

CONTACT:
Toby Gilbert
AUSD PR
toby@tobygilbert.us
281-546-6457
www.ausd.us
@alhambrausd

October 12, 2018
FOR



IMMEDIATE RELEASE



How
Brightwood Students Turn Running into almost \$50K for
their School

The second year of "Fun Run" surpasses fund-raising goal while building community + character

Written By: Eva Wong, Brightwood School seventh-grade student

Do you get tired of small school fundraisers, asking for a dollar here or a dollar there? Last year, Brightwood School's PTA started a brand new fundraising program, known as the "Fun Run," and instead of raising a few hundred or even a few thousand dollars in donations, it raised an impressive \$37,000 while combining fitness, character lessons, and friendly competition between the classes.

It was so successful, the school decided to do it again this year, but since the fundraising window was shorter this year and the "uniqueness" from the inaugural event may have worn off, they lowered their expectations and set their 2018 goal for \$30,000. Amazingly, students, parents, and community members enthusiastically pledged.

Some students even chose to donate out of their own pockets. In the end, Brightwood raised over \$48,000 in only one-and-a-half weeks. That exceeded their initial goal by more than \$18,000! How did they do it?

In September, the PTA and principal Natalie Gaither decided to participate in the Fun Run again to earn money for science materials and technology equipment for the school. Each class received a "pledge-o-meter," which was a chart that recorded how much money the class has earned so far, as well as incentives the entire class could work for as they reached additional fundraising goals. This is a big part of what encouraged the kids to raise more – because the more money they raised, the bigger and better the prizes their class would earn. "For me, the best part of the Fun Run was earning prizes from the Boosterthon representatives (the group that facilitated the Fun Run program), and from our teachers," declared fourth-grade student Kayla Wong.

Teacher Tina Young found additional benefits to the friendly competition. "The Fun Run really helped build a community within my class as the students competed to raise money for the school and because as they were running, students were encouraging each other to meet their target number of laps."

As the classes worked to reach their goals, representatives from Boosterthon visited each classroom to distribute prizes to the students, and teach them some positive characteristic traits including integrity, teamwork, growth mindset, citizenship, and zest. The students connected strongly with the character lessons. "I feel that these characteristics will be helpful

in the future, because they will teach us to be good citizens and leaders, which will lead to success,” stated Ryan Kawai, a seventh-grade Brightwood student.

On the morning of September 14th, the day of the Fun Run, Boosterthon representatives arrived early to to set up the double course on which the Brightwood Bengals would run. “Before we started running, I had many emotions going through my mind. I felt nervous, remembering my past experiences of running and how exhausted I was afterwards,” said Ryan Kawai. “But I knew it was for the good of our school, and that was what made me willing to run.”

After running the full 35 laps, with each lap being more than 150 feet, the students were proud if exhausted and were replenished with plenty of water and orange slices (all provided through parent donations).

In the end, through all the hard work by students (and dedicated parents), the students were able to give back to their school. After raising \$48,000, Brightwood students are looking forward to using upgraded technology equipment and integrating more labs and experiments in science.

###

PHOTO CAPTION:

BRIGHTWOOD FIRST GRADERS AYA SERANO AND BRENDON AHANG USE THEIR CLASS FLAG TO GET CLASSMATES EXCITED FOR THE START OF THE FUN RUN.