



Home of the Hawks
Reed Hodson **Principal**

Dear Highland Parents,

Highland Elementary is excited to announce the **16th Annual Hawk Walk Fundraiser!** Each year, in conjunction with the PTA, we hold this one fundraiser. The primary purpose of this fundraiser is to raise funds to better provide for the needs of our students. It is also a fantastic opportunity to come together as a community.

This fundraiser is critical because, as a school, we have very few ways to raise additional funds. We don't have vending machines, dances, carnivals or sporting events where we charge admission. We have chosen to not raise funds selling cookie dough, candy bars, or wrapping paper. (When doing those types of fundraisers, most of the money does not go back to the school. Instead, it goes to the companies who produce these events and products.) We do a walk-a-thon for our fundraiser because it enables our patrons to make a donation of any amount they choose, while enabling the school to earn 100 percent of this donation. **It is our only fundraiser.**

All of the money we collect goes directly back into the school and into your children's classrooms. In the past we have used Hawk Walk donations to pay for iPad carts, a security system, books, computers and other school supplies. In addition, we have been able to **give each teacher hundreds of dollars every year to spend on his or her own classroom on students** and their needs. This enables us to make the most of our money because teachers have control of spending the money where it most benefits their students.

Our Hawk Walk will be held this year on the morning of **September 22nd**. All of our students will be walking/running on this morning. We want to invite all of our families to join us for a walk, jog or stroll around the track. We will have music playing, our mascot greeting our students, and an amazing atmosphere as we come together as a community to raise money for Highland Elementary. We are thrilled to announce that The Race Time is coming to help us run our race again this year. They will provide timing chips for each student, and these will be used to count laps. We have some fantastic prizes for the most laps walked, most money raised, the \$100 club, and classes that return 100 percent of their envelopes. In addition, we will do some random drawings so that every child has the chance to win a prize! Please join us in making this amazing tradition more fun, more memorable, and in enabling us to raise even more money for our fantastic Highland Hawks!

Please remember that this is our only fundraiser and 100 percent of the donations will go straight to Highland Elementary and your students! We appreciate your support and willingness to help make Highland Elementary the amazing school that it is. Thank you!