

November 21, 2018

Happy Thanksgiving!

The *Cedar Bluffs Education Foundation* and *Pounding the Pavement* would like to thank you for supporting our two programs through the Scrip program.

Completed order forms and payment are due on Monday, November 26. Your child can simply give their classroom teacher the material. You will have your cards on Friday, November 30 – just in time for your weekend shopping!

Picture this: You do your weekly shopping and maybe even some Christmas shopping. Your selections at a store are rung up by the clerk and put in bags and you pay a grand total of \$100. Guess what? You just earned about \$6 for the school's two programs. On the way home, you pick up a pizza or stop for dinner. That's another couple dollars for our students.

How is this possible? Welcome to Scrip.

The concept is simple: Schools acquire gift cards, or scrip, from popular retailers at a discount. The school's order is based on what you send us on your order forms. Retailers are happy to sell cards to the school because they are guaranteeing themselves customers and some goodwill advertising. Parents and community members then spend the scrip at the retailer, where it is worth the full face value; they have not spent an extra dime to help our students, nor have they had to change stores.

School earnings can really add up! The most successful scrip schools get thousands of dollars per year from scrip. Some quick math is the best way to demonstrate the earning potential of scrip. Say a family with several children spends \$1200 on clothes every year. The school gets a 7 percent discount on certain retailers' scrip. During that year, the school would receive \$84 (7% of \$1200) from one family's clothing bill. Now consider what that same family might spend on pizza, gas, and toys in a year. And don't forget holiday shopping. Multiply that family's earnings by, say, 20 families, and we now have \$5000 or more for our students!

If you have any concerns or questions, please contact Mr. Brousek by email (gbrousek@esu2.org) or call him at school (402-628-2080) or cell (402-719-7135).

Again, thank you for supporting our students!

Sincerely,

Jeff Beckman

Greg Brousek

