



Dear Crosswind PTA Supporter:

The mission of PTA is “to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.” As a charter organization of National PTA, Crosswind PTA also aims to fulfill this mission. Like all businesses and fellow nonprofit organizations, the global pandemic has caused us to anticipate a substantial negative financial impact compared to years past. As a result, we have made large cuts across the board to adjust our budgetary expectations. Despite being unable to host large-scale gatherings and events, we believe Crosswind PTA can find creative ways to provide valuable services and programs to students, families, and educators and enhance the school experience for all. Our aim is to shift focus away from material purchases and instead concentrate our efforts on providing educationally enriching experiences for students and opportunities for building family/school community and connections. In addition, we are committed to planning programs and activities that include ALL of our Crosswind students- both in-person students and those utilizing Collierville Virtual Academy. Here are a few things we are already planning:

- Monthly Family Involvement activities (drive-thru/take-home arts and crafts)
- \$100 Teacher Mini-Grants for all faculty members
- Teacher Appreciation activities
- Virtual field trips for each grade
- Virtual Turkey Trot fun run
- Vote Me In (Reading Programs event)
- Virtual Story Times
- Campus Clean Up
- Guest Speakers on timely topics

We rely on PTA Sponsors like you to help us provide the high-quality programming and activities that our Crosswind family has come to expect from their PTA. Please consider making a contribution to help make our 2020-21 school year SUPER! Any amount is gratefully accepted and will help us reach our goals for the students, families, and staff at Crosswind Elementary. In turn, we will gladly highlight you and your business to the nearly 750 students and 85 staff members that make up our Eagle Family. THANK YOU FOR YOUR SUPPORT!

Sincerely,

Julie Hendrick

President, 2020-21

Please see our Sponsorship document for levels/benefits. If you have additional questions, please contact Myra McCaskill-Crenshaw, VP Ways and Means, at MyraM@CrosswindPTA.com or (901) 878-9799.