

**FOR IMMEDIATE RELEASE: December 17, 2018**

**Nickajack Elementary Sets Record with the 2018 BACK the JACK Campaign**  
Funds will be used to purchase Tech Tubs and other STEAM based initiatives.

*For more information, visit. [www.nesfoundation.com](http://www.nesfoundation.com).*

**Smyrna, Georgia:** The Nickajack Elementary Foundation (NEF) is pleased to announce record-breaking response to this school year's BACK the JACK campaign. As of December 15, the total amount raised was \$100,692. The board of the foundation, comprised of Nickajack parents, teachers, and the school's principal, could not have been happier with the results.

The 2018-2019 campaign kicked off on August 27 and ended on September 14. Tim Christie, the foundation's president remarked, "This year's goal was \$90,000 which was a significant increase from last year. This positive thinking and committed work of the Foundation Board of Directors and the Nickajack community not only made that goal attainable, but allowed us to exceed 2017-2018's goal by over 25%!"

This year's campaign dollars will be used to fund Tech Tubs, school-wide software and curriculum enhancements, and a teacher grant program. Each year the foundation works with the school's administration and teachers to determine which curriculum and technology programs/areas to fund. In the past, the campaign has funded such things as the development of the school's Learning Commons, iPad mini carts, MyOn Reader, Lucy Calkins Units of Study Writing Programs, and professional development programs. Since the campaign ended, several of the items on the school's wish list have already been purchased and 16 grants were awarded to 21 teachers for classroom wishes and professional development opportunities.

Although the official campaign ended in September, the foundation continues to receive donations and corporate matching dollars. It is highly likely the campaign total will continue to increase.

**About Nickajack Elementary School:** Nickajack Elementary School is a Cobb County public school located in Smyrna, GA. There are 1,155 students enrolled in grades pre-kindergarten to fifth grade. The school's mission is "to help all students become successful, life-long learners and people of good character."

**About Nickajack Elementary Foundation:** The Nickajack Elementary Foundation is a nonprofit organization operated by a board of directors comprised of parents, faculty, and staff. The foundation was formed in 2010 by parents and the administration to supplement educational expenses not being covered by Cobb County Schools in order to keep our children's education competitive in all areas of learning. Our mission is to raise the funds necessary to support our school's commitment to STEAM, academic excellence and student success, and to provide our children with the most competitive education possible. We receive funds from individual donors and businesses who receive a tax benefit for their donation. NEF is a 501(c)(3) organization and donations are tax-deductible.

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