



Commonwealth of Massachusetts

Form CPF M 102: Campaign Finance Report Municipal Form

Office of Campaign and Political Finance

2021 DEC 14 PM 1:55

File with: City or Town Clerk or Election Commission

Fill in Reporting Period dates: Beginning Date: 10/24/2021 Ending Date: 12/12/2021

Type of Report: (Check one)

- 8th day preceding preliminary 8th day preceding election 30 day after election year-end report dissolution

Valerie Pontiff
Candidate Full Name (if applicable)

School Committee - Ward 7
Office Sought and District

27 Waban Hill Road, Newton, MA 02467
Residential Address

E-mail: valerie_pontiff@yahoo.com

Phone # (optional): _____

Committee to Elect Valerie Pontiff
Committee Name

Dan Cohen
Name of Committee Treasurer

27 Waban Hill Road, Newton, MA 02467
Committee Mailing Address

E-mail: valerie_pontiff@yahoo.com

Phone # (optional): _____

SUMMARY BALANCE INFORMATION:

| | |
|--|--------------|
| Line 1: Ending Balance from previous report | 6236.15 |
| Line 2: Total receipts this period (page 3, line 11) | 175.00 |
| Line 3: Subtotal (line 1 plus line 2) | -6061.15 |
| Line 4: Total expenditures this period (page 5, line 14) | 4179.96 |
| Line 5: Ending Balance (line 3 minus line 4) | 10241.11 |
| Line 6: Total in-kind contributions this period (page 6) | 0 |
| Line 7: Total (all) outstanding liabilities (page 7) | 0 |
| Line 8: Name of bank(s) used: | Village Bank |

Affidavit of Committee Treasurer:

I certify that I have examined this report including attached schedules and it is, to the best of my knowledge and belief, a true and complete statement of all campaign finance activity, including all contributions, loans, receipts, expenditures, disbursements, in-kind contributions and liabilities for this reporting period and represents the campaign finance activity of all persons acting under the authority or on behalf of this committee in accordance with the requirements of M.G.L. c. 55.

Signed under the penalties of perjury: Dan Cohen (Treasurer's signature) Date: 12/13/21

FOR CANDIDATE FILINGS ONLY: Affidavit of Candidate: (check 1 box only)

Candidate with Committee
I certify that I have examined this report including attached schedules and it is, to the best of my knowledge and belief, a true and complete statement of all campaign finance activity, of all persons acting under the authority or on behalf of this committee in accordance with the requirements of M.G.L. c. 55. I have not received any contributions, incurred any liabilities nor made any expenditures on my behalf during this reporting period that are not otherwise disclosed in this report.

Candidate without Committee
I certify that I have examined this report including attached schedules and it is, to the best of my knowledge and belief, a true and complete statement of all campaign finance activity, including contributions, loans, receipts, expenditures, disbursements, in-kind contributions and liabilities for this reporting period and represents the campaign finance activity of all persons acting under the authority or on behalf of this candidate in accordance with the requirements of M.G.L. c. 55.

Signed under the penalties of perjury: _____ (Candidate's signature) Date: 12/13/21

| Date Paid | Name Paid (Alphabetical Listing) | Address | Purpose of Expenditure | Amount |
|-----------|----------------------------------|--|---------------------------------------|------------|
| 10/24/21 | Act Blue | ActBlue Technical Services 366 Summer Street Somerville, MA 02144-3132 | Service Fees for collecting donations | \$8.89 |
| 10/31/21 | Act Blue | ActBlue Technical Services 366 Summer Street Somerville, MA 02144-3132 | Service Fees for collecting donations | \$1.98 |
| 11/7/21 | Act Blue | ActBlue Technical Services 366 Summer Street Somerville, MA 02144-3132 | Service Fees for collecting donations | \$3.95 |
| 11/2/21 | Constant Contact | Constant Contact Suite 1329 1601 Trapelo Rd Waltham, MA 02451 | Monthly fee for 10,000 + emails | \$207.19 |
| 8/28/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$25.00 |
| 8/30/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$25.00 |
| 9/2/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$25.00 |
| 9/15/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$35.00 |
| 9/18/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$50.00 |
| 9/23/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$75.00 |
| 9/26/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$17.41 |
| 9/29/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$75.00 |
| 10/9/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$125.00 |
| 10/26/21 | Facebook | Facebook 1 Hacker Way Menlo Park, CA 94025 | Advertising | \$113.42 |
| 10/13/21 | Google LLC | Google LLC 1600 Ampitheater Pkwy Mountain View, CA 94043 | Emails and ads | \$350.00 |
| 10/22/21 | Google LLC | Google LLC 1600 Ampitheater Pkwy Mountain View, CA 94043 | Emails and ads | \$500.00 |
| 11/1/21 | Google LLC | Google LLC 1600 Ampitheater Pkwy Mountain View, CA 94043 | Emails and ads | \$430.94 |
| 12/1/21 | Google LLC | Google LLC 1600 Ampitheater Pkwy Mountain View, CA 94043 | Emails and ads | \$87.18 |
| 10/30/21 | Kaplan Strategies | Kaplan Strategies 2602 Lounsbury Ct Kissimmee, FL 34746 | Text Messages | \$2,000.00 |
| 10/19/21 | Yet Another Mail Merge | Yet Another Mail Merge YAMM.com Bruxelles, BE | Email | \$24.00 |

