

Cookie dough fundraiser ends with a ride in style

By KATHERINE LACAZE
For Seaside Signal

A limousine ride to lunch, scooters, squish toys, and reusable water bottles. These were a few of the incentives available to students at The Heights Elementary School who were called on to help raise funds for the school’s PTO by selling cookie dough this fall.

“This is a popular fundraiser, because who doesn’t love cookies?” said Sarah Spalding, the PTO member who organizes the fundraiser.

Throughout the month of October, the entire student body was asked to participate by selling at least 15 boxes of cookie dough, produced by Best Maid Simply Goodness. Any students who went above and beyond and sold 25 boxes were given a special ride in a Hummer limousine for lunch at McDonald’s on Nov. 22. The big prize this year, for students who sold at least 50 items, was a Mon-



Families arrive at The Heights Elementary School on Nov. 14 to pick up their cookie dough to deliver it to the community members who ordered it. The PTO has done the cookie dough fundraiser for three years, relying on help from students and their families to collect orders.

goose scooter – a goal which two of the elementary students reached.

Funding school needs

This is the third year the PTO has done the cookie dough fundraiser. Along with the school discount cards, it is one of few fundraisers put on by the PTO that relies on direct participation from the students. So

far, Spalding said, the fundraiser has been profitable.

“The amount of money we earn for the overall work that we have to do is very good,” she said.

Last year, profits from the fundraiser were used to purchase additional Chromebooks for the classrooms. This year, Spalding said, some of the money will go toward purchasing a new set

of large foam blocks that can be used indoors or outdoors during recess. Additionally, part of the money will go toward funding field trips.

As for the cookie dough, it is available in a variety of flavors, including peanut butter, double chocolate chip, sugar, and white chocolate macadamia nut. The dough arrives already divided into individual cookies in the box, which is “super handy,” said Jessica Rainey, a PTO member who helped orchestrate cookie dough delivery at the school Nov. 14. People have the option of cooking one or two at night without having to make an entire batch of dough, she added.

Prizes and pride

Everyone who participates is encouraged to sell at least one box of cookie dough, but at three boxes, they start to earn prizes, Spalding said.

Of The Heights’ approximately 430 students, 128 participated in the fundraiser this year. Of those partici-

pants, roughly 25% sold the requested 15 or more items, while 19 students sold 25 or more items and earned the limo ride to lunch.

Rainey’s son Logan, a fourth-grade student, said he “always enjoys” doing the cookie dough fundraiser and trying to reach a new goal. His selling strategy includes going around his block and asking his neighbors to purchase boxes, as well as approaching teachers. He also takes order forms with him to ballet classes and other activities.

This year, he sold about 20 boxes, which was enough to get him the water bottle prize he desired. In the past, he’s earned the limo ride to lunch and other prizes.

According to Jessica Rainey, the incentives for the students change slightly each year, and students earn more prizes the more boxes they sell.

Other than the prizes, Spalding said, “the kids do enjoy earning money for their school.”

“They take pride in that,” she added.

Targets: Goal to put students on graduation path

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“The way you raise scores is by examining practice,” she said during the meeting.

Educators in the district also are continuing their training with Constructing Meaning, an instructional protocol designed to build literacy skills in all students, regardless of their native language. Some teachers have even become certified to lead the training, she said.

“We think with those things that we’re going to start moving the dial,” Roley said. “It will be a slow growth, but I think a couple years from now, we’ll see the fruits of our labor.”

Besides students meeting math and literacy targets, the district in August agreed upon two other performance indicators for the 2019-20 school year that remained unchanged. Those indicators are:

- The percent of freshmen on track to graduate will increase from 82% to 88%.
- The percent of elementary students participating in multiple life-ready experiences will increase from 67% to 75%.

At the November meeting, the board approved the revision to the strategic plan to reflect the updated goals.



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In other news

The board approved a donation from Jeremy Mills State Farm of \$500 to purchase items for the Book Nook

at The Heights Elementary School. When students meet various reading goals at the school, they are rewarded by the opportunity to select a free

book from the Book Nook.

The board also approved a donation from Rack Room Shoes of \$8,745.70 in shoes for elementary students in need.

Beacon: City’s newest event space opens its doors

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Wednesday, Nov. 20, breakfast meeting of the Seaside Chamber of Commerce.

Downstairs are the End of the Trail pub, Tonquin Trading and the Angi Wildt Gallery. Office space is available for rent on the second floor.

The building, which opened in April, dates back to the days of the “daddy train,” Wildt said.

Guests are allowed to

bring their own food and alcohol, with seating for 150. While there is a staging area for caterers, no commercial kitchen is available. The building, accessed from Broadway and Avenue A, has an elevator and ADA restrooms.

Chamber member Cyndi Mudge said she had seen the building before the recent renovation. “Every time I’ve been in this building it’s gotten better and better,” she said.



The Seaside Chamber of Commerce visits Beacon on Broadway on Wednesday, Nov. 20.

Mascot: New grade school mascot is the puffin

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mascot of Pacific Ridge Elementary School will be the puffin, an iconic bird species of the Oregon north coast. The middle school will remain the sharks.

All the decisions were voted on by the students themselves during Election Day on Nov. 5, which “turned out amazing,” said Jeremy Catt, assistant principal of the elementary schools.

It was “a really special day for the kids,” he said. “They were so mature and they just loved the opportunity.”

The renaming committees for the schools received a couple hundred ideas that



were submitted by students, parents, and community members. They narrowed down the options to three for each category, which were then included on the ballot for students.

Natalie Osburn, principal of the middle school, said Seaside Middle School was “overwhelmingly” favored by the middle school stu-

dents, while keeping the name Broadway Middle School was the second top choice. With the change from orange to Columbia blue, the school colors will now more “closely align” with Seaside High School’s, she said.

Board president Mark Truax thanked the staff and the renaming committees

— which included Taylor and board member Shannon Swedenborg — for turning the process into “a necessary event” that allowed the students’ voices to be heard.

Superintendent Sheila Roley added it was also “an incredible lesson in civics” and in presenting ideas and having reasoned debate.

“It was really done elegantly,” she said.

Assistant Superintendent Susan Penrod agreed, recalling an encounter she had with a student on voting day while handing out “I voted” stickers.

“I had a second-grader say to me, ‘I can’t tell you what I voted on because it’s my personal choice and I keep it to myself,’” she said.

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