

Friends of Short Avenue
12814 Maxella Ave.
Los Angeles, CA 90066



October 2017

Dear Business Owner/Community Member:

On behalf of Short Avenue Elementary School and the Friends of Short Avenue, I am writing to ask for your generous support. Our school is located in the heart of the Del Rey neighborhood at 12814 Maxella Avenue. While Short Avenue's address is associated with affluence, our Title I school serves predominantly low-income children from the Del Rey community: More than 60% of the 290 students (ages 3-12) live below the poverty line and qualify for free or reduced lunch. Short Avenue Elementary is a place where children with all life experiences receive a quality education in a safe, clean and positive environment – we continually strive to provide them with a sense of hope for a bright future.

Short Avenue's **Banner Sponsorship Program** is a unique fundraiser in which, once a year, we offer a limited number of businesses the opportunity to sponsor a student's artwork. The program creates a sidewalk gallery along Short Avenue, which not only beautifies the street, but offers the business community invaluable brand exposure on a well-traveled "cut through" street. Our sponsors select artwork from a portfolio, which is then printed on a graphic 4'x 6' banner with their company logo included at the bottom. Our Platinum Sponsors have maximum exposure with the best placement along Short Avenue and an additional "Thank You Banner" that displays their business name and logo on the prime corner of Short Avenue and Beethoven Street.

Due to our student population, it is simply not possible to raise the necessary money from within our own school community. Friends of Short Avenue has an annual community fundraising goal of **\$60,000** to pay for Teacher's Assistants and subsidize the school's many enrichments (e.g., Latin Classes, Planet Bravo, field trips, and Ballroom Dance). In order for our school to thrive in the face of education budget cuts and continue to best serve all the children of Short Avenue, **WE NEED THE SUPPORT OF BUSINESSES LIKE YOURS!**

We realize that you receive many worthy requests for financial support. We firmly believe that great local schools make great communities. Please partner with our school by becoming a generous sponsor!

Sincerely,

Friends of Short Avenue/Banner Program

Friends of Short Avenue is a registered 501(c)(3) non-profit organization, your donation is tax deductible to the extent allowed by law.