

SPONSOR REPORT

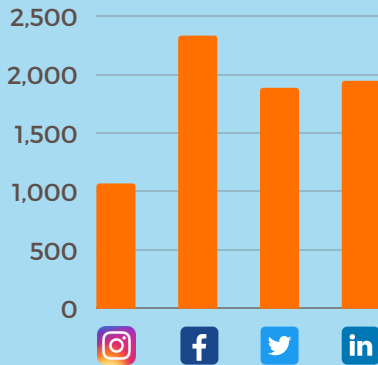
EVENT: "BE THE BRIDGE"
DATE: APRIL 28, 2022
FORMAT: VIRTUAL

SOCIAL MEDIA ENGAGEMENTS: 2,722
TOTAL DONORS: 170+
TOTAL DONATIONS: \$203,800+



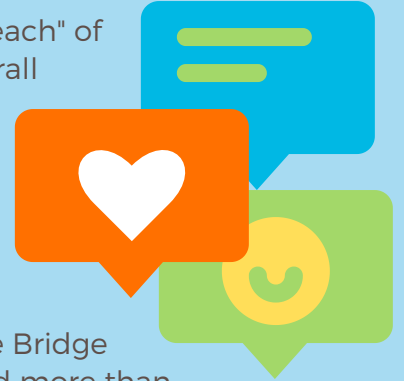
Lake
Washington
Schools
Foundation

SOCIAL MEDIA REACH of SPONSOR GRATITUDE POSTS



SOCIAL MEDIA

The chart to the left shows social media "reach" of posts designed to thank our sponsors. Overall social media "reach" was at nearly **30,000** across all channels for all event-related content, and **2,722 engagements**.



EMAIL

Email open rates were high, with all Be the Bridge messaging averaging a **43% open rate** and more than **50,000 emails opened** in total.



PROGRAM HIGHLIGHTS

Our short program featured interviews with librarians, kids, and school leaders, and dug deeper into the diversity, equity, and inclusion efforts funded by LWSF that are underway in our district.

INCLUSIVE LIBRARIES: Mark Twain Elementary Librarian Cathy Webb emphasized the importance of students being able to see themselves and their peers reflected in school library collections, and LWSF's vital role in increasing the diversity of collections.

NOTICIAS DE BSD y LWSD: Community volunteers explained how LWSF's investment in a weekly Spanish video newsletter is supporting our community of Spanish-speaking families through thoughtful and culturally-relevant communications.

JAPANESE INCARCERATION LITERATURE FOR LIBRARIES: Tesla STEM High School student Kai Vanderlip showed how he used an LWSF grant to purchase a collection of children's literature about the Japanese American incarceration for over 14,000 students in 33 elementary schools.

BATTLE OF THE BOOKS: Students and teacher-librarians at local middle schools revealed the impact of LWSF's grant on a district-wide reading competition that promotes reading comprehension, academic excellence, and teamwork for 7,000 middle school students.

A TEAM EFFORT

THEY DO WEDDINGS

The Royals modern jazz ensemble delighted viewers with a fresh set of classic covers. [Hire them here!](#)

THE WEATHER WAS PERFECT

We were thankful to welcome Morgan Palmer, Chief Meteorologist for KIRO 7 News, as our MC this year.

LOCALLY PRODUCED

Be the Bridge 2022 was produced by talented Eastlake High School graduate and current UW student Eli Corriveau of [HotSpark Media](#).

A FAMILIAR VOICE

Longtime KING5 reporter Amy Moreno provided velvety voiceovers for our videos.



50,485

Total "opens" of event-related emails



89,687

"impressions" of event flyers on PeachJar parent network



30,000

total "reach" of event social media posts



WATCH! Be the Bridge 2022 is on-demand at <https://www.lwsf.org/events/be-the-bridge/>.