

August 7th, 2017

Dear Friend,

The 5th through 8th grade students at the Woodstock Middle School currently spend their recess time on a parking lot. A group of dedicated and concerned parents plan to change that by raising funds to provide a unique, age-appropriate playground. This playground features equipment that encourages movement, exploration, and climbing. This directly ties into the need for today's children to develop greater upper body strength, and be successful at the state's new framework to assess school's physical fitness standards.

Our fundraising goal of \$100,000 is off to a great start, with approximately \$33,000 raised so far. The WMS Playground Committee is working with the Woodstock PTO, as a playground at the WMS aligns directly with the PTO goals to provide increased support to the WMS and promote physical activity in our community.

Twenty years ago businesses and families in Woodstock and surrounding towns came together to raise funds for the playgrounds at the Woodstock Elementary School. Now we have the opportunity to do the same for the middle school. As an established local business, we respectfully ask you to consider enriching your community by joining us to build this legacy project. Donors will be publicly recognized, unless otherwise specified. We also offer the opportunity to sponsor a piece of playground equipment. Already, two of the seven pieces have been sponsored, as have all four of the playground benches.

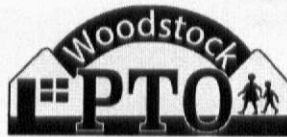
Your donation will be fundamental in helping us to reach our goal. Your generosity will fill a need and create a space that can be enjoyed by area families - including your family and the families of your employees and clients - for years to come. We are confident that a donation to a 501(c)(3) registered non-profit will help to enhance your business goals.

Included are materials for your review. If you would like more information please call me at (860) 608-3983. I would be happy to talk or meet with you and answer any questions. Thank you for your consideration of this project and your timely response. We look forward to seeing our children engaged and active as they use this new equipment.

Sincerely,

Crystal Adams
Woodstock Middle School
Playground Committee Chair
wmsplayground@gmail.com
(860) 608-3983

Parent Teacher Organization of the Woodstock Public Schools
24 Frog Pond Rd.
Woodstock, CT 06281
Website: www.woodstockpto.org
Direct email: info@woodstockpto.org
Follow us on Facebook: WOODSTOCK CT PTO



Woodstock Middle School Playground Donor Registration Form

Below are several donation categories that have been established. There is also an opportunity to name the centerpiece of the playground, the thirteen foot tall Explorer Dome, after your business, in your name, or in memory of a loved one. If you would like more details please contact Crystal Adams at (860) 608-3983 or wmsplayground@gmail.com. You can also learn more about the playground and follow our progress here: <https://wmsplayground.wordpress.com>

Sponsorship levels:

Goods & Services

Spinners	Up to \$99
Climbers	\$100-\$499
Explorers	\$500-\$999
Bronze Level	\$1,000-\$4,999
Silver Level	\$5,000-\$9,999
Gold Level	\$10,000 and up

_____ You may publically acknowledge my donation on the WMS playground website, social media, advertising, press releases, a donor board, and other places. In addition, you will be recognized at our ribbon cutting ceremony.

_____ I would like to donate anonymously.

Sponsor Information:

Donation Amount: _____

Name _____ Address _____

City _____ State _____ Zip code _____

Name on donor board _____

Contact person for advertising information:

Name _____ Phone# _____

Signature _____

Woodstock PTO is a 501(c)(3) Non-Profit Charitable Organization. The EIN is 13-4293230.

If you would like to spread your donation out over time, a monthly pledge system is a fantastic option. This is based on the honor system; simply mark the monthly dollar amount you would like to contribute and how many months you would like to do so. We will send out a monthly contribution reminder via email or regular mail.

Pledge Amount: _____ spread out over _____ months.

Sponsor Form and Checks (made payable to "Woodstock PTO") can be mailed to:

Woodstock PTO c/o WES

24 Frog Pond Road, Woodstock CT 06281

If you would like to pay by Credit Card, please go to this link:

<https://www.paypal.me/WoodstockPTO>

Benefits to Sponsors

Free Publicity

- All donations of \$100 or more will be listed on a donor board, which will be installed near the playground.
- The Playground Committee will run at least 2 advertisements thanking and listing our donors in local papers.
- We will send press releases out to local newspapers listing our donors when the playground is built.
- We will use our playground blog and the PTO website and Facebook page to publically thank our donors.
- We will go on WINY when the playground is built and invite them to the ribbon cutting ceremony, and thank our donors.
- All donors will be invited to the ribbon cutting ceremony, where they will be acknowledged and thanked.

Why This Playground?

- Kompan is the world's leading manufacturer of playground equipment for all age groups.
- Kompan products are extensively tested and designed to promote child development through play.
- Products are characterized by strong design, high play value, safety, and long lasting durability.

Benefits to our Communities

Fills a Need

- This playground is designed to encourage and challenge all children, **especially our older kids** who have outgrown the typical playgrounds found at local schools & parks.
- The Surgeon General reported in January 2010 that almost one in every three children in the United States is overweight or obese. This playground gets kids (and adults) to move and climb!

Quick Fact Sheet

The need for a playground

- Woodstock children ages 10 through 14 spend recess standing on a parking lot.
- Woodstock Middle School students scored poorly on state-mandated physical fitness assessments.
- This playground will challenge students, encourage movement, and increase core and upper body strength.
- Older children are discouraged from taking healthy exercise on playgrounds because they have been designed with the safety of the very young in mind.
- There is evidence to support concerns that the absence of opportunities for outdoor risky play will result in children disengaging from physical activity.

The Project

- The Woodstock Middle School playground will be fully ADA compliant
- The playground will be open to all the children of Woodstock, **as well as surrounding communities**, when school is not in session.
- The playground will be made from long lasting, durable materials made in the United States and will require minimal upkeep.
- Up to 80 children will be able to use the playground at one time.
- The Woodstock elementary and middle school principals, the superintendent, PTO, Board of Education, Board of Selectmen, and Planning and Zoning fully support this playground.

Who will Benefit?

- The 400 students at the Woodstock Middle School who will be able to use this playground during school hours.
- **Children of all ages and families from Woodstock and surrounding communities will be able to enjoy the playground after school and on weekends.**

Time Frame

- We will order the equipment in June 2018 or when we reach our goal, whichever comes first.
- Playground equipment will arrive 5-6 weeks after ordering, and installation will take 2-3 weeks.