



Q. What is the Direct Appeal?

The direct appeal is an annual fundraising campaign to solicit money directly from PS 261 families. Monies raised by this year's direct appeal will go to support the PTA budget for the 2019-2020 school year.

Q. How are the funds used and what is paid for with this money?

The funds raised supplement the budget provided by the Department of Education (DOE) for PS 261's K through 5th grade program. The following is a partial list of what is included in the 2019-20 PTA budget:

- Part-time librarian
- Lunch/Recess counselors
- School supply fund for teachers and specialists
- Classroom Air Conditioners
- School Assemblies
- School Website and Parent Handbook
- Author visits
- Arts Week
- Martin Luther Day of Service
- Super STEM Saturdays
- Garden Supplies and Equipment
- Maker Night
- Math Night
- Fall Family Fun Day
- Family Pot Luck
- Music Room Supplies and Instrument Repair

Q. How much should I donate?

For the 2019-20 school year, our goal is to raise \$100,000 through the direct appeal. **Instead of a specific amount per family, however, our focus is on 100% participation.** We ask that you consider giving what is comfortable and appropriate for your family, maybe that's \$5, but please know that **every** dollar counts. Imagine if every family felt they were an essential part of our collective success.

Q. How can I donate?

- **Donate online** [HERE](#) and follow the directions. You can make a onetime payment or set up monthly recurring payments.
- **Donate by mail** (check or credit card) by filling out a Direct Appeal donation Form [HERE](#).

Q. How important is my participation?

PS 261 is a wonderfully diverse community. Some of our families can give more and some less, but participation at any level is **critically important**. Securing these funds allows us to move

forward with confidence in sustaining our existing PTA-funded programs, but it also enables us to dream ambitiously. What other amazing resources could bring to our children?

Q. Are donations tax-deductible?

Yes! PS 261 PTA, Inc. is a non-profit, recognized by the IRS as a 501(c)(3), IRS Tax ID 11-3134458. All contributions are tax deductible as allowed by law. To comply with IRS requirements regarding charitable donations, we affirm that no goods or services have been provided to you, in whole or in part, in consideration for your contribution.

Q. PS 261 is a public school. Why should I contribute to a public school?

The NYC Department of Education allocates each public school a set amount of money, but it's simply not enough to give our children the elementary school experience we believe they deserve. While our biggest ticket items are our librarian's salary, lunch/recess counselors and a teacher supply fund, these funds pay for other smaller, but equally important things; replacing a broken air conditioner in a classroom, supplies for the gardening program, our school website (to name a few). They also make it possible for our dedicated parent committees to organize fun, community-building events like MLK Day of Service, Fall Family Fun Day, Arts Week, Maker Night, Super STEM Saturdays and educational enrichment like author visits for each grade.

Q. Can I participate in my companies corporate matching program?

YES! Make certain your company matches donations to PTAs. If so, you must get the necessary form(s) from your employer and follow the process outlined.

Q. Are there ways to support PS 261 other than financially?

Absolutely! Our fundraising committee meets the 2nd Tuesday of each month right after drop-off in Heather Weston's office. It's where we plan for upcoming events and brainstorm ideas. Not up for a committee or just want to see what it's all about? Look for opportunities to support our efforts by volunteering at a single event. It's a great way to connect with our community and most of the time your child(ren) can join.

If you need additional information or have questions, please reach out:

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