

AUTUMN

September 22 – October 20, 2009 Innisbrook Gift Wrap and Chocolate Sale \$

Just in time for the winter holidays ...It's easy and pleasant to select from the high-quality chocolates, nuts, wrapping paper, ribbons and other products offered by Innisbrook. 50% of every purchase goes to MTW.

CONTACT: Elena van Schendel at stoupina@hotmail.com

Tuesday, October 13, 2009 Picture Day \$

Can there ever be enough photos of MTW's GORGEOUS kids? 25% of your order goes into the MTW bank account. The more pictures you order, the more money the school receives.

CONTACT: Claude Louissaint at clouissaint16@aol.com

Friday, October 16, 2009 Costume/Winter Clothing/Gear Sale \$

Love a bargain? Buy our gently worn items. Clean your closets by donating your new or slightly worn costumes, winter outfits and boots for resale. Unsold items will be donated to local shelters.

CONTACT: Elena van Schendel at stoupina@hotmail.com

November 9, 10 and 11, 2009 Wine Sale – Vinter Wine Market \$

Add wine to your holiday parties and help your school. 9th Avenue Vintner can meet all your needs! 669 Ninth Avenue between 46th and 47th Streets. Profits from all wine sold to MTW families and staff will be donated to MTW!

CONTACT: Dale Weiner at dale@evintner.com

WINTER

Friday, November 20, 2009 80s Night \$\$

Get your NEW WAVE on! Moonwalk or Roger Rabbit back to the 80s at the legendary China Club. Drinks, food and DJ are all included in this fabulous ADULTS ONLY night out!

CONTACT: Erika Antin at visionquest-usa@nyc.rr.com
Trini Alvarado-McNeill at edbain@mac.com
Mary McIlwain at mmcilwain@nyc.rr.com

Thursday, December 10, 2009 Floral Arrangement Class \$\$

Learn how to create a stunning arrangement from a master. Eve Suter, renowned florist/artist will share secrets on how to take budget deli flowers and create a breath of elegance. Light hors d'oeuvres prepared by Café Forant, free-flowing wine in a funky loft... what could be better?

CONTACT: Eve Suter at evesuter@gmail.com

Wednesday, January 27, 2010 Wine Tasting \$\$\$

Brush up on your knowledge of wine, enjoy a gourmet dinner and socialize with other MTW parents in a sophisticated atmosphere. Held at Moore Brothers, 33 East 20th Street, NYC. Please contact Marci Cohen, Bryna Levin and Amy Reitkopf at amyreitkopf@yahoo.com

Thursday, February 11, 2010 Bingo \$ - \$\$

If all that elegance is not your style, trailer-park it up at our down and dirty Bingo Night! Café Forant will put a smart twist on trashilicious food favorites and look for canned beer and garbage-can punch. Brace yourself for plenty of whooping and yee haws!

CONTACT: Lynn Cohen at lynncoco@aol.com

SPRING

April—Date TBA Cooking Class \$\$

Calling all foodies! A top-shelf chef (Shh... it's a secret!) will teach you how to cook food you can sample on the spot. Held in SOHO loft space.

CONTACT: Erika Antin at visionquest-usa@nyc.rr.com

April—Date TBA Walk - A - Thon \$ - \$\$\$

Enjoy the double benefit of fitness and fundraising. Kids and parents walk together as a community while your boss, the neighbors and your dry cleaner pledge money per mile!

CONTACT: Steve Altus at Steif7m@aol.com

April 19 – May 13, 2010 Online Auction \$ - \$\$\$

There's a way for EVERY family to get involved: solicitation of biddable items, donations, bidding online publicizing our auction to anyone you've ever met to help bring money in from outside our community. This fundraiser is a biggie, and to raise this kind of money, we need everyone to pitch in.

CONTACT: Elena van Schendel at stoupina@hotmail.com

Friday, April 23, 2010 Live Auction Party \$\$

Experience the fun and excitement of live bidding on select auction items at a fabulous location—TBA. Great food, wine, entertainment. Not to be missed!!! Please contact Marci Cohen, Bryna Levin and Amy Reitkopf at amyreitkopf@yahoo.com

Prices are subject to change

\$=Less than \$25 \$\$=\$25-\$50 \$\$\$=Above \$50

ONGOING FUNDRAISERS

Pledge Drive

Low labor, high returns and our most profitable fundraiser. To participate, simply fill-in the Pledge Drive Form—simple and self-explanatory!

CONTACT: Karri Lucas at klucas@conbrio.net

Onecause.com

QVC addict? Is Amazon your home away—from—home? MTW can profit from all of your online purchases. Just do your shopping through www.onecause.com site. You'll be surprised at how many stores they feature. Retail therapy has never felt so right...

CONTACT: Peternelle Van Arsdale at peternelle.vanarsdale@us.penguinugroup.com

Common Cents

Weighed down by all of that pocket change? Need an excuse to clean your couch? Every Friday, toss in change and create REAL change in MTW's bottom line. (if that crinkly, crunchy sound of that paper money is bugging, we'll take that too!)

CONTACT: Lynn Cohen at lynncoco@aol.com

Box Tops for Education

Curious about the stamps found on the boxes and bags of your supermarket staples? Found on everything from cereal to skin-care products, they bring us cash — do the math: 10¢ + 10¢ + 10¢ + ...+ 10¢. It adds up into hundreds of dollars.

CONTACT: Heidi McKinley at conradshih@aol.com

Film Festival

Take in a flick and help the school all at once... the New York International Film Festival (NYCIFF) runs from February 26-March 14, 2010 and 20-30% of each ticket purchased goes to our school— also look for monthly screenings offering the same deal!

CONTACT: Kim Foley at kfoley@nyc.rr.com

Our goal is to achieve 100% participation in our fundraising efforts.

In an effort to please everyone's palate, this year we're offering a wide variety of fundraising events: From wild to elegant, sophisticated to earthy and with opportunities to get the family involved or to steal an "adult's night out."

Please choose what appeals to you. Follow your passion... do what you love, and the money will follow (for your child's school!).

THANK YOU FOR YOUR SUPPORT
Fundraising Committee Co-Chairs:

Elena van Schendel (Kyril/David,
Konstantin/Kay)
stoupina@hotmail.com

Lynn Cohen (Rose/Miranda)
lynncohen@aol.com

Fundraising Events Midtown West 2009-2010



Our successful fundraising efforts, brought forth by parents like YOU, allowed the MTW PTA to support and enhance the quality of education your children receive by paying for:

- Art and Enrichment programs
- School Supplies
- Bank Street College Liaison
- Overnight and Day Trips
- Educational Materials for the Classrooms
- Family Center events
- Smart Boards in the Classroom
- Social, Educational and Community-Building Events for the Family

To ensure these benefits for every child at Midtown West, we have to raise at least \$150,000 this year.

Additionally, in this age of budget slashing and the difficult economy, it's necessary to build a reserve fund in order to respond to future belt-tightening or actual crises. This year's school funding lost \$150,000 compared to last year. No parent at MTW wants to face the difficulty of cutting enrichment activities and school supplies for all children. These extras make our school the unique and bountiful place that prepares our children for success in future grades.