



Join Us for The 2014 Laning Avenue School Tricky Tray

“Portraits of Excellence”

An Evening to Support Laning Avenue Elementary Student Achievement

Laning Avenue School

18 Lanning Rd.

Verona, NJ 07044

Tax ID#22-3308155

Jan. 13, 2014

Dear Community Supporter,

Given the challenging economy and ever-changing learning landscape, now more than ever, public-private partnerships are critical to student achievement and vibrant communities. The Laning School and Community Association (SCA) is proud to partner with the educators of the Laning Avenue Elementary School located in Verona, New Jersey, to support student achievement, build character, and foster community pride and spirit.

We are writing to invite you to be a part of *“Portraits of Excellence”—An Evening to Support Laning Avenue Elementary Student Achievement on March 12, 2014, at The Grove.*

Approximately 300 Laning (SCA) families and supporters will gather to celebrate Laning’s commitment to excellence and to raise funds to support our educators and students. The Laning SCA is a parent organization dedicated to promoting the welfare of our children at home, school and in the community. The proceeds from this fundraising event will be utilized to provide the resources our children need. In recent years, computer technology, technology instructors, cultural arts programs and equipment have been made possible through the generosity of SCA supporters.

Making this event successful this year and in the future can only be accomplished through your partnership.

How can you help? We are asking you to consider making a contribution at one of the sponsorship levels listed in the **attached pledge form** and/or by donating auction items to our cause. In-kind donations of items such as gift cards or certificates, overnight stays, spa packages, sports memorabilia, items for home, etc. will be utilized at our auction.

By making a donation, you will not only be contributing to the success of Laning students, but to **the future of our community.**

Please feel free to contact us at the numbers listed below with any questions you may have.

Thank you in advance for your consideration, generosity and support.

Sincerely,

Joanna Breitenbach
Co-President, Laning SCA
973.239.2371

Anthony Gardner
Co-President, Laning SCA
973.216.2623

Laning SCA's "Portraits of Excellence"
An Evening to Support Laning Avenue Elementary Student Achievement
March 12, 2014, @ The Grove

Laning SCA Tricky Tray Sponsorship Form

Sponsorship Opportunities

Heart of the Community Sponsor, \$500

- Recognized as Lead Sponsor on Portraits of Excellence Community Partners Photo Display at the Event
- Sponsor listed on the Laning SCA website for 2013-2014 School Year
- Sponsorship Recognition in printed materials including press releases
- Announcement of Sponsorship at the Event
-

Student Achievement Sponsor, \$250

- Recognized as Sponsor on Portraits of Excellence Community Partners Photo Display at the Event
- Sponsor listed on the Laning SCA website for 2013-2014 School Year
- Sponsorship Recognition in printed materials including press releases
- Announcement of Sponsorship at the Event
-

School Pride Sponsor, \$100

- Sponsorship Recognition in printed materials including press releases
- Announcement of Sponsorship at the Event

I am pleased to make the above pledge commitment for \$ _____

Pledge:

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

Please make checks payable to: **Laning SCA**. Mail completed form by Feb 1, 2014 to: **Dana DeMars, 8 Witherspoon Rd., Verona, NJ 07044**. For more information contact: Lisa Freedman (lisap_74@yahoo.com)

*Proceeds benefit the Laning SCA., an organization dedicated to partnering with Laning educators to promote the welfare of children in the home, school and community by securing the highest advantages in physical, intellectual, social and moral education. The Laning SCA has filed form 1023 with the IRS and tax exempt status is pending.

Laning SCA's "Portraits of Excellence"
An Evening to Support Laning Avenue Elementary Student Achievement
March 12, 2014, @ The Grove

Laning SCA Tricky Tray Donation Form

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

Auction Items (Deadline for items is **Feb. 19, 2014**):

Description	Estimated Value (\$)

- Items will be mailed (to Lisa Freedman, 54 Woodland Ave., Verona, NJ 07044)
- Items will be delivered (to Lisa Freedman, 54 Woodland Ave., Verona, NJ 07044)
- Items must be picked up at _____, available on _____

Monetary Donation

- I don't know what items to donate or I am unable to attend, but wish to make a tax-deductible donation of \$_____.