



# Reimagine Everything

A BENEFIT GALA FOR THE SPRING HILL SCHOOL

Dear Friends and Families of The Spring Hill School,

We are delighted to announce that this year's annual fundraising Gala, Reimagine Everything, will be held virtually on **Saturday, April 10th**. We are grateful for any and all of your support.

By donating items to our Online or Live Auction, 100% of funds raised at the Gala support educational programs of the school and tuition assistance to ensure that The SHS remains accessible to a diverse community of families.

Each family is asked to solicit or donate 2-3 items for the auctions – but we will happily accept more! Small and large items are welcome, as well as items that can be bundled as part of a larger package. All items should be received by March 22, 2021.

This year's Silent Auction will open two days before the Reimagine Everything Gala and will be available to event guests, as well as the broader community through the convenience of mobile and online bidding.

## **Examples of Donations:**

- Vacation homes in Tahoe, Wine Country, Santa Cruz and Hawaii
- Virtual Experiences like Magic Shows, Whiskey Tastings & Pasta Classes
- Cases of wine for the event or bottles of wine for the wine wall
- Restaurant Gift certificates or any other small business
- Subscription boxes like FabFitFun, Winc & Kiwico
- Technology: Computers, smart watches, cameras, iPhones, Fitbit
- Home gym equipment
- Fashion: Designer dresses or handbags that are just sitting in your closet
- Art: Time to rotate your artwork out for something new? Donate your art to the auction!
- Services: Are you a photographer? Offer up a mini family photo shoot or head shots.



# Reimagine Everything

A BENEFIT GALA FOR THE SPRING HILL SCHOOL

## How to Donate Your Auction Item(s):

**Submit:** Via this [Link](#) or go to <https://forms.gle/HyvH2bD91RWVo2c69>

**Email:** [karen@thespringhillschool.org](mailto:karen@thespringhillschool.org) or call 707-763-9222 to schedule a pick up or contactless exchange of your donation

**Don't forget:** To attach one completed donation form or copy of your online receipt per item (all solicitation forms available on school website and in our weekly newsletter)

### What is in the solicitation packet?

- Fact Sheet
- Donation Form
- Email Templates to use when soliciting

Our community has come together in incredible ways to support our school, and we thank you in advance for your generosity and partnership.

Sincerely,

*The SHS Gala Committee*

# Reimagine Everything

A BENEFIT GALA FOR THE SPRING HILL SCHOOL

## 2021 Reimagine Everything Fact Sheet

**When:** Saturday, April 10, 2021 6-7 pm with optional add ons after the close of the program (30 min each respectively).

**What:** The Spring Hill School volunteer-led fundraising gala, with live and online auction items and many opportunities to have fun while supporting the school and community.

**Where:** Virtual! [RSVP](#) for free to receive your link prior to the event.

**Why:** To come together in celebration of The SHS and raise vital funds for its continued growth and success.

**Head of School:** Shahrazad Hamidi

**Attendees:** 200+ primarily school parents who are top leaders in Design, Education, Financial Services, Medicine, Technology and other industries in the Bay Area.

**Past Sponsors:** Advanced Building Solutions, Compass Bank, Golden State Lumber, Lind Marine, Lombardi's Catering, and Xandex Inc.

**IRS Tax ID 94-2285285.** All contributions are tax deductible to the extent provided by law. The Spring Hill School is incorporated as a California non-profit organization under section 501 (c)3 of the IRS code.





# Reimagine Everything

A BENEFIT GALA FOR THE SPRING HILL SCHOOL

## EMAIL TEMPLATE #1

Greetings!

Thank you for your past donations and contributions to The Spring Hill School. We are delighted to announce that this year's annual fundraising gala *Reimagine Everything* will be held virtually on Saturday, April 10th. Reimagine Everything is proving to be an amazing example of how our Spring Hill School and Petaluma community can come together to ensure the successful outcomes of all our students and families.

Funds raised at the Gala make an enormous impact on our growing school. Previous years' contributions supported the art, music, gardening, Spanish language initiative and STEM programs. Gala proceeds go to support educational programs and tuition assistance to ensure that The SHS remains accessible to a diverse community of families.

During these times, we are reminded that as a community we are stronger together and we are there for each other. Thank you for helping The SHS stay resilient during these challenging times.

### **Gala Overview**

*Reimagine Everything* 2021 is a virtual gala and auction that draws 200+ guests. Like the school, the event highlights the best of local culture, but also welcomes guests from around the Bay Area and beyond. Attendees are primarily school parents who are influencers in Technology, Financial Services, Design, Education, and other industries in the Bay Area. School faculty and staff also attend, as well as members of the local community.

### **More About The SHS**

The Spring Hill School, founded in Petaluma in 1975, has grown from a small Montessori preschool to a thriving international community of 160 families from preschool to 8<sup>th</sup> grade. In 2019, we welcomed our first middle school class.

There are many aspects of the event to look forward to and we hope that you can join us on April 10th, whether that be by donation or online during the Gala! Please email [karen@thespringhillschool.org](mailto:karen@thespringhillschool.org) with any additional questions.

Thank you!



# Reimagine Everything

A BENEFIT GALA FOR THE SPRING HILL SCHOOL

## EMAIL TEMPLATE #2

Greetings,

The Spring Hill School located in Petaluma, California is getting ready to host our Annual Gala, Reimagine Everything, on April 10, 2021. The event highlights the best of our school's local culture. Attendees are primarily school parents who are top leaders in Design, Education, Financial Services, Medicine, Technology and other industries in the Bay Area. School faculty and staff also attend, as well as members of the community. This year will feature heartwarming interviews with our beloved teachers, families, children and Head of School as well as a live auction with an auctioneer. Our incredible caterer, Scott Nelson from Lombardi's Catering will be providing Cheese + Charcuterie Boxes and Kids Meals during the event. It truly will be a magical evening!

The Spring Hill School is an Independent Preschool through 8th grade school with three campuses in Petaluma. Reimagine Everything is The Spring Hill School's largest annual fundraising event attracting over 200+ attendees.

The auction is always a huge hit! This year's Silent Auction will open two days prior to the Gala Event and will be available to event guests, as well as the broader community through the convenience of mobile and online bidding and will close on Sunday, April 11th. Our auctioneer will be running a Live Auction featuring our top packages which mostly include travel and luxury experiences.

While we know this past year has been challenging we believe that unity is strength! [Insert your donation request here.](#)

### **Benefits of Your Donation Include:**

- Recognition for you and/or your business in our online auction catalog
- Online and mobile viewing of your donation by our event participants (200+), as well as the greater Petaluma community who will be invited to participate in the Online Auction
- A personal feeling of goodwill for contributing to our local schools and community.
- Tax deduction

## **Gala Proceeds**

Funds raised at the gala make an enormous impact on our growing school. Funds raised at the gala make an enormous impact on our growing school. Previous years' contributions supported the arts music, gardening, Spanish language initiative and STEM programs. Gala proceeds to support educational programs and tuition assistance ensure that The SHS remains accessible to a diverse community of families.

During these times, we are reminded that as a community we are stronger together and we are there for each other. Thank you for helping The SHS stay resilient during these challenging times.

## **More About The SHS**

The Spring Hill School, founded in Petaluma in 1975, has grown from a small Montessori preschool to a thriving international community of 160 families from preschool to 8<sup>th</sup> grade. In 2019, we welcomed our first middle school class.

There are many aspects of the event to look forward to and we hope that you can join us on April 10th whether that be by donation or online during the Gala! Please email [karen@thespringhillschool.org](mailto:karen@thespringhillschool.org) with any additional questions.

**Thanks for your support!**