NEWS RELEASE

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For Immediate Release

Waterford Foundation for Public Education and Lunghamer Automotive Group Partner to Launch Elementary Attendance Incentive Program

October 26, 2026, Waterford, Mich. – Beginning this month, **the Waterford Foundation for Public Education and Lunghamer Automotive Group** will partner to launch a new district-wide Waterford School District Elementary Attendance Incentive Program designed to encourage improved student attendance, strengthen family engagement, and recognize students who make meaningful progress in coming to school regularly. The initiative will be implemented across all nine elementary schools and will focus on identifying and celebrating students who demonstrate the greatest month-to-month improvement in attendance. Funding for this program is generously provided by Lunghamer Automotive Group.

Each month, school teams will review attendance data and identify the five students who have shown the most significant improvement compared with the previous month. The program is designed not only to recognize improvement but also to help schools connect families with resources and support that may help address barriers to regular attendance.

"Regular attendance plays a critical role in student success, and we know that families sometimes face challenges that can impact a child's ability to be at school consistently," said John Himmelspach, Waterford Foundation Board President.

Students selected each month will receive a $20 Meijer gift card and a certificate recognizing their accomplishment. Awards will be presented monthly from October through May, resulting in eight months of celebrations during the 2026-27 school year. Planned celebrations throughout the school year will provide opportunities to personally recognize students and highlight the importance of attendance as a key factor in academic achievement and school success. Approximately 360 students throughout the school year will be recognized. Individual schools will determine how they celebrate award recipients, with recognition taking place during assemblies, musical performances, school events, lunch periods, or other student-centered activities. In addition to recognizing attendance improvement, school teams will monitor attendance trends throughout the year, communicate with families, and work collaboratively to identify interventions and support when needed.

The Waterford Foundation for Public Education’s mission is to enhance educational opportunities and student success throughout the community. Through partnerships with generous organizations such as Lunghamer Automotive Group, the Waterford Foundation continues to connect community resources with meaningful programs that positively impact students and families. Together, these collaborative efforts demonstrate a shared commitment to helping every child succeed both in school and in life. For more information, please visit wsdmi.org/wfpe.

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