



NEW PARENT

ORIENTATION PACKET

www.fowhe.org



WHAT IS FOWHE?

FRIENDS OF WEST HOLLYWOOD ELEMENTARY (FOWHE) is a 501(c)(3) organization dedicated to the education, empowerment, and enrichment of the student body at West Hollywood Elementary; one of the best schools in California. Every family that enrolls at WHE is part of FOWHE. Our organization is 100% run by volunteer parents, so that every dollar we raise can be invested in the education of our **own** children. FOWHE not only raises money; we also organize community events and support the administration's vision for our school. FOWHE works hard to ensure that WHE has the funds needed to continually provide our kids with programs, classes and personal growth opportunities that are not budgeted for by LAUSD.

OUR MISSION: To work in partnership with WHE Administration to sustain a culture of academic excellence, student enrichment and personal growth, supported by a committed and resourceful team of parent volunteers, educators, and community leaders.





FOWHE BOARD OF DIRECTORS

Parinaz Montazeri	President	Parinaz@fowhe.org
Mark Egerstrom	Vice President	egmar@aol.com
Jonathan Isaacman	Treasurer	jisaacman@me.com
Jordana Holdridge	Co-Director of Communication	jorjapearl@gmail.com
Lauren Shaw	Co-Director of Communication	lauren_shaw@me.com
Kimberly Friedberg	Enrichments Coordinator	Kimberly@fowhe.org
Brigett Levine	Fundraising Director	brigett@fowhe.org
Jessica Shiffman	Grants Director	jshiffman74@gmail.com
Missi Stein	Community Committee	msmismissi@gmail.com

WHERE DO I GET INFORMATION ABOUT WHE?

West Hollywood Elementary has a “Go to the Source” policy when seeking information. For all information regarding LAUSD, curriculum, school policy and safety, please reach out to the main office and they will guide you to the right person.

For all fundraising, volunteer opportunities (outside of the classroom) and community events, FOWHE encourages all families to take the time to read the Wizard Wire (e-newsletter) that will be emailed to you once a week. It is a great way to quickly find out about activities and events supported by WHE but administered by FOWHE or community partners, such as fundraisers, volunteer registration, after-school enrichment, and opportunities offered within the greater West Hollywood community.

Go to FOWHE.org to sign up for the Wizard Wire. Also be sure to “like” and follow us on Facebook and Instagram @FOWHE.



WAYS TO GIVE AND GET INVOLVED

GIVE GENEROUSLY TO OUR ANNUAL CAMPAIGN

Our school relies on extra funds in order to cover expenses above and beyond the basic needs of our students. We suggest an annual tax deductible gift of \$1,800 per child to cover these costs (a list is provided in this packet). Please visit www.fowhe.org/give to make a donation online. For those of you interested in paying in full by check, please email parinaz@fowhe.org for more information.

REACH OUT TO YOUR EMPLOYER FOR MATCHING FUNDS

Some employers offer to match charitable donations - which can double the amount of your donation - at no extra cost to you. We encourage all parents to reach out to their employers to see if they have an employee match program. Remember, all the money goes directly to our children, and all donations are 100% tax deductible!

VOLUNTEER IN THE CLASSROOM & ON CAMPUS

We encourage all of our WHE families to be involved in school activities for no less than 40 hours within the school year. If you have an extra hour in the morning after drop off, or any other extra time in the day, please get involved in your classroom and help our amazing teachers. You can reach out to the main office for information on how to volunteer in the classroom.

VOLUNTEER YOUR TIME TO OUR FUNDRAISING EVENTS

Throughout the year, we host several fundraising events that depend on the hard work and passion of our parents. If you have a specific expertise or just want to help make our events more spectacular, please consider joining a committee or chairing an event. If you would like to volunteer with FOWHE, email info@fowhe.org. Some examples of our fundraisers are: The Annual Giving Campaign, Casino Night, Apple Fitness Challenge, Annual Gala Auction, and Read-a-thon.

DONATE OR SECURE GREAT ITEMS/SERVICES FOR OUR SILENT AUCTION AND OTHER EVENTS

Who wouldn't love to win a weekend at the Maui Four Seasons hotel or score a Gucci bag at an unbelievable price? The success of the Silent Auction, and various raffles throughout the year, depend greatly on donated items. You'll be surprised how easy it is to get local businesses that you frequent to donate a gift certificate or an item to our auction. Even larger corporate companies need to meet their quotas of giving back to the community. Don't be afraid to use your connections...everyone knows someone who can help our school in some way.

WORK "STOP & DROP" IN THE MORNINGS

We ask all families to volunteer for at least 10 slots per school year to help get children safely from their



cars to the schoolyard. Shifts are 7:45am – 8:17am each school day. By providing a safe, quick and efficient method of bringing children to school, everyone wins. However, it requires your participation. Regardless of whether you use Stop & Drop or not, please click on the Stop & Drop tab to schedule your shift at www.fowhe.org/stop-drop

BRING THE WHOLE FAMILY TO “BEAUTIFICATION DAYS” AND PITCH IN

On a couple of Saturdays throughout the year, we encourage all our families to visit the school and be a part of making it a better place. Whether you help with gardening or cleaning the classrooms, it’s always more fun when everyone gets involved!

COME TO COFFEE WITH FOWHE MEETINGS

Attending meetings is important. They are an opportunity to hear directly from FOWHE board members about FOWHE activities and West Hollywood Elementary. Plus, you can voice your opinions and ask questions you may have.

GET OTHER PARENTS INVOLVED – HELPING IS CONTAGIOUS

When talking to other parents, please remember to spread the word about upcoming events at WHE. If you are leading a campus project, be sure to ask parents to join your team of volunteers. It’s more fun when everyone chips in.



ANNUAL GIVING CAMPAIGN PLEDGE DRIVE INFORMATION

Even though LAUSD provides many of the critical elements to make West Hollywood Elementary one of the best schools in California, our parent community believes more is needed in order for our students to acquire the 21st century skills necessary to succeed in the world in which they will live and work. As a result, FOWHE funds the arts (music, visual arts, etc.) along with other enrichment classes, physical education, field trips, technology-based learning, and the extra support staff that are needed to facilitate and enrich student achievement and personal growth every day. Annually, FOWHE strives to raise \$550,000 to fund these critical initiatives.

Each year, we ask every member of the WHE family to make a **100% tax-deductible** contribution to our Annual Giving Campaign. Last year, this campaign alone raised 50% of our annual fundraising total, despite less than 40% of our families contributing. Imagine what we could do if every family participated? A 100% participation rate would enable FOWHE to approach local business and community leaders to support our school. With the financial help of local businesses, the sky is the limit on how much we could raise for our students.

If you haven't participated in previous years, or, if you are new to our school, we ask that you join all the families already committed to providing the best educational experience for our kids. Traditionally, we ask each family to contribute **\$1,800 per student**. If you have participated in the past, *thank you* and please continue to do so, knowing that we are using every dime of your donation for *our* children. This year, we've structured our annual campaign with different donor levels. Each donor level offers different incentives for the donating family. We want all of our families to know how much their donation and participation means to WHE and FOWHE. Please visit www.fowhe.org/give to make a donation online. For those of you interested in paying in full by check, please email info@fowhe.org for more information.



ANNUAL GIVING CAMPAIGN LEVELS

- **Baller Level (\$5000 and above)**
 - 2 preferred front row seats to Spring & Winter Concerts
 - 2 Tickets to the Casino Night event worth \$200 *
 - Invite to a donors only Cocktail Reception **
 - Names mentioned on the school Thank You banner
 - A car window decal
- **Star Level (\$3500 - \$4999)**
 - 2 Tickets to the Casino Night event worth \$200 *
 - Invite to a donors only Cocktail Reception **
 - Names mentioned on the school Thank You banner
 - A car window decal
- **Wizard Level (\$1800-\$3499)**
 - Invite to a donors only Cocktail Reception **
 - Names mentioned on the school Thank You banner
 - A car window decal
- **FRIEND Level (\$200- \$1799)**
 - Names mentioned on the school Thank You banner
 - A car window decal

* Pledge must be received by 9/15 to receive Casino Night tickets *

** Pledge must be received by 11/15 in order to be invited to the donors only Cocktail Reception **



HOW WILL MY DONATION BE SPENT?

Each year, the FOWHE board creates an annual budget that allocates how all money raised will benefit West Hollywood Elementary. We want all of our families to know exactly how your valuable donations benefit our kids. Our budget is public, and is available in the main office throughout the year. If anyone has any budget questions, please reach out to Jonathan Isaacman, our treasurer, alternatively you can e-mail us at info@fowhe.org

Here is FOWHE's targeted budget for 2018-2019, including but not limited to:

- Teaching Assistants - \$164,836
- Full Time Certified PE Teacher - \$80,562
- Technology & IT/Tech Support - \$55,250
- Year-Round Music Program - \$45,000
- Field Trips, Enrichments & Assemblies - \$31,000
- Instructional Coach - \$26,461
- Prof. Fees, Ins, Dues - \$24,605
- Semester of Artist in Residence - \$6,750
- Arts Programs - \$4,500
- Operational Expenses - \$8,350
- Teacher Supplies & Appreciation - \$4,800
- Community Events - \$1,500

Here is a breakdown, per grade, of how your generous donation of \$1800 per student has been used in the past.

TK

Part-time TA & Instructional Specialist
Education Through Music (all year long)
Physical Education with a full time certificated Coach
Technology
Theater West Field Trips
All-school assemblies (Black History Month, Pi-Day)
Dance
Professional visits (Dentist, Ambulance etc.)
Gardening
Science Made Fun
Bubble Mania
Education through Nature: Rain Forest Animals

KINDERGARTEN

Part-time TA & Instructional Specialist
Education Through Music (all year long)
Physical Education with a full time certificated Coach
Technology
Field Trips (24TH Street Theater & Eco Station)
All-school assemblies (Black History Month, Pi-Day)
Dance
Marc Ferrari in class reading one of his books to students
Caterpillars into butterflies' project
Education through Nature: Rain Forest Animals



1st Grade

TA & Instructional Specialist
Education Through Music (Every week all year long)
Physical Education with a full time certificated Coach
Technology
Field Trips (Tree People Field Trip & Sea Safari field trip to Long Beach)
All-school assemblies (Black History Month, Pi-Day)
Dentist visit
Mad Science
Caterpillars into butterflies' project

2nd Grade

TA & Instructional Specialist
Education Through Music (all year long)
Physical Education with a full time certificated Coach
Technology
Field Trips (Olvera Street & Underwood Farm)
Trash for Teaching
Director's Cut- Stop Motion Animation
All-school assemblies (Black History Month, Pi-Day)
Professor Egghead Science
Caterpillars into butterflies' project
Amazing Animals

3rd Grade

Instructional Specialist
Education Through Music (all year long)
Choir
Physical Education with a full time certificated Coach
Technology
Field Trips (Science Center & Discovery Cube)
All-school assemblies (Black History Month, Pi-Day)
Brain Games UCLA
Director's Cut- Stop Motion Animation
Origami
Professor Egghead Science

4th Grade

Instructional Specialist
Education Through Music (all year long)
Choir
Physical Education with a full time certificated Coach
Technology
Field Trips (Gibbon Conservation Center, Camp Pali*, San Fernando Mission Field Trip & Sacramento Day Trip*)
All-school assemblies (Black History Month, Pi-Day)
Mad Science
NFL Experience
Origami
(* additional money required from families)

5th Grade

Instructional Specialist
Education Through Music (all year long)
Choir
Physical Education with a full time certified Coach
Technology
Field Trips (Griffith Observatory Field Trip, Camp Pali* & Catalina Island Trip*)
All-school assemblies (Black History Month, Pi-Day)
Ballroom Dancing
NFL Experience
(* additional money required from families)

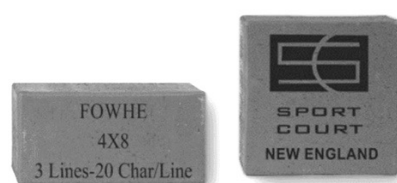
BUY-A-BRICK FUNDRAISER



We've been running our Buy-a-Brick fundraiser for over a year now. All bricks ordered by October 31st, 2018 will be included when we lay down our second round of bricks on January 19th, 2019.

How amazing is it to see your family's name on a brick forever, making a mark on the West Hollywood Elementary campus? Commemorative bricks can also be used to thank a special teacher/staff member for their contribution to your child's education. As always, all money raised goes directly to our own children.

Our bricks come in 2 sizes: 4" x 8" or an 8"x8" square. Each paver will be elegantly etched with your own personalized text! Visit www.fowhe.org/bricks to customize your engraving.





FOWHE PARENT VOLUNTEER FORM

Parent volunteers are a crucial part of the success of West Hollywood Elementary. We highly encourage all WHE families to contribute no less than 40 hours to activities each academic year. Our goal for the 2018-2019 school year is to have 16,000 recorded parent involvement hours.

This form lists all the different ways you can get involved with our school. Please keep in mind that we all work together; you will be part of a larger team and will have support. Also note that the items with an asterisk can be done mostly from home, with scheduled committee meetings every so often.

Please fill out this two-page form and place it in the FOWHE box in the main office, or you can complete it online at www.fowhe.org/volunteer-sign-up.

FAMILY INFORMATION
Parent First Name
Parent Last Name
Parent Email
Student 1 – Name & Grade & Teacher
Student 2 – Name & Grade & Teacher
Student 3 – Name, Grade & Teacher
Student 4 – Name, Grade & Teacher

VOLUNTEER PARTICIPATION

LEVEL OF ACTIVITY

- ☐ Volunteer - Consistent Involvement
- ☐ Volunteer - Limited Involvement
- ☐ FOWHE Board
- ☐ Student Site Council (SSC)
- ☐ Other

SKILLS

- | | |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Accounting & Bookkeeping<input type="checkbox"/> Acting & Voice-over<input type="checkbox"/> Art<input type="checkbox"/> Carpentry & Construction<input type="checkbox"/> Crafting<input type="checkbox"/> Culinary Arts & Hospitality<input type="checkbox"/> Event Planning<input type="checkbox"/> Filmmaking<input type="checkbox"/> Fitness<input type="checkbox"/> Food Service<input type="checkbox"/> Fundraising & Grant Writing<input type="checkbox"/> Gardening & Landscape Design<input type="checkbox"/> Graphic Design<input type="checkbox"/> Legal & Regulatory<input type="checkbox"/> Membership & Recruiting<input type="checkbox"/> Other | <ul style="list-style-type: none"><input type="checkbox"/> Music<input type="checkbox"/> Organizational Skills & Experience<input type="checkbox"/> Photography<input type="checkbox"/> Public Relations & Promotion<input type="checkbox"/> Publications & Newsletters<input type="checkbox"/> Research<input type="checkbox"/> Retail<input type="checkbox"/> Robotics, Engineering, & Science<input type="checkbox"/> Sewing (for costumes)<input type="checkbox"/> Sound & Audio<input type="checkbox"/> Technology & Database<input type="checkbox"/> Theater & Dance<input type="checkbox"/> Transportation & Logistics<input type="checkbox"/> Tutoring |
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