



Friday, April 29, 2022

Pledges due: Monday, May 9, 2022

Mark your calendars for the first Adams Elementary Moveathon! Our all-school FUNdraiser will be a healthy and fun way for our kids to directly support the Adams PTA general operating budget. Our goal is \$30,000 this year. If we average \$80 per student, we will easily exceed our goal!

When and where is it?

The Moveathon will be held on **Friday, April 29** during the school day on the school playground.

Who participates, and how?

All students get to participate! We will be using an online platform called 99Pledges so that our kids can easily collect and track pledges. Before the event, students may set a lap goal, and then collect pledges from family, friends, and neighbors. Students may also collect a flat donation not tied to laps. On April 29, each student will walk, run, or just move around a 1/12th of a mile track for 20 minutes, completing as many laps as they can. Afterwards, if students are collecting pledges per lap, they will collect their sponsored pledge money (mostly online) by **Monday, May 9, 2022.**

Why do we do this?

This all-school event is an incredible opportunity for students, families, and staff to come together to directly support our school. The proceeds of the Moveathon go directly to support the operating budget of the PTA, paying for tutors, lunch and recess staff, a portion of our Student and Family Support Teacher (Ms. McQuarrie), school supplies, and teacher resources. Most importantly, the entire school community participates in a non-competitive, fun, and healthy community-building activity. And the kids see how their personal efforts benefit their school!

Is my child required to get a minimum \$ amount in pledges?

No, not at all! Though we have set an average goal of \$80 per student, we are hoping that every child at Adams can collect at least one pledge! Please keep in mind that this is a goal, **NOT** a requirement. Every student will have the opportunity to participate on event day, and every student will get a T-shirt and a goodie bag as a thank you for moving for Adams! The kids will be very proud of their achievements, on the track and on the pledge forms, so we are hoping every child can turn in at least one pledge.

Are there t-shirts?

Absolutely! Each child at Adams will receive a unique Moveathon t-shirt on the event day.

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Am I required to pledge per lap, or can I make a flat contribution?

You may make a contribution either way. Students can collect flat contributions before the event, or they can collect pledges per lap. After the Moveathon, students will go back to collect from per lap sponsors and any sponsors who made flat donations that were not previously collected. Whatever your family, friends, and neighbors are willing to do! You are also free to help your child obtain additional pledges after the event day, as long as everything is turned in by the due date, May 9, 2022.

How many laps will my child complete?

That depends on the child. Walkers typically complete 12-15 laps, and runners up to 20 or even 25 laps. The lap is 1/12th mile track for 20 minutes, so that should help you set a reasonable goal with your child.

How do we keep track of pledges?

Fortunately, because we are using 99 Pledges, it will be easy for you to keep track of pledges as it will all be online! Parents will receive an email from 99 Pledges around April 6 with a pledge page for your child(ren) so please keep an eye out for that email. You may collect money for flat contributions beforehand via the 99 Pledges site or via checks payable to Adams Elementary PTA (please turn in all checks to the school office at one time and write your child's name in the memo section).

On event day, **Friday, April 29**, your child's final lap count will be sent home on the back of their event t-shirt. After the event, if your child received pledges based on their lap goal, please collect your remaining pledges, and be sure to ask every donor about matching gift programs at their place of work. Collect pledges online and turn checks into the Adams office **no later than Monday, May 9.** If possible, try and turn in a single check payable to Adams Elementary PTA for any cash collected as **we will not be able to accept cash donations.**

Is there a way for sponsors to pay online/via credit card?

Yes! We are using a fundraising platform called 99 Pledges to collect pledges online. Parents will receive an email from 99 Pledges around April 6 with a pledge page for your child(ren), where sponsors can pay online. This is generally the preferred method of payment for most sponsors. If you do not receive an email, you may also go to <https://app.99pledges.com/fund/adamsmoveathon2022> and search for your child(ren)'s name(s) to create a pledge page for your child(ren).

How do matching funds work?

Since the Moveathon raises direct contributions, every dollar that is pledged is potentially eligible for matching corporate funds from qualified companies. This is generally a one-for-one matching grant from a donor or donor spouse's employer, though there are some companies that will donate up to five dollars for each dollar you pledge. The leverage we are able to achieve from matching grants cannot be overestimated. So please be sure to ask every potential donor about matching funds. Matching funds are an easy way to double or triple donations to our programs at Adams.

Are the pledges tax-deductible?

Yes. 100% of your donation is tax-deductible. (Fed TaxID-91-0963029)

I am not sure what to say to my friends/family/neighbors. Do you have a sample letter?

We have included a copy of a letter that your child(ren) can bring to friends, family, and neighbors for pledges with the QR code - sponsors can then find pledge pages by searching the student's name or by donating to the main fundraising page. Another idea is to print out the QR code from 99 Pledges and have your kids personalize letters to ask friends, family, and neighbors for pledges.

I want to volunteer on April 29th/need help with matching gifts/have additional questions.

Who do I contact?

Please email Colleen Knight and Jen Mullen at fundraising@adamselementary.org.