



August 1, 2023

Direct Drive 2023/24

Welcome to the Kennedy Middle School Parent Teacher Organization (PTO). Whether you are a parent, guardian, or extended family member of a Kennedy student, you are a member of the Kennedy PTO! We are a nonprofit volunteer organization (tax ID 47-1531115) whose mission is to help students thrive and grow into our next generation of community and business leaders. To support this mission, we raise funding and organize parent volunteers to help our school better serve its students.

John F. Kennedy Middle School is a community school, a special designation given to a limited number of "full service" schools in Redwood City where educational success is achieved by addressing any social and economic barriers to learning. To this end, Kennedy offers an array of programs to support our students' social, emotional, physical and academic needs, many of which are funded by the efforts of the PTO. In 2022/23, the PTO facilitated more than \$100,000 to support academics, electives programs, student activities and staff appreciation events:

- **\$15,000 funded the drama program** and school-wide play. The KMS production of Matilda Jr. was a huge success! Not only did over 300 students participate as actors, tech crew, and set design artists, but the production raised \$30,000 to support other programs at Kennedy!
- **\$7,500 funded the fine arts program** to purchase art supplies and new furniture.
- **\$1,000 funded intramural sports and PE programs** to purchase new equipment.
- **\$39,000 funded the music program** to purchase new instruments and help fund multiple performances.
- **\$6,000 funded our on-campus Kennedy Family Center**, which provides counseling services, tutoring and general assistance to students and families in need.
- **\$5,000 funded outdoor education scholarships** for students to participate in the Yosemite and Grand Canyon trips through the Kennedy Expedition Foundation.

The Kennedy PTO is a 501(c)(3) nonprofit, tax ID 47-1431115.

Your donations may be tax deductible.

- **\$4,500 funded Teacher and Staff Appreciation events** to show how much we value their dedication and hard work.
- **\$16,000 funded the 8th grade graduation activities** including their year-end school dance and Great America field trip.
- **\$10,000 funded the Color Run**, a popular school event. Our students fundraised nearly \$30,000 as a result of this event!
- **\$2,000 funded parent education** opportunities.
- **\$2,500 funded the Principal's Fund**, which identifies and funds needs not supported by the school district.
- **\$3,500 funded student activities and celebration events**, including school dances, and birthday and honor roll celebrations.
- **\$8,500 will purchase new computers for the STEM program** at the start of the school year, along with additional PTO funding of \$15,000. Last year, all STEM program requests were funded by the school district.

None of these programs are possible without your continued support. Our direct drive fundraising goal is \$30,000 to allow us to expand our financial support of these important programs this school year . We are asking \$200 per family, but please consider donating any amount that fits your personal financial situation. Whether it's \$25, \$50, \$100 or \$1,000, every dollar helps us reach our fundraising goal and our students are worth our investment.

- More details on the PTO, these programs and **online donation** options can be found on our website, www.kennedycougarspto.org/donate.
- **Check payments** may be left in the PTO box inside the office or mailed to the school: Kennedy PTO, 2521 Goodwin Avenue, Redwood City, CA 94061. Please make checks payable to JFK Middle School PTO.
- **Double your donation** - check with your employer to see if they will match your generous donation.
- Please also consider a **donation of your time**. The PTO is always looking for volunteers to help with school events. For more information, please visit: www.kennedycougarspto.org/volunteer.
- Feel free to email info@kennedycougarspto.org with questions or for more information.