

GOOD HOPE COUNTRY DAY SCHOOL 2018-19 ANNUAL FUND Q&A

What is the financial impact of the Annual Fund?

The Annual Fund (unrestricted and restricted) has historically provided approximately 10% of the School's operating budget of \$5M. This is the School's most important fundraising initiative because of its impact and efficiency. These fungible dollars help.

I already pay tuition. Isn't that enough?

As the enclosed charts indicate, GHCDs currently spends about \$13k annually per student, based on our current tuition and fundraising revenues. This is slightly more than the average public school in the U.S., but less than our regional peers and significantly less than top stateside private schools. As an example, the Antilles School on St. Thomas spends about \$17k annually per student. Imagine what we could accomplish if we were able to spend \$4k more per student in any particular class! Our *entire* faculty professional development budget line item has historically been just \$25k.

Furthermore, GHCDs is responsible for ensuring proper physical infrastructure (buildings and equipment) and finances to weather short-term economic volatility. As the enclosed chart indicates, GHCDs' assets are significantly less than those of our regional peers. This means that we end up spending more of our time addressing non-instructional issues (e.g. power, flooding, plumbing, room temperature) and are also vulnerable to year-to-year variations in population.

Despite significantly fewer resources per student, GHCDs college placement lists are on par with those of our regional peers.

What is the difference between the Unrestricted and Restricted Annual Fund?

The unrestricted Annual Fund supports our overall operating budget, including programs, faculty professional development and compensation, facilities enhancements, and financial aid. Historically, most of our restricted Annual Fund gifts have supported financial aid.

What is the importance of Leadership Level Annual Fund gifts?

Last year, our 68 Leadership Level gifts of \$1,000 or more accounted for 98% of our overall giving. We hope you will consider making a Leadership Level gift this year if you are in a position to do so.

How much should I give?

Last year, thanks to fundraising efforts, the School provided nearly \$1M in financial aid and tuition remission, impacting **46%** of our student body. We received gifts from \$5 to over \$100,000. We ask that everyone, including families receiving financial aid, give what they can to support the Annual Fund—we would love to achieve 100% parent participation. Many foundations and major donor prospects ask specifically about the parent participation rate in the annual fund. A high parent participation rate makes it more likely that they, too, will donate generously.

Besides the Annual Fund, will there be a Black & Gold Gala or other fundraising events this year?

The Annual Fund is an appeal to our School community to make a donation directly back to the School to support its mission. Nothing is received in exchange. It is the most efficient way for supporter dollars to benefit our students.

The Black & Gold Gala was cancelled in 2017-18 due to the hurricanes. While GHCDs is not scheduled to host a Gala in 2018-19, the advancement team will consider different event ideas for 2019-20. The cost (time and money) raising event funds is significantly greater than the cost of the Annual Fund. Nonetheless, these events serve as important fundraisers so we hope to re-introduce something.

In addition, the Parents' Association may hold smaller fundraising events from time to time (e.g. Panther Power Up). These are run entirely by the Parents' Association and are separate from the School's major advancement initiatives.

When is the deadline for donating to the 2018-19 Annual Fund?

All contributions must be received by June 30, the end of our fiscal year. Earlier gifts, however, help significantly with planning and budgeting for the following school year.