



A Message from Alisha Abboudi, Director of Philanthropy

March 22, 2017

Dear Friends,

I am taking this opportunity to share and clarify information about this year's Annual Tribute Event (Golf Tournament and Annual Dinner) that was originally scheduled for May 16.

A Bit of History

Back in September the development team brainstormed an idea to run a brand-new type of annual event to create a much-needed new revenue stream. We conceived of a golf tournament that would attract new donors to Politz. We shared the idea with several people including the board, parents and community members and we found that we indeed have enough golfers among us to have a successful event. At the same time we took into account that next year (during the 2017-2018 school year) we look forward to marking the school's 50th anniversary with a special celebratory event. These two compelling factors led us to present the idea to run a golf tournament that would conclude with a smaller-scale, but still elegant and fun annual community gathering: a cocktails and barbecue reception on May 16. However, due to circumstances beyond our control, several of the individuals we wanted to honor at this event became unavailable on that date. For this reason we will be postponing the Golf Tournament (new date coming soon).

Our Thoughts Regarding the Annual Dinner

We have decided to pause on an Annual Dinner for this year as we prepare to launch a yearlong campaign, celebrating 50 years of Politz. We hope you understand this decision and that you will join us in planning and implementing ways to mark next year's special milestone.

Addressing the Remainder of Our Annual Campaign Goals

In order to address the remainder of our annual campaign efforts for 2016-2017, we are excited to inform you that we will be holding a **Charidy event in May**. *This 24-hour, high-energy fundraising campaign has the potential to elevate our development efforts not only because of the dynamics of crowdfunding (the process of raising money through many donors using an online platform) but also because of the on-the-ground training and coaching that Charidy offers as part of the process.* **Learn more about how Charidy works [here](#)**, read the FAQ's and see the amazing campaigns that have reached success. You will hear more about our campaign in the coming weeks: how it will work, how to participate and what to expect on the day of the event.

Why We Are Excited

We have tremendous gratitude and faith in our school community, which has shown exponentially higher support and investment in Politz than ever before. After allocating \$700,000 to tuition assistance *and* special resources this year, we know that closing the most ambitious fundraising effort in the history of Politz Day School is within our reach. **And YOU are the reason we know it.** Thank you to all who have participated in our annual campaign until now, whether through Parnas Hayom, general giving or various sponsorships. **YOU are why our annual campaign will exceed its goal.**

Please feel free to reach out to me at aabboudi@politz.org with any questions. I look forward to updating you again soon.

Warmly,

Alisha Abboudi