

Magical Bridge Playground in Morgan Hill

Update May 8, 2018

Goals
DESIGN Completion of fully inclusive playground design that meets or exceeds Magical Bridge standards
COMMUNITY ENGAGEMENT Activate network of local individuals & groups who support, care for, nurture, and promote inclusive play
COMMUNITY FUNDRAISING Raise funding sufficient to complete design and construction of the playground

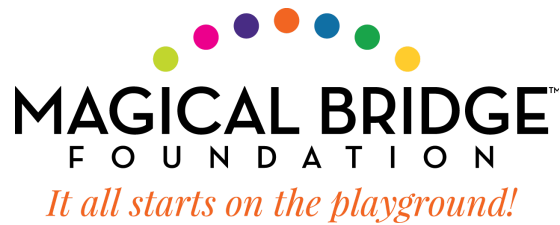
Major Highlights March - May 2018:

Magical Bridge is invited to participate in the San Andreas Regional Center Breakfast on May 11th. 400+ attendees expected. Each attendee will receive a remit envelope and brochure at their seat, and Joe Simitian will make an announcement encouraging attendees to donate to Magical Bridge Morgan Hill.

Magical Bridge is a beneficiary of The South Valley Wine Tasting & Auction Charity Event on May 11th. We have received over 10 donated items that will be auctioned off in both a live and silent auction, and the Magical Bridge Morgan Hill Playground will receive 75% of the proceeds.

Play Date at Magical Bridge Palo Alto with the Blue Knights, Monterey Chapter 22. Members biked from Morgan Hill to enjoy the playground. Donated \$250 and helped create awareness. <https://www.facebook.com/MagicalBridge/videos/10156346879754082/>

Major highlight in January was the decision by the Santa Clara County Supervisors to approve the full \$2M in matching AIPG funds for the Magical Bridge Playground in Morgan Hill. To win this support, the Magical Bridge team worked very closely with the City and Community Members to communicate and demonstrate the importance of the Morgan Hill project to Morgan Hill and the surrounding communities. The Magical Bridge team is building on this public support to increase awareness and engagement across the



community while considering additional approaches to close the remaining funding gap.

DESIGN UPDATE

- 6/11/18 - Peter Jensen and Jill Asher met with Chris Ghione to review conceptual designs

Fundraising Update

Project Funding Target	\$5,230,000
City Contribution	\$2,000,000
County AIPG funds	\$2,000,000
Community fundraising Target	\$1,230,000
COMMUNITY FUNDRAISING TO DATE	\$143,000

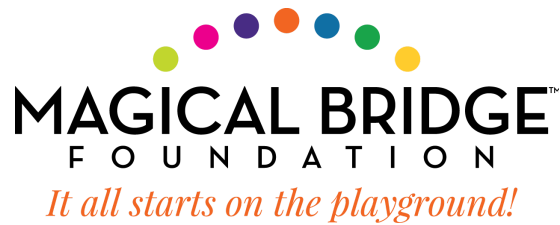
Community Funding source	# donors	Avg amount	Amount to date
Zone sponsorship (Corporations, Foundation)			
Grants & sponsorship of benches etc (Foundations, corporations, individuals)	3	\$21,000	\$65,000
Coin Drives (coins and cash only) Note that school totals below include additional \$6k given by individual donors online	10 schools	\$2,177.24	\$21,772.40

Morgan Hill Schools Coin Drive Participation

The schools communities had a very strong, positive response to the coin drives. 10 of 10 participating schools have completed their coin drives raising with families from across the spectrum contributing to raise more than \$1000 from per school. We met our goal and raised a total of \$21,772.40.

Corporate and Foundation Giving:

- Remax (David and Magdalena Clink): \$2K
- Valley Foundation: \$10K
- Acton Family Giving: \$50K
- Walmart Foundation: \$10K
- CSR Cares: \$5K



Magical Bridge continues to build relationships and pursue large “anchor” donors and zone sponsorship. Companies and organization that have expressed interest and are considering a grant include Kaiser, 49ers Foundation, Specialized, Cisco

Community Engagement

The team continues to meet regularly with local community groups and individuals to expand the network of support. In addition to the coin drives noted and support for the SCC AIPG grants, community members have engaged in a variety of ways.

Completed Activities:

- Professional Morgan Hill Fundraising Video completed and published.
→ Over 1400 views to date: <https://youtu.be/JxiBgEVqQRo>
- April 11th - Presentation from Girl Scout Troop, \$800 raised from cookie sales
- **Morgan Hill Times** Magical Bridge Op-Ed piece was published - link below in press coverage section.

Individual Fundraising Pages created by community members. Over **\$35K** raised from these pages:

- [Gervacio Family Fundraiser](#)
- [City Council Member Rene Spring](#)
- [In Memory of David Wilbur](#)
- [Tanaya Rose Fundraiser](#)
- [Cohen-Millet Fundraiser](#)
- [GVA Cafe](#)
- [Hernandez Family Fundraiser](#)

Upcoming events and activities:

- May 11th - South Valley Wine Tasting and Auction Charity Event
- May 11th - San Andreas Regional Center Breakfast

Recent Press Coverage

Morgan Hill Life: Op Ed by Jill Asher

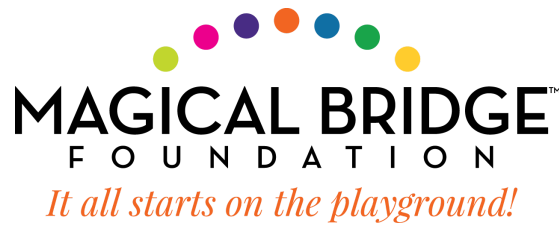
<http://morganhilllife.com/2018/02/22/guest-column-by-jill-asher-south-valley-is-ready-to-welcome-magical-bridge-playground/>

Morgan Hill Times: Morgan Hill Inclusive Playground gets County Grant

http://m.morganhilltimes.com/news/morgan-hill-inclusive-playground-gets-m-county-grant/article_72126e20-0774-11e8-9d8c-dfa54f22c1d9.html?mode=jqm

magicalbridge.org

Magical Bridge Foundation 654 Gilman Street Palo Alto, CA 94301



Morgan Hill Life: Nonprofit Profile: Magical Bridge Foundation

<http://morganhilllife.com/2017/09/07/nonprofit-profile-magical-bridge-foundation-to-help-mhs-inclusive-playground/>

Magical Bridge Foundation Blog: Silicon Valley's Santa Clara County is Poised to be the National Leader for All-Inclusive Playgrounds and Truly Inclusive Play

<http://magicalbridge.org/silicon-valleys-santa-clara-county-poised-national-leader-inclusive-playgrounds-truly-inclusive-play/>

Mercury News: Santa Clara County Puts \$10M Towards Inclusive Playgrounds

<https://www.mercurynews.com/2018/01/31/santa-clara-county-puts-10-million-toward-inclusive-playgrounds/>

San Jose Inside Blog: Santa Clara County Allocates \$8M for Inclusive Playgrounds

<https://www.sanjoseinside.com/2018/01/26/santa-clara-county-allocates-8-million-for-inclusive-playgrounds/>