

## LAUSD SHARING BRINGS HOPE MISSION STATEMENT



Since 1992, LAUSD has invited 11 of Los Angeles' most diverse and respected charitable agencies to participate in its consolidated charitable employee-giving campaign, Sharing Brings Hope. All 11 agencies are licensed, fiscally responsible organizations who, together, raise funds for over 400 individual charities.

The Sharing Brings Hope Campaign consolidates all of the District's Fundraising efforts to a single annual occurrence. Its mission is to provide funding for programs that assist in meeting the health, social, environmental, and educational needs of the communities that LAUSD serves.

## CAMPAIGN GOALS AND OBJECTIVES

### 2021 CAMPAIGN GOALS:

The goal of the 2021 Sharing Brings Hope Campaign is to exceed 2020's total donations (both cash and payroll deductions) of \$275,000 and increase payroll deduction and overall participation.

### How can you, as a Campaign Coordinator, help accomplish this year's goal?

- **INVOLVE** co-workers and students.
- **UTILIZE** Campaign Materials, Website and Charity Liaisons.
- **TALK** To Potential Donors:
  - *Do you know the #1 reason people do not give?*  
**THEY ARE SIMPLY NOT ASKED.**
  - Ask for a few minutes on the agenda of an existing facility/staff meeting or set-up a brief presentation for your school/dept.
- **HAVE FUN!**

## IMPORTANT CAMPAIGN DATES for 2021

<b>Feb 8 - May 28, 2021</b>	Campaign Window
<b>January 27, 2021</b>	Virtual Leadership Breakfast
<b>Month of February</b>	Local District Coordinator Virtual Trainings
<b>March 1 – March 5</b>	<a href="#"><u>Payroll Deduction Week</u></a>
<b>March 8 – March 18</b>	<a href="#"><u>Student &amp; Community Fundraiser</u></a>
<b>June 11, 2021</b>	Submit Coordinator Envelope to Local District Coordinator
<b>June 18, 2021</b>	Final Deadline for Local District Coordinator to send Coordinator's Envelopes to the Office of the Superintendent (Blue & White Envelope)