

AUCTION 2012 OVERVIEW

WHAT

Back to the 80s is this year's annual fundraiser to benefit tuition assistance at The San Francisco School.

WHY

All auction proceeds benefit the Indexed Tuition program at The San Francisco School. Our yearly tuition assistance program costs over a million dollars and comprises 18% of SFS's annual operating budget. Our financial goal is to raise \$100,000 for tuition assistance. All net proceeds will directly support tuition assistance at SFS.

WHEN

Friday, March 16, 2012 - Online
Saturday, April 14, 2012 - Event

WHERE

www.sfschool.org/auction
Yerba Buena Center for the Arts, SF

WHO

More than 300 parents, alumni, grandparents, trustees, faculty and volunteers attend the annual auction. In addition, the auction is supported by a wide-ranging group of businesses, merchants and community leaders.

WHY YOU SHOULD DONATE

The main source of revenue for the auction is donations. Your donations make it possible for a child to receive a truly incredible education. Donated auction items and advertisements are promoted through distribution of 300 printed auction catalogs to The San Francisco School community. Additionally, business donors gain exposure in our Online Auction through graphics including business logos and visuals, and direct website links.



KEY DATES

- Friday, February 24 - Donation Deadline
- Friday, February 24 - Ad Deadline
- Friday, March 16 - Online Auction Opens
- Saturday, April 14 - Silent & Live Auction
- Mid-April - Online Auction Closes

ABOUT THE SAN FRANCISCO SCHOOL

The San Francisco School, located in the Portola district of San Francisco, is an independent, coeducational day school with an established, vibrant, multicultural educational community of over 270 students. Founded in 1966, SFS provides a challenging and broad curriculum to encourage each child's academic progress and individual talents in an environment that emphasizes social responsibility. Today, the SFS mission statement reflects its founding principles: to cultivate and celebrate the intellectual, imaginative and humanitarian promise of each student in a community that practices mutual respect, embraces diversity, and inspires a passion for learning.

WHAT YOU WILL FIND IN THIS PACKET

- Overview & Donation Suggestions
- 5 Donation Forms**
- 1 Advertising Form**
- Solicitation Handbook* (New Families Only)

* Additional copies also available at the Front Desk.

** Save paper! Return extra copies to the Front Desk and donate your auction items directly online at www.sfschool.org/auction.

AUCTION DONATION IDEAS

These are just a few examples of donations by category. You are not limited to what you see here - new donations, suggestions and ideas are always welcome and encouraged!

LOCAL OUTINGS

- Tours of San Francisco art collections and landmarks
- Bay Area day trips, hikes and exploration: Half Moon Bay, Marin Headlands, Mission District, Alcatraz Island, Chinatown, Filoli Gardens, and more
- Sailing on the Bay, bird watching on San Bruno Mountain
- Zoo and local museum passes
- Brewery/winery tours and tastings

SFS KID-SPONSORED OUTINGS

Playdates with your student's classmates.

- Past examples include: Crissy Field picnics, Academy of Science visits, sleepovers, pizza and sundae parties, soccer and pancakes, camping trips, mini golf, pool parties and more

SFS COMMUNITY DINNERS

Grown-up playdates with your student's classmate's parents and friends.

- Past examples include: a progressive dinner, BBQ feast, fondue party, Oktoberfest, wine tasting and tapas, sushi and dim sum, dinner and babysitting, dinner and a movie, beach bash, cocktail party, poker or game night, and more

TRAVEL - AT HOME & ABROAD

- Vacation homes, both near and far: Sonoma, Stinson Beach, Montana, NYC, Tuscany, Mexico, Hawaii, Tahoe, Washington D.C., and many other locations!
- Frequent flyer miles, hotel points
- Resorts, spas and getaway packages

LUXURY/'BIG-TICKET' ITEMS

- Celebrity-related items
- Private tours: the zoo, museums, private art collections, the Exploratorium
- Once-in-a-lifetime: being cast as an extra in a movie, a car lease, use of a skybox at a sporting event
- Fine Art

ART BY KIDS

Items made by our children - one of the most popular categories!

- Past examples include: Furniture, art, personalize notecards, jewelry, handmade class quilts, framed class portraits and collages, calendars, kitchen décor, and more

FOOD

- Homemade and delivered meals
- Coffee/Scones/ *YOU FILL IN THE BLANK* of the month
- Local market/ grocery gift cards and goodie bags
- Catered dinner parties and cooking lessons
- Gourmet picnic basket with gourmet food items
- Custom-baked cakes, desserts and goodies

RESTAURANTS

Anything from your neighborhood pizza place to 5-star San Francisco restaurants do well in the auction!

WINE

- Assorted magnums, bottles of wine for auction
- Wine tastings, winery tours and certificates to wine bars
- Cases of wine for for the night of the event (Contact Emily)

LESSONS/CRAFTS/UNIQUE DONATIONS

- Custom works of art by artists in our SFS community
- Lessons: knitting, music, calligraphy, etc.
- Floral arrangements/your movie collection for a year
- One-on-one sports coaching session
- Portrait painting or sketches
- Private jazz concerts in your home

CULTURAL EVENTS & ENTERTAINMENT

- Symphony, ballet and theater performances
- Concerts, comedy shows, movie passes
- Season tickets to performances or sporting events

SPORTS

- Autographed sports memorabilia
- Baseball, football, basketball, hockey (etc.) tickets
- Ski lift tickets
- Private lesson with a golf professional

PROFESSIONAL SERVICES

- Photography sessions
- Babysitting and pet-sitting/grooming
- Consultations: financial, education, career
- Interior, architectural design, home repair & painting
- Auto detailing, bicycle tune-up and repair
- Landscape, yard services
- Medical, dental, legal services

CHILDREN'S ITEMS

- Gymnastics, ballet, art, music and cooking classes
- Clothing, toys, video games and books
- Summer camp sessions, birthday parties and activities

HEALTH, BEAUTY, FITNESS & FASHION

- Yoga and Pilates classes and private sessions
- Gym memberships, personal training sessions
- Chiropractic care, hair styling, nail care
- Spa days, massage and facials
- Handmade jewelry, boutique gift certificates

HOME & GARDEN

- Vases and art pieces for the home, home decor
- Custom made furniture, kitchen equipment
- Books and book store gift certificates