



Uniquely
BUEN DIA
INITIATIVE



Message from the Director:

This is an exciting time for the Buen Dia Family School. More than 40 years ago, Buen Dia Family School began as the dream of two women educators who understood that play is the language of children. They created a nurturing arts-focused environment where children can make their own choices and follow their interests, with teachers acting as collaborators and guides. Through personal discovery, children guide their own learning and gain self-confidence in their abilities. Buen Dia is a place to call home, a place to be themselves and to have fun.

We strive to grow and evolve while having a significant positive impact. To make this possible, we are reaching out to our network – and to all who share core values – to help us build a Sustainability Fund and realize our vision.

It is a vision that encompasses children, families, teachers and a safe, welcoming space.

We have partnered with the San Francisco Foundation for our Uniquely Buen Dia Initiative and offer a wide array of options for our philanthropic investors.

We are truly grateful to you for helping us build a sustainable Buen Dia Family School.

Gratefully,

A handwritten signature in black ink that reads 'Adelina Arcelona'.

Adelina Arcelona, Director
Buen Dia Family School

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The experience
for our family at Buen
Dia was truly positive.
We have loved the
school and we want to
stay connected and help
sustain it.

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BARBARA IUNGANO,
BOARD MEMBER
AND ALUMNI FAMILY



Our Mission in San Francisco's Mission District:

Buen Dia is a learn-by-doing, play-based, multicultural preschool in the heart of San Francisco's Mission District.

For more than four decades, the Buen Dia Family School has served as an oasis for preschoolers' personal discovery, offering an arts-focused program with a Spanish bilingual component. Buen Dia strives to foster a family atmosphere that respects children and expands early learning experiences with the guidance of thoughtful teachers.

Buen Dia's mission is to empower children to meet their potential, encourage individual expression, and enhance both their competence and self-confidence. We ignite their imaginations, creativity, and critical-thinking skills through daily experiences with art, music, and movement, as well as cooking and plenty of outdoor play.

Buen Dia sees itself as part of a larger community, and strives to take an active role in the vibrantly diverse Mission District.



My son emerged from
Buen Dia *confident*
in himself, and I am
extremely grateful.



DESIREE ARMENDARES,
LEADERSHIP TEAM MEMBER
AND ALUMNI FAMILY



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My kids are eight and five now and I have been appreciating

Buen Dia since 1999. Everyone knows the critical importance of early childhood teachers. We have to live our values and make sure the teachers are taken care of with a living wage, benefits, and pensions.

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ANGIE MILLER-WOO,
LEADERSHIP TEAM AND
ALUMNI FAMILY

BUILDING OUR NEXT 40 YEARS:

Our Uniquely Buen Dia Initiative

Uniquely Buen Dia is a comprehensive effort to secure the future of Buen Dia Family School. In establishing a Sustainability Fund, we believe it will allow the school to realize its vision, and to live our school's core values of economic and social justice, excellence in teaching, and learning-by-doing.

The Mission has long been home to families of many cultures and to some of the most underprivileged and underserved families in our city. It has always been home to the Buen Dia family as well, where, as members of our community, we believe that high-quality preschool should be accessible to all families, regardless of their ability to pay. We also believe that our truly dedicated and innovative teachers deserve to be compensated fairly.

The Uniquely Buen Dia philosophy has brought together a dedicated family of supporters: our Mission neighborhood and the greater San Francisco business community and its civic leaders, and—our best representatives—our former and current Buen Dia families and students.

TEN-YEAR GOALS AND REQUIRED INVESTMENTS

Economic Diversity Through a Strong Scholarship Program

In the 2017/18 school year 75% of Buen Dia's students received tuition assistance.

This funding comes from public and private sources who believe that families should not have to sacrifice quality to obtain affordable care and education.

Our Uniquely Buen Dia Initiative is an ongoing effort to expand philanthropic investment to ensure access to our scholarship program.

Forecast cost for scholarships is \$2.7 million.

Facility Improvement for Educational Excellence

The early founders and board had the foresight to purchase the current location on Guerrero Street in the Mission in the 1970s. Constructed in 1906, the building has received much love, but needs many capital improvements and maintenance that has long been deferred.

CAPITAL IMPROVEMENTS

- Improved HVAC system
- Adequate administrative space
- Additional restrooms and plumbing upgrades
- New flooring in upper and lower classrooms
- Insulation and solar panels
- Sensory-motor room
- Separate meeting room for private conversations

TECHNOLOGY IMPROVEMENTS AND EQUIPMENT

- Expand and improve Wi-Fi
- Update and improve software and computing equipment
- Sonos sound classroom
- Screens/projectors

Forecast for capital improvements: \$3.5 million



When I worry that San Francisco is losing its roots—even disappearing—as an economically, racially, and culturally diverse place, I am heartened by the experience our family had at Buen Dia Family School. An inclusive place, it is bilingual, infused with murals, art, music, and a place for children to explore and discover.



JIM QUADRA,
BOARD PRESIDENT AND
LEADERSHIP TEAM MEMBER



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It's highly unusual for a pre-school to retain its staff, but Buen Dia has a dedicated long-term teaching staff.

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ANNELISE GOLDBERG,
BOARD MEMBER AND
ALUMNI FAMILY

Sustainability through Wages and Benefits for Faculty and Staff

Buen Dia's talented, committed, and caring staff has an average of 13 years of service. But the high housing costs in San Francisco have pushed half of our staff to live outside the city.

In order to attract and retain staff, and keep our doors open, wages and benefits require a significant boost.

OUR COMPENSATION VISION INCLUDES:

- Setting starting teacher salaries at a percentage of San Francisco Unified School District's starting teacher salary, meaning a one-time, significant salary schedule adjustment
- Planning for salary increases aligning to San Francisco's cost-of-living increases
- Increasing benefits for commuting costs
- Expanding the school's retirement plan to reach all staff, and to offer additional support to those with more than 20 years of service

Forecast of costs over ten years: \$1.9 million

Current Staff Benefits and Retirement Plan for Buen Dia Faculty and Staff:

Our current benefits: We provide paid vacation for either 1, 2, or 3 weeks, 12 paid sick days, and 6 paid holidays. The staff is not paid for summer closure or winter or spring breaks.

Currently, our highest annual teacher salary is \$46,500.

HEALTH BENEFITS:

Our staff receives Kaiser medical and dental with a \$1,500 deductible, and a \$50 co-pay.

RETIREMENT PLAN:

The Board has budgeted \$20,000 per year as our shared contribution to retirement accounts for eligible employees. In 2016/2017, the average retirement contribution for eight employees was \$2,500

Ideally, employees should save 10 to 15% of their annual salary for retirement, but most live paycheck to paycheck.



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When the school was started, most preschools herded children from activity to activity, regardless of their interests or needs. Listening to children, really listening, was not a high priority. Creating a space that belonged to them, one that encouraged active *exploration* and personal expression were primary goals. Without any resources to speak of, we started a school that children believed was their space.

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YVONNE GAVRE,
CO-FOUNDING DIRECTOR



Uniquely

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Buen Dia Family School
589 Guerrero Street
San Francisco, CA 94110
(415) 431-3535

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