



CELEBRATING PHILANTHROPY PAST, PRESENT AND FUTURE

Dear Potomac Family,

Potomac's annual Scholarship Auction is a much-loved tradition. Over the years, this event has raised millions of dollars to help our school continue to thrive; funds generated by the auction support professional development opportunities for our outstanding faculty and staff and financial aid for qualified and deserving students. Important as this is, the Scholarship Auction is more than a fundraiser. It's an opportunity for us to build community, an evening of fun, friendship, and generosity of spirit that reflects the very best of Potomac.

Like so much else this year, our ability to hold a traditional auction has been impacted by the pandemic. This is a challenge, certainly, but we have also chosen to view it as an opportunity – a chance to reimagine this annual celebration and offer our community something entirely new. And so we invite you to a one-of-a-kind Potomac School event – a campus drive-through pep rally, designed to benefit our auction's Fund-a-Scholar program and offer the Potomac community an enjoyable and memorable experience.

The event will take place on **Saturday, March 6, from 3:00 to 5:00 pm**. Potomac families will come to campus to drive by a series of tents decorated with past years' auction themes and manned by past auction chairs – some of the many people who have gone above and beyond in sharing their time and talents with our school. Along the way, there will be games, raffles, giveaways, and live entertainment that families can enjoy without getting out of their cars. Many faculty and staff will be on hand to greet our families and show their appreciation for your support. At the final tent – the Giving Tent – each participating family will have the opportunity to “raise their paddle” to make a gift in support of Potomac's incredible teachers and students.

This packet includes your family's “llama paddle,” which has a spot to display your family name and plenty of space for some creative artistry. We ask that you and your children decorate your paddle; from crayons to markers, glitter to stickers to ribbons and more, we hope to see some amazingly spirited paddle designs! When you arrive at the Fund-a-Scholar tent, you will be invited to add your paddle to our Wall of Donors, signifying your family's support. (If you are unable to attend the event on March 6, you can still participate; instructions are included in this packet.)

We look back on past years' Scholarship Auctions with gratitude and humility, hoping that our effort this year will be able to sustain the same incredible level of success. We know that this is possible because our community understands, and is deeply invested in, the value of a Potomac School education. Your support of Fund-a-Scholar helps ensure that our school can recruit and retain the very best teachers, staff, and students. Like everything you do for Potomac, your participation in this event will make an important difference. So we ask you to join us in celebrating the Potomac spirit and “raising your paddle” to help our school continue to thrive.

All the best,
The 2021 “Auction” Team