



Celebrating 30 Years of Growth

The Learning Tree Annual Auction

Saturday March 21, 2009

Dear Friend of The Learning Tree:

We are very excited about our upcoming auction on March 21, 2009! This year our theme is *“Celebrating 30 Years of Growth.”*

WE ARE ASKING FOR YOUR SUPPORT.

Each spring, The Learning Tree Montessori holds an auction to raise funds for our tuition assistance fund, Arts Enrichment Program, Montessori Materials and more. This event is the school's largest fund-raiser, and we would like to invite you to help build this essential fund.

WHY SUPPORT LEARNING TREE? Your support will help us ensure that the Learning Tree's excellent social and educational opportunities are available to more children. Since its inception in **1979** (that's 30 years ago!), a central tenet of *The Learning Tree's mission has been to bring urban children of working parents from all economic and ethnic backgrounds together in a unique place that offers them exceptional early childhood education and childcare.* **The auction is the major source of funding for the school's tuition assistance fund.** Last year's auction proceeds allowed 11 students, who otherwise would not have been able to afford such an education, to attend The Learning Tree. **That still left 6 of our families on the waitlist for more aid, which unfortunately, we were not able to provide.** There is a growing need for more funds. Your support will help make this opportunity available to more children. Last year we were able to support 14 families through our tuition assistance program totaling over \$53,000.00 in support. We were even able to give our outdoor classroom the “California Room” a complete makeover through the generous donations of last year's auction attendees.

HELP US WHILE BUILDING VISIBILITY FOR YOUR BUSINESS. There are two ways businesses can help, both of which allow you to showcase your business, not only to the more than 200 people who attend the auction, but also to the larger Learning Tree community through online advertising, weekly hot sheets, and exposure during the auction. For all this we offer some of the best advertising rates in town! Here's how:

- ✓ **Donate goods or services** from your business and see your name featured in our catalog, on our Web site and in other promotional materials. Please complete the enclosed Donation Form and **return it to the Learning Tree by February 6th, 2009 for inclusion in the catalog.** We recommend that you get your items in by **February 6th**, as the catalog is an *incredible* advertising venue for your company! We will accept items after the catalog deadline, but they will be featured in our addendum, which will be distributed at the event, and we want you to get the most for your advertising dollar!
- ✓ **Underwrite auction expenses** and see your name prominently displayed in our advertisements, on our Web site and at the event itself. There are many ways to advertise your business at our auction. They can range from being a table sponsor or catalog co-sponsor (take out a full-page ad for your business in our catalog) on up to a silent auction sponsor, or even an event sponsor!

Your donation is tax-deductible [Learning Tree is a 501(C) 3 non-profit organization].

Thank you in advance for your support of our school!