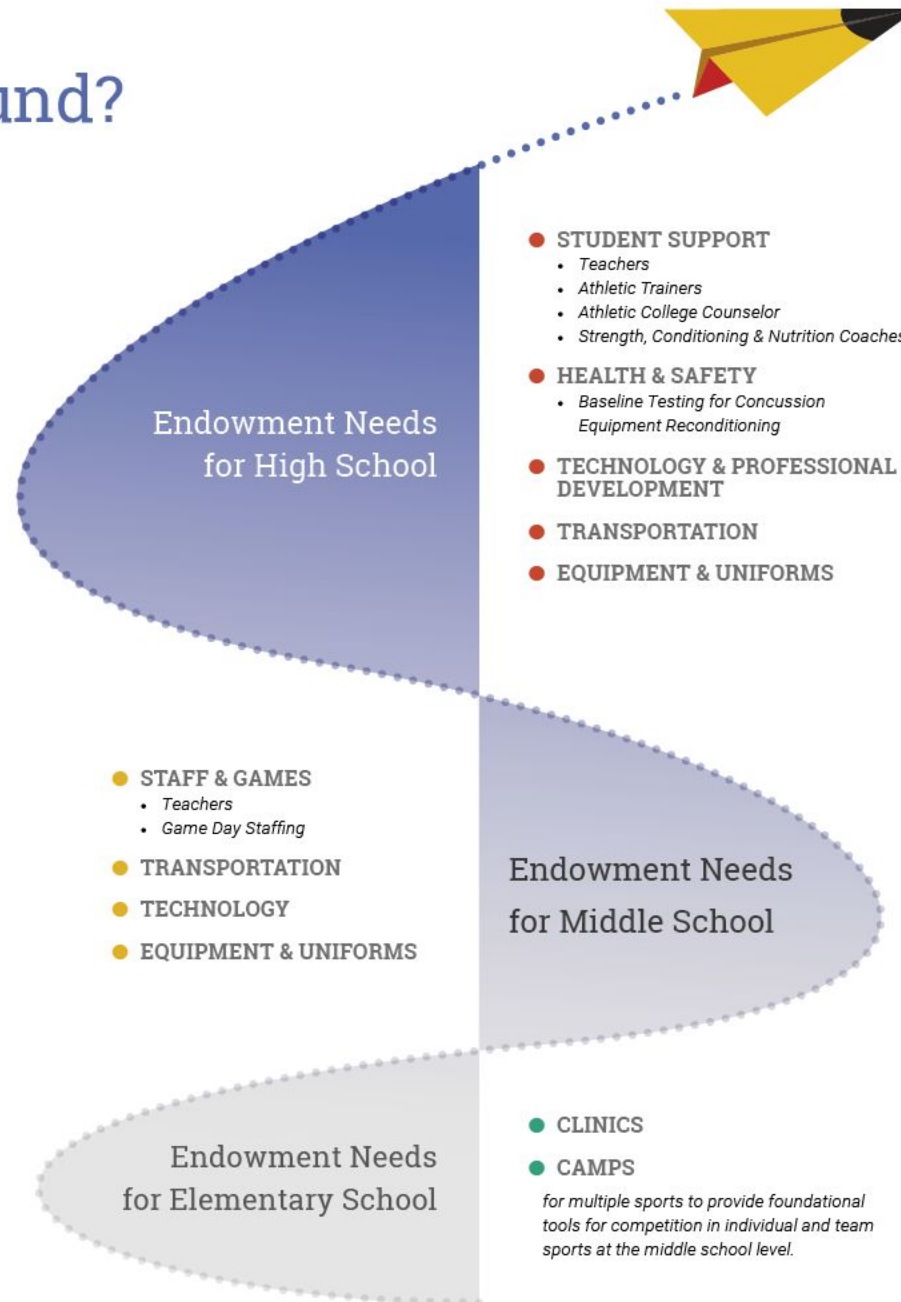
Characteristics of an Endowment

- It's a permanent, sustainable fund that will live on in perpetuity. It ensures the viability of the program beyond our current efforts.
- The money is invested so that we can use the interest to pay for programs annually (the average is 4-5% of the principal).
- It's a restricted fund for athletics. It's protected.
- It's professionally managed by an investment management firm and overseen by the Ed Foundation's Investment Committee.

For Athletics Campaign Gifts

- 20% of each gift will go to current athletic needs
- 80% of each gift will go to the *For Athletics* Endowment
- Exception: six- and seven-figure gifts have the option to designate 100% of gift to endowment

What will it fund?



All contributions to the For Athletics campaign will support school-based sports programming in Santa Monica public schools. Specific campaign goals and program expenditures are subject to review annually by the SMMUSD Superintendent and/or designee(s), based upon identified needs and funds available. The Santa Monica Education Foundation Board of Directors has ultimate discretion over distribution of funds, in keeping with donor intent, market conditions and Board policies.

For Athletics Campaign Volunteer Opportunities

HONORARY COMMITTEE

Co-Chairs: José Lopez and Greg Morena

CAMPAIGN COMMITTEE

Co-Chairs: Marilyn Speakman and Lori Whitesell

GIFT CATEGORIES

- Hall of Fame Gifts – \$100,000+
- MVP Gifts – \$50,000 – \$99,999
- All Star Gifts – \$10,000 – \$49,999
- Varsity Gifts – under \$10,000
- Corporate Gifts
- Planned Gifts

OTHER COMMITTEES

- Kick-Off Event
- Public Relations
- Prospect Research & Evaluation
- Donor Cultivation/Appreciation

Join the Campaign team!



<https://bit.ly/AthleticsVolunteer>

Santa Monica
Education Foundation



Let's do this!
smedfoundation.org/ForAthletics

Linda Greenberg, Director of Special Projects
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SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT

Middle School Sports for Santa Monica Public Schools





Middle School Sports



Vision:

A competitive sports program for middle school students in Santa Monica: JAMS, Lincoln MS, SMASH.

Student athletes will try out for a spot to play and represent their Santa Monica school within a variety of sports.

- The District program will offer skill development clinics for all middle school grades
- As the program builds, we will host more tournaments, expand sports offerings, and schedule additional ways to participate in clinics and games



Middle School Sports

- **Spring 2023 will offer clinics to MS students; space is limited. FREE to JOIN.**
- **Launch in Fall 2023 with three sports and a series of clinics**
- **We will offer up to two teams per sport**
- **We will join up to two local leagues for our teams to compete**
- **Variety of sports offered year-round. Space is limited and FREE to participants**
- **In the Fall, 6th, 7th & 8th graders will compete to play and represent their school**



Spring: Clinics 2023

BASKETBALL

SOCCER

- 8th grade gender-inclusive clinics
- 6th & 7th grade gender-inclusive clinics
- Dates will vary - March / April / May
- Girls-only available based on interest
- For 8th graders, great prep for HS tryouts
- Qualified coaches will be running the clinics

Note: Space is limited; if clinics reach capacity & interest is high...more clinics will be considered.

Repeats available.

FREE to JAMS, LMS, SMASH MS students



SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT



What's next?

- District email with clinic registration info
- Announcement of fall sports and try-out info

Thank You!

For questions,
suggestions or to
share your story,
please contact:

Jason Hurd

**Athletic Coordinator for Santa
Monica schools**

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