

Magical Bridge Playground in Morgan Hill

Update Nov 30, 2018

Major Highlights September - Nov 2018:

Peter Jensen and Chris Ghione working on Designs to create a “Magical” playground in Morgan Hill at \$4.2M budget.

We have met the fundraising requirement for this project per the amended agreement - with \$4.25M already received or secured. As we do with other projects, we know there can be unexpected costs – so we will continue to actively communicate to the community that we are accepting donations for this project to make sure the playground is MAGICALLY realized.

As requested per this revised contract, Magical Bridge Foundation has secured Errors and Omission insurance through Travelers Casualty and Surety.

Active fundraising online, and included the Morgan Hill project in our #GivingTuesday campaign and end of year giving campaign.

Jill Asher presented to the Flower Lovers Club and received \$500 donation

Jill Asher and Olenka Villarreal met with Richard Constantine, Rene Spring and Larry Carr to talk about amended contract..Also introduced the Magical Bridge project to Greg Sellers (who was running for city council and mayor).

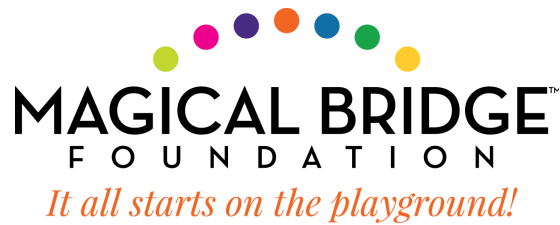
Met with Katie Khera, who made introductions to community members. Magical Bridge Development team has been reaching out to those contacts). This sparked the book reading and fundraiser at Booksmart.

Jill Asher submitted proposal to MHCF for Shirlee Locicero to receive award.

Fundraiser: Set up book reading on December 9th - more details shortly. Proceeds go to Morgan Hill project.

Jill Asher presented to Morgan Hill Park and Recreation Commission about amended contract.

Jill Asher presented to Morgan Hill City Council about amended contract.



Magical Bridge Foundation has moved from LiveImpact to Salesforce and Classy to communicate with donors and community members. The Morgan Hill contact list has grown to over 1000 contacts. The foundation has been active with sending out newsletters, emails and donor engagement. Thus, we are beginning to see an increase in community giving for the Morgan Hill project.

Major Highlights prior to August 2018:

Magical Bridge participated in the San Andreas Regional Center Breakfast on May 11th. 400+ attendees attended. Each attendee received a remit envelope and brochure at their seat, and Joe Simitian made an announcement encouraging attendees to donate to Magical Bridge Morgan Hill. Two Magical Bridge videos were shown.

Magical Bridge was a beneficiary of The South Valley Wine Tasting & Auction Charity Event on May 11th. We auctioned off 12 donated items, earning a total of \$1500.

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.

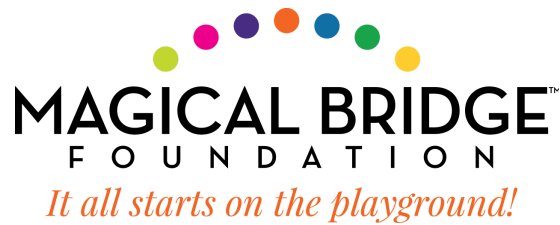
Fundraising Update

City Contribution	\$2,000,000
County AIPG funds	\$2,000,000
Community Fundraising To Date	\$155,932
Pledged Donations	\$40,000
Total Committed	\$4,195,932

Pledged Donations:

Cathy Rudolph - \$10,000

Cecilia Ponzini - \$30,000



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 \$25K.

Notable Corporate and Foundation Giving:

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

For Giving by donor and date please see attached spreadsheet

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.

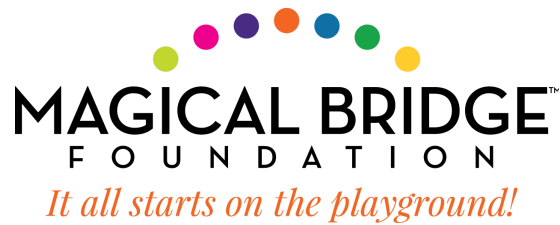
Community Engagement

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:

2018

- **January** - Magical Bridge Foundation ignites the Magical Bridge Morgan Hill Facebook Page. This site is leveraged to reach the local community and share progress in fundraising, community engagement and messaging about the project. **As of November 2018, there are almost 1k “likes” on this site:** <https://www.facebook.com/morganhillplayground/>
- **January** - created the Magical Bridge Foundation Instagram page.
- **January** -- Worked with special need to classes in Morgan Hill to set up and create 2000 mailers to Morgan Hill residents with remit envelopes and marketing materials - requesting donations for beginning of the year giving.
- **February** -- Jill Asher live streams video from Walsh K-class <https://www.facebook.com/morganhillplayground/videos/1441227602670454/>
- **March and April:** Coin collection fundraiser at ALL public elementary and middle schools. Raised approximately \$20K.



- **March:** Professional Morgan Hill Fundraising Video completed and published. Over 1550 views to date: <https://youtu.be/JxiBgEVqQRo>
- **March:** Blue Knights deliver donation and have a playdate at Magical Bridge in Palo Alto - https://www.facebook.com/search/top/?q=Magical%20Bridge%20blue%20knights&epa=SEARCH_BOX
- **April** - Presentation from Girl Scout Troop, \$800 raised from cookie sales
- **April** - Hosted Pizza Parties for all the grades that won the coin drive challenge. Magical Bridge Foundation and the Gervacio Family funded the parties. Here is a video from Anna Gervacio sharing news from one of the parties:
<https://www.facebook.com/morganhillplayground/videos/1470850303041517/>
- **May** - South Valley Wine Tasting and Auction Charity Event (\$1500 raised)
- **May** - San Andreas Regional Center Breakfast
 - 400 remit envelopes distributed and two videos shown to attendees about Magical Bridge coming to Morgan Hill
- **May** - Morgan Hill Times Magical Bridge Op-Ed piece was published - <http://morganhilllife.com/2018/03/09/community-voices-by-jill-asher-morgan-hill-is-ready-to-welcome-magical-bridge-playground-still-needs-final-1-million/>
- **September:** Redesigned Magical Bridge Playground Morgan Hill website and moved donation system from LiveImpact to Classy. <http://www.magicalbridge.org/morgan-hill>
- **October** - Coffee with community members at Coffee Guys: Greg Sellers, Rene Spring, Larry Carr, Nichole Martin, Katie Khera, Richard Constantine
- **October:** Attended Coldwell Banker event honoring the work of Magical Bridge and other community groups.
- **November:** Purchased and attended 9 seats for community members to attend MHCF Gala to honor and recognize Shirlee Locicero. In attendance were Anna Gervacio, Debbie Hernandez, Andrea Goldsmith, Tanaya Rose, Katie Khera, Kristina Sermersheim, Jennifer Silva, Jill Asher and Olenka Villarreal.
- **December:** Scheduled a book reading of "Dump Truck Disco" for Dec. 2nd in Morgan Hill at BookSmart This is fundraiser and we'll be there from 12-3PM. Love on a Leash nonprofit will be there as well.

2017

- **October 31st** - Met w/Specialized Bikes. Discussed corporate sponsorship and individual employee donations. Specialized donated a \$500 bike for Magical Bridge to raffle off.
- **November 11th** - Community event hosted by Milagro Vineyard. 100 + attendees. Raised \$1,065.54
- **December 1st** - Mailed 600 mailers to Morgan Hill residents with remit envelopes and marketing materials
- **December 6th** - Sip & Paint event co-hosted by Pinot's Palette and Art Ventures Gallery. Raised \$600

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Sue Brazelton

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magicalbridge.org

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