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FOR IMMEDIATE RELEASE

School Raises Funds to Make Playground Sun-safe with Edco

New York, NY – March 2, 2018. Parents and educators at Jonas Salk Elementary School in Mira Mesa, San Diego, are raising money to block the sun. They've set a \$50,000 fundraising goal to cover the cost of large fabric shade structures. Their 700 students need protection from the damaging effects of the sun's UV rays that students are vulnerable to while playing on the school's sun-drenched playground. School leaders turned to a K-12 focused online fundraising platform called Edco to maximize their efforts.

San Diego is a sunny place year round. Especially during midday recess, children run the risk of sun burn. According to the Center for Disease Control, UV rays can damage skin in as little as 15 minutes.

"Our students have to play inside when it gets too hot because there are no trees or buildings surrounding our playground to provide shade and the blacktop gets extremely hot," says Jonas Salk Elementary School's Principal, Deidre Hardson. "The climbing structures can also get very hot, causing kids to let go of the bars and fall."

Hardson explained that parents, teachers, and students are using the online fundraising tool, Edco, to solicit donations because it is easy to use and it provides a much greater return than more traditional school fundraisers. Unlike selling candy, cookies, or other products to raise money, which may have a 50% or lower return, Edco returns over 92% of collected donations to schools. Students can support their school without having to sell products that aren't in alignment with the school's wellness policy and/or their parents and friends don't really need or want. In addition, the school will have a record and contact information for every donor. This is the start of a sustainable fundraising effort that will be built upon every time the school has a fundraiser on Edco.



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At Jonas Salk Elementary, each homeroom has taken responsibility for raising a portion of funds. Students and parents can easily share their classroom's fundraising pages via social media or email.

"Once we have a shaded play area, our kids will be able to go outside even on hot days and stay cool and safe," says Hardson. "Getting outside is important because play and movement are essential to good health."

About Edco

Edco is an online fundraising platform for K-12 schools, teams, and clubs with the goal of enabling sustainable fundraising year over year. We help faculty and students become passionate, fundraising dynamos by making it fun and easy for them to attract and engage donors. Learn more at www.ed.co

About Jonas Salk Elementary School

A Pre-school to 5th grade public school with 700 students and the mission of ensuring that every student embraces learning to reach his or her potential in a safe, orderly, and nurturing environment. Learn more at www.sandiegounified.org/schools/jonas-salk-es.

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