

# SANTA MONICA Mirror

## Pier Party Raises \$125,000 For Santa Monica-Malibu Education Foundation

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MIRROR STAFF

The Santa Monica-Malibu Education Foundation (SMMEF) has announced

that Pier Party, its largest annual community fundraising event, raised

\$125,000 on Sunday.

Proceeds from the event, which took place at Pacific Park on the

historic Santa Monica Pier, will support SMMEF-funded programs in the

Santa Monica-Malibu Unified School District.

Income for the event came from ticket sales, an online auction and 35 corporate sponsors.

More than 1,500 people attended Pier Party, a private event that

included rides, games, a live DJ, animals from the Santa Monica Pier

Aquarium, Santa Monica Police officers, interactive games by Marbles:

The Brain Store, a mime and magician, arts and crafts run by P.S. Arts,

and drawing machines.

TREATS Frozen Yogurt & Ice Bar sold yogurt and sorbet to

attendees, with 100% of proceeds going to SMMEF, and Brad Simpson and

Stacy White of Partnerâ€™s Trust provided give aways and ran a raffle for

attendees.



Photo by Mara Zaslove  
More than 1,500 people attended the 2015 Pier Party on Sunday.

“This was a beautiful community event,” shared Kathleen Rawson, President of the SMMEF Board of Directors and CEO of Downtown Santa Monica. “With 35 corporate sponsors, over 100 volunteers, 8 restaurants donating food for the VIP event, and over 1,500 community members enjoying fun in the sun on the Pier, Pier Party is the perfect example of our community coming together to support our students.”

SMMEF raises funds annually to fund programs that ensure excellence for every student and school in the district. SMMEF-funded programs include instructional assistants, literacy coaches, elementary arts education, additional middle and high school faculty members, teacher training, and discretionary grants for all 16 schools in the district.

Many schools use these discretionary grants to provide science, technology, engineering and math (STEM) or visual and performing arts programs. Some schools also use these funds to hire additional health clerks, augment on-site counseling programs, or run other programs focused on student wellness.

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