

## UMPQUA BANK Leveraging successful futures

The Umpqua Charitable Foundation announced a \$150,000 Impact Grant that will expand SKEF's community engagement. The gift will occur over the next three years.

Umpqua's investment will help SKEF recruit and train volunteers to mentor hundreds of youth currently enrolled in ASPIRE throughout the Salem-Keizer School District. Additional volunteers will work with more than 20,000 students in other areas.

"Investing in kids and education is a powerful way of supporting the long-term economic health and wellbeing of a community – and the focus of the Umpqua Bank Charitable Foundation," said Dave Mercer, manager at Umpqua's Salem location. "I am thrilled with the Umpqua Bank Charitable Foundation's recent grant to SKEF, further building on a terrific relationship we've had for years. SKEF is extremely well-run and everyone involved has a true passion for making a difference for all kids."

ASPIRE is a statewide program that pairs students with adult mentors who assist with college applications and post-secondary career planning. Through a partnership



between SKEF, the district and the statewide program, Salem-Keizer became the first district-wide ASPIRE implementation in Oregon.

Volunteers gained through Umpqua's Impact Grant will be able to make a difference in students' lives and futures by meeting with them one-on-one. In doing so, they will improve those students' chances for success and be part of Oregon's effort toward a 100 percent graduation rate and its 40-40-20 goal.

To become an ASPIRE mentor, contact Valerie Steele at 503-364-2933 or [valerie@skeducationfoundation.org](mailto:valerie@skeducationfoundation.org)

## AWESOME 3000 A growing family tradition

Thousands of children from the Salem-Keizer community and beyond sprinted off through Bush Park to the sound of a starting gun and buzzing of cheerful spectators.

The 34<sup>th</sup> annual Awesome 3000 was May 7 and SKEF had a record number of children register this year. As one of the nation's largest timed youth fun runs, the Awesome 3000 has become a household name and an event the entire community marks on their calendar, whether it's for their child's race or to participate as an Awesome volunteer – along with more than 400 others.



Summer newsletter  
brought to you by:

*Continued on page 7*

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## Mission Statement

*The Salem Keizer Education Foundation is a catalyst for the enhancement of the education and development of all Salem-Keizer youth by providing resources for creative and innovative programs and materials, educating and mobilizing the community, and sustaining collaborative partnerships that support its goals.*

## Privacy Statement

*Salem-Keizer Education Foundation never sells, loans or exchanges the names, addresses or other information about our donors or others who receive our mailings.*

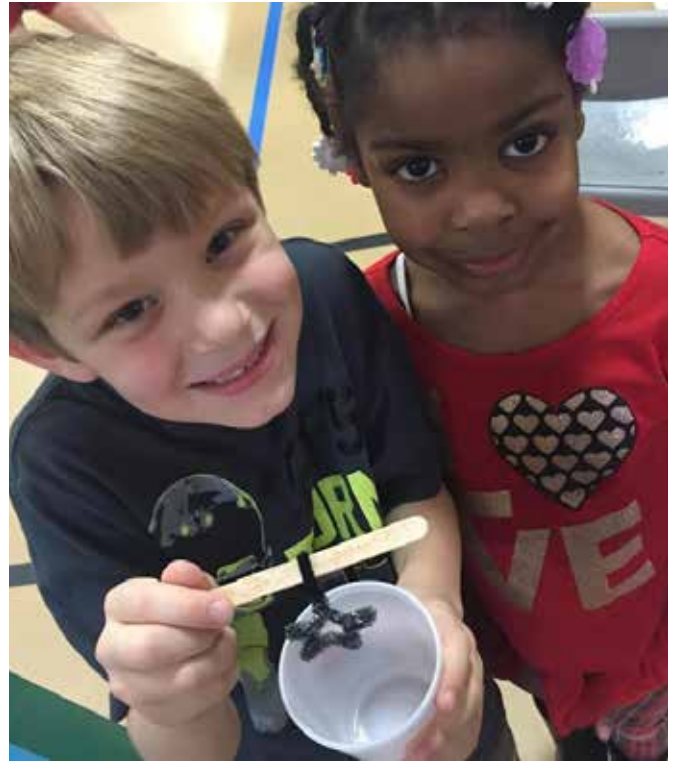
# ENRICHMENT ACADEMY

## Four new school sites

SKEF will be adding to its Enrichment Academy (EA) ranks come September. We are happy to announce that programs will be placed at Salem Heights, Weddle and Candalaria elementary schools, as well as Queen of Peace school, starting this fall. It will feature all the Enrichment Academy programming that Salem-Keizer schools have come to expect.

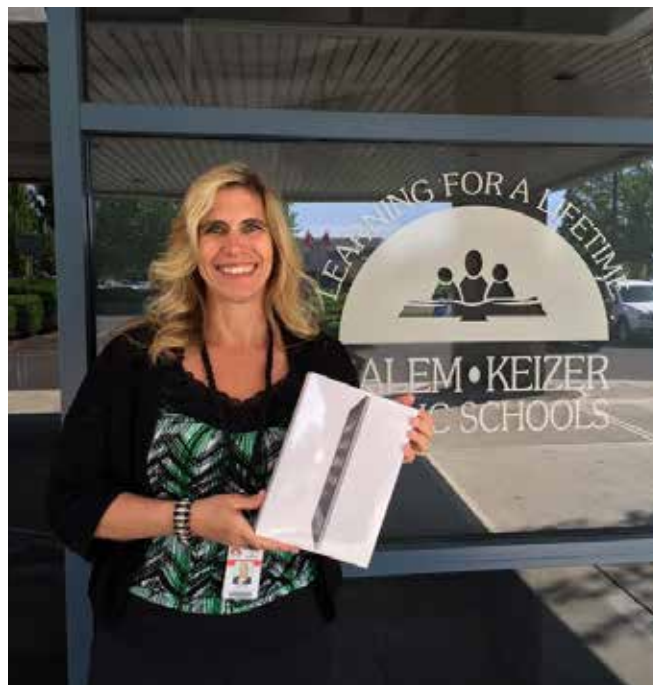
The four new tuition-based programs will have multi-curricular offerings and provide participants an afterschool meal and homework assistance. Parent fees will fund the programs, but SKEF also has scholarships available and is able to make third party payment arrangements for families in need.

The new sites will increase SKEF's list of EA programs to a total of 29 elementary, middle and high schools.



# EMPLOYEE GIVING CAMPAIGN

## Winners Announced!



Thank you to all Salem-Keizer School District employees for participating in the Employee Giving Campaign this year. We are proud of our partnership with the school district and greatly appreciate all 4,000 employees who help our kids succeed.

Our first place winner is Paula Phelps who works as a Safety officer in Risk Management and won an Apple iPad. Our second place winner is Marta Bierman-White a teacher at Stephens Middle School who won eight tickets to the 2016 Crystal Apple Awards and Reception. And our third place winner is Terri Mazzilli-Roth a counselor at Scott Elementary, who won two tickets to Shoot for the Stars Casino and Auction Benefit.



# LEMONADE DAY Creating future entrepreneurs

It was fun in the sun for entrepreneurs and tasters alike at Lemonade Day Salem-Keizer on May 1, 2016.

Nearly 300 kids registered for the annual event, which was in the charge of the Salem-Keizer Education Foundation for the first time this year. It was the third year of the event in Salem-Keizer, and many returned to their stands after enjoying their experience in years past.

Lemonade Day is a national program that began in Houston, Texas in 2007 and has since grown to include over a million kids across North America. It was founded on the idea of guiding youth through owning a business by offering them resources to run a lemonade stand.



In Salem-Keizer, kids registered through SKEF for free and received a backpack, guidebook, and invitations to participate in design days, build days and contests.

On May 1, stands sprouted up through the Salem-Keizer area

touting everything from fruit-flavored lemonade, to popcorn, to cookies.

As Lyndon Zaitz, publisher of the Keizertimes and a member of the Lemonade Day committee, said in one of his editorials, "Besides learning how to build their own business from the ground up, Lemonaders learn how to manage money. Each registered stand agrees to split their money in three piles: one third for their education, one third to donate to a charity of their choice and, best of all, one third to use as mad money."

It was a day enjoyed by many. Some Lemonaders reported making as much as \$200 at their stands.

## ASPIRE Mentors Needed...

*For students just like these!*



### WHAT DOES AN ASPIRE MENTOR DO?

- ⇒ Meet with students and encourage their interests
- ⇒ Explore careers, schools and scholarship opportunities
- ⇒ Proofread applications and essays
- ⇒ Keep students focused and on a timeline
- ⇒ Help students at FAFSA filing time

*Trainings held at 223 Commercial St. NE:  
Every Wednesday at 12 Noon  
Every second Thursday at 6:00 pm*



CONTACT: Valerie Steele at 503-364-2933  
Or [valerie@skeducationfoundation.org](mailto:valerie@skeducationfoundation.org)

## BMW of Salem



The Ultimate Driving Machine

## BMW OF SALEM Drive for a Cause

SKEF is fortunate to benefit again from BMW of Salem's support through their "Drive for a Cause" program. Lasting partnerships like this make it possible for SKEF to reach many children within our community with a variety of programs. As Jon Taylor, general manager of BMW of Salem puts it, "we are able to help out the future leaders of our world."

For every test drive taken now through September 30, BMW of Salem will donate \$5 to SKEF. If they reach their goal of 1,000 test drivers (\$5,000), BMW North America will match it, making the total donation to SKEF \$10,000!

On July 9th, The BMW of Salem dealership will be hosting an all day event where cars from other automakers will be brought in to be test driven as well. This is a high energy event with a wide variety of cars to test drive. The dealership is located at 1151 Van Ness Ave NE in Salem.

Put the pedal to the metal for this fun and easy way to give back. Together we can make a difference.

Thank you BMW of Salem!

# ROOTOPIA A delicious partnership

rootopia™



Thanks to a \$75,000 grant from the Walmart Foundation, a burgeoning collaboration between SKEF and Rootopia is poised to grow into a healthy partnership. Rootopia is the brain child of Michelle Ratcliffe. Ratcliffe, who holds a PhD in Agriculture, Food, and the Environment from Tufts University, created Rootopia out of a passion for healthy food and the desire to help families better understand how nutrition effects every ingredient of our lives. The Rootopia motto “If kids grow it or choose it, they will eat it. If kids cook it, they will eat it. If kids serve themselves and plan it, they will eat it.” is echoed throughout their programs, all of which are evidence based, economic, and easy.

One such program is close at hand, our Rootopia summer camp! Activities will include food preparation experiences, menu planning, garden themed activities and more! The camp will be held July 18-22 from 12:30 to 6pm, at both McKinley and Englewood elementary schools.

Rootopia will be one of the many summer camps SKEF is hosting this year, for more information please contact SKEF at 503-364-2933 or [info@skeducationfoundation.org](mailto:info@skeducationfoundation.org).

## VOLUNTEER SPOTLIGHT: Leilani Tucker

SKEF Volunteer Services Director Valerie Steele describes Leilani Tucker as a “Yes Person.”

This is a reference to the countless times that Tucker has agreed to offer her time and abilities to assist SKEF, whether it’s with a minute’s notice or planned months in advance.

Tucker began volunteering two years ago after she retired from her 31-year career with the State of Oregon. She worked for the Oregon Health Authority, specifically in the IT department, until 2013 when she retired and decided to take a year off. In 2014 she learned about SKEF and became involved in staffing the School Supply Depot, which serves children and classrooms in need of supplies across the district.



“I found a few things and one of the few things I found was most important to me was kids and education,” Tucker said.

Since then, she’s taken a volunteer role in the annual Urban AgFest, sorting school supplies, the Awesome

3000, holiday break lunches, MLK Days of Service and Lego Robotics Tournaments.

The Awesome 3000, she said, is her favorite volunteer opportunity.

“It’s such a big event and you see so many people,” Tucker said.

SKEF has a volunteer opportunity for everyone, whether you like working directly with kids or being in the background.

“Right from the get-go she was a ‘Yes Person.’” Steele said about Tucker. “She’s so invested in SKEF. She has made us apart of her life.”

If you’d like to volunteer, please contact Valerie Steele at [valerie@skeducationfoundation.org](mailto:valerie@skeducationfoundation.org).



# SKEF GARDENS Family Cooking Classes

The SKEF Gardens team ended the school year and three months of cooking classes in May at Leslie Middle School.

This was the first year SKEF offered the free classes to Salem-Keizer students and their families in order to expand outreach and provide sustainable nutrition education.

Marna Graves, Family Engagement Coordinator for School Gardens, said the team hopes to start the classes back up in the fall so that they can target families at the schools where classes are held. They also hope to encourage students and families to harvest produce from the learning gardens when class isn't in session.

This past year, the classes were once a week for four weeks. In February they were held at Houck and in April they were held at Parrish. Every class was full, indicating a high demand for the hands-on format of the cooking classes.

“We try to push buying veggies that are in season and how to prepare them in meals,” Graves said. “It’s very easy to adjust these meals to fit dietary needs. There is a little bit of nutrition education along with how to prepare meals.”



## Thank You DONORS

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1 Amazon will now donate 0.5% of the price of your eligible AmazonSmile purchases to SKEF when you shop at AmazonSmile (smile.amazon.com).



2 You can help Salem-Keizer Education Foundation earn donations just by shopping with your Fred Meyer Rewards Card!



• Sign up for the Community Rewards program by linking your Fred Meyer Rewards Card to SKEF at [www.fredmeyer.com/communityrewards](http://www.fredmeyer.com/communityrewards). You can search for us by our name or by our non-profit number 83096

• You still earn your Rewards Points, Fuel Points, and Rebates, just as you do today.  
 • If you do not have a Rewards Card, they are available at the Customer Service desk of any Fred Meyer store.

3 Recycle your used Ink Cartridges with us. Please bring us your used ink cartridges and we turn them in for school supplies to fill the depot! Drop them off at Where the Sidewalk Begins, Monday-Saturday from 8:30-5:30 at 233 Commercial Street, NE.

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Kristina Pemberton  
 Benjamin and Paula Phelps  
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Continued on next page...

# MIKE MCLARAN CENTER FOR STUDENT SUCCESS

## An update on our progress

Anyone who frequently drives in downtown Salem has likely observed major changes to the 200 block of Commercial Street NE.

SKEF has been busy moving out of its building located next door to its main office and store front. The Historic Starkey-McCully building at 223 Commercial Street NE has belonged to the foundation since last year. It was purchased to create the Mike McLaren Center for Student Success, or a one-stop-shop for workforce training, tutoring, college admission support, and much more.

SKEF has received countless donations, both monetary and in-kind, to see this dream come to fruition. Rick Day from Advantage Precast, Southtown Glass, Thomas Kay and LCG Pence are just a few of the community names that have stepped up in major ways.

Additionally, the foundation has received grant funding from Mountain West Investment Corporation, the Epping Foundation and the Collins Foundation.

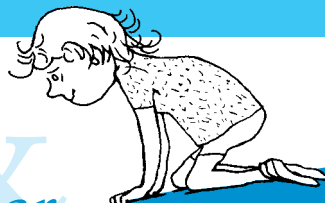
The building has transformed as it moves along the various phases of the



renovation process, but there is still work to be done. SKEF and Executive Director Krina Lee have posed a challenge to 100 community members to donate \$5,000. Would you like to be part of the vision and dream of expanding access to college and careers to thousands of students? We would love for you to join the team of generous and visionary individuals who are working to make this dream a reality.

gift shop,  
gallery  
&  
smoothie bar

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- ♥ Inspirational Books
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- ♥ Great Items for Kids



Where  
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A Community Gallery  
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233 Commercial St NE  
Salem, OR 97301

**503-364-2933**

8:30 am - 5:30 pm  
Monday - Saturday

Where the Sidewalk Begins helps support the  
Salem-Keizer Education Foundation and the  
41,000 students throughout the district.



[wheresidewalkbegins.com](http://wheresidewalkbegins.com)



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# WILLAMETTE UNIVERSITY

## Atkinson Graduate School of Management Non-Profit Internship

SKEF has evolved our relationship with Willamette University yet again to include a summer intern from the University's MBA program. The MBA summer internship program is open to students who have completed their first year in the graduate program and is targeted towards non-profits. The intern's salary is donated anonymously. The program is a three-way win for the non-profits who gain a valuable manpower, the student who gains resume-boosting real world experience, and the university's career management office which builds stronger connections with community businesses and services.

SKEF proposed a project to streamline our data analysis across SKEFs rapidly growing programs; Awesome Youth sports, Academic Tutors, ASPIRE mentors,

Volunteer Services, and the Enrichment Academy. Once matched with a donor, we selected Trevor Bassett-Smith as our Willamette MBA summer intern.



Trevor Bassett-Smith

Bassett-Smith, A 2006 McNary graduate and a 2010 graduate of Willamette University, has fond childhood memories of running annually in SKEFs Awesome 3,000. He is eager to learn how a non-profit, with multiple functions, operates and what role data plays in its success. Bassett-Smith hopes that his internship will leave SKEF with a way to easily measure program performance and compile reports.

### CONTINUED FROM PAGE 1: AWESOME 3000

"The Awesome 3000 is the best community event ever. It brings together health and wellness, education, community and business in one event," said Lisa Harnisch, SKEF board member and co-chair of the event. "It affords the opportunity for kids of all ages and abilities to participate in a healthy event that also gives back to education."

Every child is a winner at the Awesome. Each was given one of SKEF's iconic t-shirts, complete with an original design featuring Geo, SKEF's gator mascot, to run in, as well as a medal as they crossed the finish line.

The Awesome 3000 was essentially the event that started it all. More than 34 years ago the founders of the Salem-Keizer Education Foundation

decided to hold the race in order to raise funds for local classrooms. Since then, SKEF has grown to host dozens of large-scale events throughout the year and serves thousands of children through sports, before and after school programs, learning gardens, scholarships and book and supply donations.

The 2016 event had 3,303 registered runners between the age of 2 and 18 years old. It was also the first year the event featured electronic timing chips. The registration fees for each runner go toward SKEF's annual Innovation Grants, which fund creative projects and programs that are the difference for all learning styles of students around the Salem-Keizer School District.

But no event of this magnitude is possible without the planning of a dedicated committee, thousands of volunteer hours and generous sponsor donations, both monetary and in-kind. It truly takes a village to raise a child – and to put on one of Salem's most prized and family-friendly events.

"Awesome 3000 continues to grow because it involves many all working to bring this event to the community. Each year we strive as a committee to do things better, safer, bigger. We have consciously invited and brought together partners to help elevate the Awesome 3000 in the community," Harnisch said.

### SKEF WISH LIST

- |   |  |                                       |   |
|---|--|---------------------------------------|---|
| <input type="checkbox"/> 2 6-foot ladders   | <input type="checkbox"/> Wet wipes       | <input type="checkbox"/> Mason jars   | <input type="checkbox"/> Playing cards  |
| <input type="checkbox"/> 6 large rolling storage tubs<br>3x2 ft/ 64 quart or larger | <input type="checkbox"/> Rain ponchos    | <input type="checkbox"/> 9V Batteries | <input type="checkbox"/> Hot glue guns  |
| <input type="checkbox"/> Painters tape<br>(1.5 inch thick)                          | <input type="checkbox"/> Drill bits      | <input type="checkbox"/> PVC Pipe     | <input type="checkbox"/> Spray bottles  |
| <input type="checkbox"/> Binder clips – small and<br>medium (not minis)             | <input type="checkbox"/> Drills          | <input type="checkbox"/> Duct Tape    | <input type="checkbox"/> Letter size hanging<br>folders                         |
|   | <input type="checkbox"/> Hammers         | <input type="checkbox"/> Packing tape | <input type="checkbox"/> Recycle: 2 liter<br>bottles, shoe boxes,<br>wine corks |
|   | <input type="checkbox"/> Hand saws       | <input type="checkbox"/> Board games  |   |
|   | <input type="checkbox"/> AA batteries    | <input type="checkbox"/> Legos        |   |
|   | <input type="checkbox"/> 3x5 index cards | <input type="checkbox"/> Chess sets   |   |



# SCHOLARSHIP AWARDS

## Outstanding students honored

SKEF is the benefactor of several annual scholarships for youth across the Salem-Keizer community. We have awarded three major scholarships in recent weeks to students who demonstrated exemplary academic achievement and overcame tremendous obstacles.

The Guido Caldarazzo Scholarship is a memorial award in honor of Guido Caldarazzo, a local educator and community advocate who impacted countless students by his attention and intention to children and families. This year's recipient is North Salem High School senior **Daniela Martinez Hernandez**, who plans to attend Oregon State University in the fall.

The John Moe Scholarship recognizes students in the Salem-Keizer School District's Independent Living Program. The scholarship is financed by John Moe, who had a passion for music and music education and advocated for the disabled. This year's top scholar is **Aaron Draper**.

The Connor James Scholarship honors a Sprague student who was known for his curiosity and his ability to care for people. It is offered to Sprague students to support academic and life goals. This year's recipients are **Will Gaskins** and **Stephen Upchurch**.

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**Jodi Hack**

**Monty Miller**

**Lisa Norris**

**Erich Paetsch**

**Spencer Rockwell**

**Jordan Willey**

## BOARD ELECTIONS the next chapter

Elections for SKEF's Board of Directors are held every year and this month the board says goodbye to one long-serving board member and welcomes two new members.

Bruce Anderson, Regional Community Affairs Manager for NW Natural, will be retiring from his post after seven years with the board.

Anderson has been a great support to SKEF aside from serving on the board, particularly in his role as a bridge between NW Natural and the nonprofit, which has resulted in event sponsorships and in-kind donations. We appreciate his service and time spent on the Board of Directors.

Two student board members, Cooper Franz-Geddes and Molly Anderson, have also completed their year-long terms.



*Bruce Anderson*



*Katie Costic*



*Erich Paetsch*

Joining the board are Katie Costic, Marketing Director at AC + Co Architecture, and Erich Paetsch, Lawyer at Saalfeld Griggs PC. Costic works in public relations and marketing in her current position and has served on a number of committee both with SKEF and other community organizations. She will take on the role of VP of Development and Sustainability on the SKEF board. Paetsch has served on several boards including the Salem Art Association,

Salmon in the City and Willamette Academy Advisory Board. He holds experience in strategic planning, marketing and litigation.

Congratulations to our newly elected officers!



# Help us reach every child, every day



## Why become a monthly giver?

Becoming a monthly giver means SKEF will have a foreseeable source of income we can rely on to support our programs and the kids who flourish from them.

Monthly giving is the easiest way to support SKEF. Here are some benefits:

- You are in control. You can start by mailing in the form on this page, change, increase, decrease or stop anytime by phone at 503-364-2933.
- You will have peace of mind knowing more of your gift will go directly to support kids.
- You will receive less mail because we don't need to send you reminders.
- You will never have to find another stamp or write another check.

Your donation will go directly to support every child every day to be able to participate in:

- AVID Field Trips
- K-12 Salem-Keizer Art Show
- Instruments for Kids
- Free Hot Suppers
- Enrichment Academy
- Lego Robotics
- Salem-Keizer Spelling Bee
- Awesome 3000
- STEM (Science, Technology, Engineering and Math)
- School Supplies
- Summer camps
- Awesome Youth Sports
- Bazillion Books for Kids
- Gardens
- Scholarships
- ...and much more!



Please sign up today to be a Monthly Giver!

## MONTHLY GIVING PROGRAM DONATION FORM

**Yes!** I want to donate to the Salem-Keizer Education Foundation.

### MY INFORMATION

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE # \_\_\_\_\_

### IT'S EASY TO GIVE

#### PLEASE ACCEPT MY:

#### MONTHLY DONATION OF:

- \$5.00     \$10.00     \$20.00  
 OTHER \$ \_\_\_\_\_

#### Please deduct my checking account by using: *(signature required – sign below)*

- A voided check or  
 A check with your first monthly gift

#### Please use my Debit/Credit Card:

- VISA     MasterCard     Discover  
 American Express

Credit Card# \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

*I/We authorize Salem-Keizer Education Foundation to deduct the above amount from my checking account or credit card on the 25th of each month.*

MY ONE TIME DONATION OF: \$ \_\_\_\_\_

*Please make checks payable to Salem-Keizer Education Foundation*

## Thank you for your support!



233 Commercial St NE  
Salem, Oregon 97301

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## Save THE DATES • 2016

**AUG. 12-13**  
**She Shops Sidewalk Sale**

**AUG. 1-31**  
**School Supply Drive**

**SEPT. 13**  
**Back to School Luncheon**

**SEPT. 15**  
**Innovation Grants Reception**

**OCT. 12**  
**Employee Giving  
Campaign**

**OCT. 20-21**  
**Urban AgFest**

**NOV. 3**  
**Crystal Apple Awards**