

October 26, 2011

Dear Friends -

Today, the Portland Schools Foundation (PSF) Board of Directors voted unanimously to rebrand the organization, including the change of the organization's name from Portland Schools Foundation to **All Hands Raised**. The new name reflects the organization's role as the managing partner of the Cradle to Career (C2C) partnership. C2C is a public-private partnership that supports bold, data-driven system alignment along the education continuum.

For over 17 years, the Portland Schools Foundation has engaged the community to meet the most urgent educational needs of our kids and you have responded. **The program to steward the Portland Public Schools Foundation parent-led fundraising and management of the PPS Equity Fund will continue.**

When we assumed the new assignment, we also were asked to align our name and identity with the newly expanded scope of the work. PPS Superintendent **Carole Smith and the PPS Board have been especially helpful** in supporting the expansion of our work to address the need for positive change both inside and outside of the classroom. **We also want to acknowledge the superintendents in Centennial, David Douglas, Gresham-Barlow, Parkrose, PPS and Reynolds for their collaboration and leadership in C2C, which is key to our shared goals for improving student outcomes.**

*All Hands Raised* is not just a name, it's a call to action and a challenge to ensure all kids have the opportunity to achieve their full potential. We're committed to education, equity and excellence from birth to age 25, cradle to career. Attached is a brief presentation that tells the story of how we came to this place.



Many members of the community have already committed to raising their hands:

- More than 90 leaders throughout the community are providing leadership through their membership on the Board of Directors, Cradle to Career Council, C2C Steering Committee and C2C Data Team
- Rooted in a commitment to a public/private partnership model, The PGE Foundation, City of Portland, JP Morgan Chase, Portland Children's Levy, U.S. Bank, The Bill & Melinda Gates Foundation, Living Cities, NWEA and 52 Limited have committed pioneering investments to the C2C Partnership
- More than 4,000 parents in PPS contributed to raise nearly \$2.9 million in support of all kids in PPS in 2010
- More than 500 people participated in a community engagement workshop for rebranding
- More than 200 of you raised your hands to learn more about the next step in the Cradle to Career partnership: the formation of collaboratives that will create action plans to help our kids along the C2C continuum.

Thanks to those of you who have raised your hand thus far. And thanks to those of you who will continue to work with us as we realize the great potential of the Cradle to Career partnership we are building. **Thank you for your patience and grace, your thoughtfulness and your willingness to keeping your hands raised to meet the most urgent needs of our kids.**

Best Regards,  
Dan

P.S. – This e-mail also serves as the official release of our Request for Qualifications (RFQ) for Convening Partners to help lead the development of a specific collaborative to address the priorities of C2C. The document is attached and responses, for the initial collaboratives, are due by December 1, 2011.