SAFE ROUTES TO SCHOOLS

Donation Guide

Safe Routes to Schools’ incentive can entice children and their parents to choose Green Ways to School – walking, biking, carpool or bus. Soliciting prizes from local stores is easier than one might think. Many local businesses perceive donating their goods and/or service as positive community relations. Local Rotary Clubs raise money for the purpose of benefiting their community.

Here is information on how to ask local businesses and organizations in your town for donations and how to purchase discounted prizes for your school’s Safe Routes to Schools event. As you develop your plan please let us know if you have any questions or require additional information from our staff. Your efforts in requesting donations or discounts are greatly appreciated!

Rewards for your contest or special event can range from ice cream coupons to a brand new bicycle. As you approach local organizations and companies, it will be helpful to have specific successes of how your school participates in Safe Routes to Schools. Details such as: how many bikes at the bike rack in an average day, photographs of students participating during a walking school bus, photos of bicycle rodeos, etc. (Please check with us as we may have pictures of some of your events)

*Keep reaching out until you succeed. Someone will respond!*
SAFE ROUTES TO SCHOOLS PROGRAMS
How to approach a business or organization

Talk to the right person
- Speak directly with the business owners (of small shops) or the marketing/community donations staff person (of larger businesses/firms)

Be very clear about what your are asking for:
- Prizes for Contest: Pollution Punchcard or Frequent Rider Miles
- Prizes for children who are biking or walking to school
- Be specific: bike or scooter, walking gear: hats, gift certificate.

Accentuate the positive:
- Tell them the highlights/successes of your schools SR2S Program: # of bikes at bike rack on an average day, # of participants on Walk and Roll to School Day.
- General SR2S 2008-09 details:
  53 schools hosted Safe Routes to Schools activities, exposing 25,000 students to biking and walking education in 2008-09. Walk to School Day engaged 40 schools with 11,000 students participating. Safe Routes conducted spring contests in 36 schools.

Have a letter and supporting documents (see sample letter and templates)

Donor Benefits – Tell them exactly what they get for their donation, recognition, tax deduction.
- SR2S is a program of a 501(C)(3) Non-profit. Remind businesses that their marketing budget can be used for community donations and they will be acknowledged in our publications (see below)
- Donor branding: if the organization you have contacted is requesting the product display their organization name, please contact SR2S Wendi Kallins for approval before accepting the donation/discount.

Please send SR2S information on donations you receive. We want to recognize all organizations and companies in our SR2S e-news letter.

Sample Letter and Templates: see enclosed documents
- Request for Donation Letter Sample
- Request for Donation Letter Template
- Thank You Letter Template
- Tax Donation Receipts
Types of Donations

**In-kind donations:**
- This is when a local business provides product or discount coupons.
- Suggested businesses: restaurants, coffee shops; bike stores; sports shops, smoothie or juice shops, local grocery stores
- Local grocery stores have the ability to give out $20 gift coupons without having to go through corporate. This can be used to buy treats for your Walk and Roll to School Days.
- Solicit your favorite shops because businesses prefer giving to their own friends and loyal customers.

**Cash donations:**
- Local service group: Rotary Club, Lions Club raise funds and look for ways to spend the money in their community
- PTA and parents – Ask your PTA for a line item in their budget to help purchase treats and prizes. Sometimes a parent in the school has a business or cause they wish to promote by giving you a donation. One local Orthodontist paid for the purchase of a bike,
- Local families with charitable funds

**SR2S Vendors**
You can request a list of companies that have a discounted purchase agreement with SR2S. Please review the details for each vendor well in advance of your event. Please know these agreements can be subject to change by the vendor. As we have developed a working relationship with each company and many schools may be utilizing these offers we would appreciate you following the specific instructions for purchasing.

For SR2S Vendor Discount Information 2009-2010, please contact Peggy Clark at peggy@marinbike.org or 415-456-3469, #.
**SR2S Rewards:**
Not all events require a prize to motivate participation. Being recognized and acknowledged for a positive behavior can go a very long way!!! Below are a few no-cost, or very low-cost, highly honorable rewards that students, staff and teachers really appreciate. Your school may have such rewards currently in place.

**SR2S Treasure Chest of recycled prizes**
You can create your own treasure chest of recycled prizes to give away as an award for children who walk, bike or carpool to school. The treasure chest of prizes can be used at your welcome table for your regular Walk and Roll to School Day, or for contest prizes.

To collect prizes for your Treasure Chest you will need to submit to your school’s newsletter editor a posting to let your parent community know that you are collecting recycled party favors. Parents are glad to get the clutter out of their house. Establish a location at your school where parents can drop off a bag that is stapled shut or recycled items from around their home: bouncy balls, key chains, new pencils, etc. Ask parents to mark the bags: SR2S.

The next step is to create a Treasure Chest. This is a fun project for your family or perhaps for your student council. Obtain a plastic bin with a lid or a cardboard box. (Or you could post in your school’s newsletter that you are asking for a treasure box as a donation. Someone might have a chest or light trunk that they are willing to donate.) Decorate the box however you like … be creative! Write Safe Routes to Schools on the cover of the treasure chest. Place the prizes that you collected into the box. Let children who walk or bike to school select one prize from your Safe Routes to Schools treasure chest.

**School-based reward:**
Schools often have programs that encourage positive behavior and offer the reward of special privileges. Here are a few ideas:

- Recognition at an assembly
- Posting the names of winners in the school newsletter or on a bulletin board
- Principal recognition.
- First in Line for Lunch Card
- Preferred Seating at School Event
- VIP Bike Parking
- Extra time in the Garden
- Get out of Homework Free Coupons
- 5 Minutes early dismissal.
- Cafeteria coupons
- Your ideas:
Other donations

Rewards don’t have to be complicated. Sometimes a little food is all the kids require. Parents can provide baked goods, or cut up fruit. Older students can offer babysitting services. A ribbon or sticker can go a long way.

Rewards and prizes are a wonderful way to entice students to try Green Ways to School. Make the best use of the resources you have at your disposal. If you need any help or assistance you can contact Peggy Clark at 456-3469 ext. 8#

Remember – Walking and Biking are rewards onto themselves. Ultimately the best reward is when we’ve reduced the traffic and increased the safety around all Marin schools so everyone can walk and bike to school.
GIFT CERTIFICATE DONATION INSTRUCTIONS

Thank you for your interest in making a donation to school name in support of their Safe Routes to Schools program.

What works best for SR2S regarding donations of a service (rather than a physical product), is for the donor to develop a gift certificate with exactly what is being offered. There are pre-designed blank certificates at many stationery stores, or just develop some simple thing on a computer.

Good things to include are:

- Your name
- Your business name and address
- Your contact information (phone, mailing address, email - whatever is relevant for you)
- The exact item(s) you are donating
- The retail value of your donation
- An expiration date (if relevant)
- The more graphically interesting your certificate, the more notice it will get at the auction!
- Attach a business card as well – this way the recipient can retain your contact info for future reference and recommend you to friends.

The gift certificate should be mailed by TBD to:

Team Leader
Address

Thanking our donors:

All donors must receive a mailed thank you letter. Hand-written tax deduction receipts are available immediately to act as a reminder for donors, if requested with the mailed certificate.

Need help?

Contact: Peggy Clark Coordinator, at: peggy@marinbike.org or 415-456-3469, 8#
Dear Manager or Store Name,

Safe Routes to Schools (SR2S) in Marin County is preparing for the launch of a very active 2009/2010 school year. We would like to invite you to become a participant in our program through providing example: gift cards, bike gear for elementary/teen appropriate products.

Our program is a national model that is setting the example for increasing the amount of youth walking and biking safely to school. Our programs include traffic safety classes designed for 2nd and 4th graders, all-school bike days and assemblies, Middle School bike and environmental programs, High School leadership programs, walk and bike events, as well as, local city task forces targeting traffic issues around schools.

At our 50+ Marin County schools SR2S conducts contests of: Frequent Rider Miles, the Golden Sneaker Award, and The Pollution Punch Card. To generate awareness of our programs and to boost participation during the contests students are awarded prizes for successfully achieving a goal or as an incentive to continue participation.

This year we are looking to organizations to donate example: gift cards for elementary/teen appropriate products. We would be thrilled to be able to offer donated company name products during this year’s contests.

I have included our most recent newsletter, which shows some of the projects we are working on, as well as some of the successes. Safe Routes to Schools is a program of the Transportation Authority of Marin and implemented by the Marin County Bicycle Coalition, a 501(c)(3), id# 68-0419394. All donations are fully tax deductible.

Please let me know your thoughts on this request or if you require additional information. Thank you for your consideration.

Your Name________________, on behalf of Safe Routes to School

SR2S Administrator: Peggy Clark
Safe Routes to Schools – Project Coordinator
733 Center Blvd., Fairfax, CA 94930
415-456-3469 8#
peggy@marinbike.org
Dear DONOR:

This letter is to thank you for your generous donation to Safe Routes to Schools. Our school (School name) contest (contest name) was a great success and the students were so excited to receive your generous donation.

Our records show that you donated 2 helmets for a total value of $00.00. As we are a 501(c)(3) nonprofit organization, your donation is tax-deductible to the fullest extent of the law. Our tax ID number is through the Marin County Bicycle Coalition: 68-0419394.

We will recognize your company as a donor in the Safe Routes to School e-news letter. This new E-news is sent out to all of our many schools and related organizations.

Sincerely,

Wendi Kallins
Safe Routes to Schools Director
Thank you for donating to Safe Routes to Schools - Marin County!

SR2S is a program of the Transportation Authority of Marin and implemented by the Marin County Bicycle Coalition, a 501 C3 non-profit organization, so your donation is tax deductible. Our tax ID number is 68-0419394.

Company/Donor:

Contact Name:

Address:

Phone

Item Donated:

Donation Value:

If you need additional information, please contact our Peggy Clark, at 415-456-3469 x 8# or peggy@marinbike.org
LOCAL BUSINESS DONATION COMMITMENT
(ATTACH BUSINESS CARD BELOW)

Company/Donor: __________________________

Contact Name: __________________________

Address: _________________________________

Phone: _________________________________

Donation Value: __________________________

Comments: ______________________________

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