

Parent Teacher Association

Laurie Haliva and Annie Heller, Co-Presidents



October 2020

Dear PS 527 Parents,

The start to this school year has been unprecedented to say the least. We owe a debt of gratitude to our wonderful teachers and staff, led by our fearless Principal Dan.

What comes as no surprise, given our tight-knit and generous community, is that many of you have contacted Dan to ask **“What can we do to help?”** In response to this overwhelming show of support, and with Dan’s blessing, we have decided to kick off our Annual Direct Appeal as planned. This will be the School’s largest fundraiser this year – and the best opportunity for you to give back.

Every year, PS 527 relies on the Direct Appeal Campaign to fund many of the social emotional learning and enrichment programs as well as additional classroom resources for small group instruction. You may not realize the Department of Education’s “Fair Student Funding” is the main source of money for most schools and, even in a normal year, does not cover all of these valuable programs we hold so dear. **100% of funds donated through the Direct Appeal benefit the school.** This is why the Direct Appeal has historically been so important.

And this year is like no other.

This year, PTA funds have already helped ensure every student at PS 527 – blended and remote – will be taught by a PS 527 teacher - professionals who know firsthand the needs of our children. They know what it takes to keep PS 527 a school of excellence. PTA funds have also helped fund digital programs, supplies, and equipment, creating a robust learning experience for all kids – blended AND remote. For more details, see the enclosed list of programs funded by the PTA.

That is why we need your support now more than ever. While we have gotten off to a strong start, it is inevitable that additional needs will arise as the year goes on. With your help, PS 527 can continue to meet critical staffing needs, sustain programs that provide a well-rounded and engaging curriculum, and facilitate virtual opportunities for students to connect across both grades and cohorts. This is at the very heart of what makes PS 527 such a unique and enriching place.

In the past we have suggested a donation of \$1,200 per child, in accordance with District 2 goals, but **any amount will make a difference.** Donating is easy, contact-less, and tax-deductible to the fullest-extent allowable. Please review the back of this letter for more information..

Thank you for your enthusiastic and continued support and encouragement.

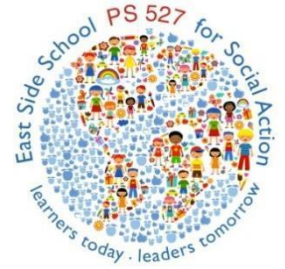
Sincerely,

Laurie Haliva & Annie Heller
Co-Presidents, PS 527 Parent Teacher Association

PS 527 East Side School for Social Action
323 East 91st Street
New York, NY 10128
ptapresidents@ps527.org

Parent Teacher Association

Laurie Haliva and Annie Heller, Co-Presidents



YES! I want to contribute to PS 527!

Thank you for your support, most especially in these uncertain times. We encourage you to give an amount that is meaningful to you, keeping in mind the number of children you have at PS 527.

***Given security concerns due to Covid-19,
this year we strongly encourage that any
donations be made virtually by visiting
www.ps527.org/donate***

In the past we have suggested a donation of \$1,200 per child, in accordance with District 2 goals, but **any amount will make a difference.**

Suggested Donation Levels:

- \$2,400
- \$1,200
- \$600
- \$300
- \$150
- \$_____

Does your employer offer a matching gift? Great! Often employers will match employee gifts up to one year from the date of donation. Not sure if your employer offers a match? Check out our FAQs at www.ps527.org/direct-appeal-faq for a list of employers that have made matching gifts in the past.

If you would like to contribute to the Direct Appeal with a physical check, email the PTA Treasurers at ptatreasurers@ps527.org to arrange for a secure pick-up.

* Your donation is tax deductible to the extent allowed by law. For your records, please note that the PS 527 PTA is a non-profit organization recognized under section 501(c)(3) of the IRS tax code. Our tax ID number is 84-2226667.