



# The Annual Fund

It Starts With Us



**Frequently Asked Questions**

**2010 - 2011 School Year**

## **The Carey School Annual Fund 2010-2011**

### **What is The Carey School Annual Fund?**

- The Annual Fund is a yearly fundraising initiative that provides direct support to Carey's operating budget and educational programs.

### **What are this year's goals?**

- 100% participation for 14th year in a row
- 9th straight year of growth
- Raise \$330,000+
- Increase participation from Alumni, Alumni parents, and Grandparents

### **What do Annual Fund dollars support?**

- Everything you love most about The Carey School! Annual Fund donations support all of our children and directly enhance their experience at the Carey School and beyond.

### **Can I direct my Annual Fund donation to support a specific area of the school?**

- Yes, we are happy to help families support an area that is of interest to them. Specifically, you may allocate your Annual Fund donation to support:
  - Tuition Assistance
  - Faculty Support
  - Academic Program Enhancement
  - Long-Term Financial Stability

### **Why does Carey ask for Annual Fund donations instead of charging in tuition what it costs to educate each student?**

- Gives parents an opportunity to supplement tuition in a tax-free way
- Allows for Philanthropic Participation – we give because we want to support our children's school and because we value education
- Enables other non-parents to support the operating budget (Alumni, Friends, Grandparents)

### **Is there a suggested donation amount?**

- Because your donations make such a difference to our children and the academic program, we ask that your support the school to the very best of your ability.
- As with all Carey endeavors, participation is the most important goal. We encourage all parents to make a



contribution at a level that feels appropriate to their family.

- We encourage families who have multiple children at the school to consider average baseline gifts of \$1000 per student, taking into consideration the real need Carey has for families who have the means to do so to participate at the higher leadership giving levels.

### **What is Leadership Giving at Carey?**

- Leadership gifts allow Carey to meet its yearly and strategic goals through generous contributions from parents and friends. Leadership giving levels at Carey are:
  - o \$10,000 and above – Platinum Circle
  - o \$7,000 - \$9,999 – Gold Circle (recognized with an event in the summer of 2011)
  - o \$5,000 - \$6,999 – Silver Circle
  - o \$3,500 - \$4,999 – The 1928 Society (recognized with a party at Eric Temple's home in the Winter of 2011)
  - o \$2,500 - \$3,499 - Benefactors
  - o \$1,500 - \$2,499 – The Eagle Society (recognized with a party in the fall of 2011)

### **I am not in a position to make a large gift. Should I still participate in the Annual Fund?**

- Absolutely! For the past 13 years, Carey has reached 100% parent participation in the Annual Fund, a remarkable accomplishment. Gifts at all levels are truly appreciated.
- Every gift really does matter: Foundations and corporations view participation in the Annual Fund as an indicator of a school's strength. High Annual Fund participation levels from parents, alumnae, and faculty can help the school raise crucial dollars from these organizations.

### **Can I make a pledge to the Annual Fund and pay it later?**

- Yes. The Annual Fund runs from November 6 – December 31. We ask that pledge payments are made by January 31.
- Please pledge early. Even if you do not plan to pay your pledge until January, letting us know of your intention will allow our volunteers to focus their efforts on other funding sources.

### **What happens if Carey does not achieve its annual fundraising goal?**

- Not meeting the Annual Fund goal will directly impact your child's educational experience: Teacher salaries, professional development, curriculum enhancement, and the procurement of state-of-the art classroom instructional materials rely on the success of the Annual Fund.

### **Does Carey accept gifts of stock or credit card gifts?**

- Yes! Often gifts of appreciated securities provide real tax incentives for donors and make your gift go farther. Please contact the advancement office if you would like more information.
- You may pay your gift with a credit card at school from November 6 through November 12, 2010.

### **What is a "Corporate Matching Gift" and should I look into whether my company does this?**

- Many companies match their employees' charitable gifts. Each year, Corporate Matching Gifts bring in much-needed support for The Carey School.
- Matching gifts are credited to YOU, the donor! If you'd like to see your giving grow, check to see if your employer has a matching gift program.