

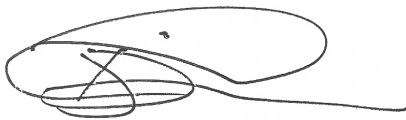
Funding academics is always someone else's problem.

Every year the PTSA holds a Direct Appeal campaign to raise funds for academic grants to Ballard High teachers and staff. This year, Ballard High School enrollment is up 8% from last year: At 1860 students we are well beyond our capacity and we need more financial help to maintain excellence in the area academics and other targeted community support we provide. We know that your hands are cramped from writing checks, but this is the most important check you will write to Ballard High School this year. This is the check that will pay for equipment and technology that teachers need to fill in the gap of inadequate state funding.

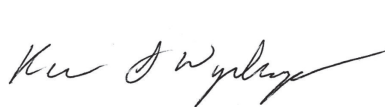
During the 2015 Direct Appeal campaign, approximately 10% of the Ballard High School community contributed to Direct Appeal. This year we are setting a goal of 20% participation. We are asking you contribute what you can afford; anything from \$5 to \$5000 is gratefully appreciated. Our school is growing, and so is the need for added support from the BHS community. No amount is too small. No amount is insignificant.

Our strategy to maximize revenues is to collect as much corporate matching as possible. Last year, 15% of Direct Appeal contributions were through corporate matching! If you work for one of the listed companies, you are eligible for corporate match. Many companies like Microsoft match 100% of their employee's donations. If your company is on the accompanying list, talk to your HR department about corporate matching. BHS needs your help.

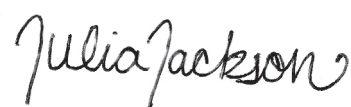
We also have made donating easier than ever with our online donation form on the Ballard PTSA website at: <http://www.ballardhighschoolptsa.org/donate>. All donations are tax deductible.



Joel Niemeyer
BHS PTSA President



Keven Wynkoop,
Ballard High School Principal



Julia Jackson
ASB President



DIRECT APPEAL

MONEY FOR ACADEMICS