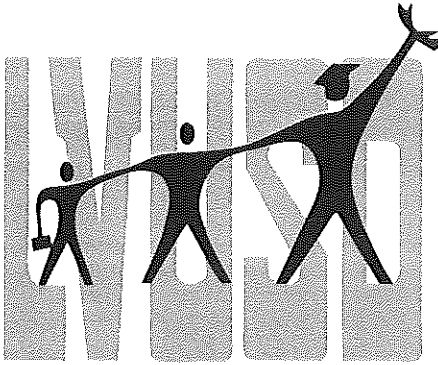


LAS VIRGENES UNIFIED SCHOOL DISTRICT  
4111 LAS VIRGENES ROAD  
CALABASAS, CALIFORNIA 91302  
Telephone: (818) 880-4000  
Fax: (818) 880-4200  
www.lvusd.org



BOARD OF EDUCATION

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SUPERINTENDENT

## LAS VIRGENES UNIFIED SCHOOL DISTRICT THE FOUNDATION COMMITTEE MEETING

February 4, 2019

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**Present:** Linda Menges, Board Representative  
Mathy Wasserman, Board Representative  
Dr. Daniel Stepenosky, Superintendent  
Karen Kimmel, Assistant Superintendent - Business  
Jeannie Abraham, The Foundation - President  
Deanna Glassberg, The Foundation - Advisor

**Absent:** Dr. Rose Dunn, Assistant Superintendent - Personnel  
Jayne Polan, The Foundation - Administrator

The meeting was called to order at 10:05 AM at the Las Virgenes Unified School District, 4111 Las Virgenes Road, Calabasas, CA.

### **The Event Update**

Jeannie Abraham said The Foundation's silent auction will go live on 2/21/19 and the live auction will take place at The Event on June 1. She said pre-sale tickets for The Event will be available for sale in May.

Deanna Glassberg said she is actively working on sponsorships with \$40,000 raised in sponsorships and \$30,000 in kind sponsors. She said there will be a small program booklet with sponsor's ads, a traditional paddle raise for approximately 10-12 live auction items, and a casino play area with non-cash prizes.

The Committee discussed past supporters and new supporters within the District, music and entertainment options, and celebrity partners.

Ms. Glassberg said a "Foundation Business Philanthropy Award" will be given to a member of the community who has significantly supported the District.

### **Fundraising Update**

Jeannie Abraham said additional fundraising events may include a Bingo night at the Calabasas Commons, and the Carnival. She said The Foundation is considering a couple of new events and hope to bring back a photography fundraiser which has been profitable in past years.

Ms. Wasserman suggested a discussion during the upcoming Superintendent's Discussion Council (SDC) meeting on 2/5/19 on ways to increase compliance by all schools in the District and increase donations made to The Foundation.

### **Annual Appeal Update**

Ms. Wasserman asked if The Foundation has done any fundraising via text to the existing database with a link for making donations.

Ms. Menges asked about back to school registration and said this is the time to get information out to all the PFA/PFCs and booster clubs.

Jeannie Abraham said Agoura High School and A.E. Wright Middle School are good models of how PFA's can work with The Foundation to spread the message and direct parents to make a donation to The Foundation and that Craig Berman and Mark Madnick will be heading the effort.

Ms. Wasserman suggested an additional tab be added to Aeries during back to school registration and for tables to be set up next to registration in order to collect donations. The committee discussed creating lawn signs to display throughout the community.

### **Alumni Association**

Ms. Wasserman suggested communicating with the parents of graduating students to become members of an LVUSD alumni association and receive electronic news, updates, and special event announcements. She said there could be a fee for membership in the association and an accomplished alumni could be honored at future events. She said an alumni database could help build a base of potential fundraisers. Dr. Stepenosky suggested Harris Publishing Company as an option for tracking alumni.

### **Community/Business Outreach**

Jeannie Abraham said The Foundation has been in communication with Ryan Gleason in order to synchronize The Foundation's message regarding fundraising for counselors. The committee discussed the District's Community 360 Center, which is accessible by all families in the district for various matters related to student support.

Jeannie Abraham stated that new Board members including Monica Parmar and Dan Schwartz will help with the message for Community 360, community outreach, and social media.

The committee discussed sponsorship levels and cultivating past and future sponsors.

### **Next Meeting**

The next Foundation Committee meeting will take place May 3, 2019 at 10:00 AM

The meeting adjourned at 11:18 AM