

# hearts<sup>of</sup> hermosa

Saturday, March 25

## **What is Hearts of Hermosa?**

Hearts of Hermosa (HoH) is HBEF's annual fundraising gala. It gathers parents, local businesses, and civic leaders, all in celebration of our *best little beach schools*. The gala features food and beverages – generously donated by local restaurants and bars – an online auction including Young at Art (YAA) class projects, and of course, dancing!

## **The History of HoH**

On February 14th, 1996, approximately 50 parents gathered for a Valentine's dinner fundraiser to benefit Hermosa Beach schools. *Hearts of Hermosa*, as it was called, was the beginning of what became Hermosa Beach Education Foundation (HBEF). This dedicated group of parents and community members recognized the need to address the funding gap in our schools and ignited a passion in this community for a strong public school district. That mission is as important today as it was then – the best investment we can make is in our children's education.

## **HoH Auction and Young at Art Projects**

The HoH online auction features a mix of products, services, and experiences, all donated by your fellow parents and local businesses. Last year, our auction raised \$70,000. Even if you cannot attend HoH, be sure to register for the event so that you are eligible to bid.

The Young at Art (YAA) projects are a HUGE feature of the HoH auction. And the best part is, **the artists are our children!** YAA docents currently are working to design grade-level art projects to auction off on March 25th.

## **Sign-Up Parties and Teacher Experiences**

In addition to the HoH event on March 25, Sign-Up Parties and Teacher Experiences also help raise money for HoH and our schools.

**Sign-Up Parties:** Open initially to **HoH ticket holders**, these parties are limited-capacity gatherings hosted by fellow parents and local venues and take place between March 25 and the end of the school year. Examples of past Sign-Up Parties include Dad's Lawn Bowling, Bunco Night, Tequila Tasting at Nosotros, Yoga on the beach, Aussie BBQ at Gum Tree, and more. Sign-ups begin the Monday morning before HoH. Be sure to buy your HoH tickets and set your alarm as parties sell out fast!



**Teacher Experiences:** Bidding is open to **EVERYONE**, and they are a kid favorite! The winning bid earns their child a special after-school outing with a friend and their favorite teacher or staff member. Bidding for teacher experiences is "blind" so only the winner is notified at the close of the bidding period on March 25.

**How does HoH help our schools?**

HoH raises money through ticket sales, auction (online and YAA), teacher experiences, and sign-up parties. Of the net proceeds, 80% go to the district to pay for HBEF programs (counselors, librarians, STEM and Music Instruction, Middle School Electives, and class size reduction) in the coming school year and 20% towards the HBEF endowment. Our goal is to raise \$200,000 this year.

**Event details:**

**When:** Saturday March 25<sup>th</sup> 6–11 pm

**Where:** Hermosa Beach Community Center parking lot - you can walk!

**How to attend:** Tickets (\$200/pp) go on sale on Valentine's Day, February 14<sup>th</sup>.  
**An email will be sent with a link to purchase.**

**We have a special incentive for those who purchase tickets on February 14<sup>th</sup>.**

**Stay tuned in *Surf Report* and *Room Parent* emails for more event information.**

**Questions:** Email [events@hbef.org](mailto:events@hbef.org) with questions or interest in volunteering.

**Items for Auction:** Email [hoh-auction@hbef.org](mailto:hoh-auction@hbef.org) if you have ideas or items to donate to our auction.