

2019-2020
ANNUAL FUND

THE FREDERICA ACADEMY "EVERYTHING ELSE" CAMPAIGN

Tuition covers the costs of teacher, coach, and staff salaries and benefits at Frederica Academy. **EVERYTHING ELSE** is funded through donor support, most notably the *Annual Fund*.

Look inside to learn more about the importance of the Annual Fund and **EVERYTHING** it supports to maximize each student's potential and prepare every student for college and adult life through the development of mind, body, and spirit.



For further information about Frederica Academy's Annual Fund, please contact Brad Hutcherson or John Pope in the Office of Advancement at (912) 638-9981.



WHY THE ANNUAL FUND AND “EVERYTHING ELSE” ARE SO IMPORTANT

Frederica Academy, like all National Association of Independent Schools (NAIS), only charges about 70-80% of what it actually costs to operate the school. The Annual Fund helps cover the gap. Last year, the gap was more than 26%. Fundraising covered 92% of that gap in the operating budget.

Tuition revenue basically covers salaries and benefits for faculty and staff each year. A school's Annual Fund is a primary source of revenue for covering the 20-25% gap. Since independent schools do not receive government funding, all curricular and extra-curricular programs are funded through fundraising.

For example, the FA Annual Fund pays for our premier college counseling program, our athletic offerings, our growing Arts opportunities, our security team, and so many other positive differentiators that make FA so important to our community. It supports everything great about Frederica and helps ensure a balanced budget if we reach our \$400,000 fundraising goal—which is a line item in the operating budget.

We must go above and beyond our goal. Frederica Academy needs to exceed its goal for this year's Annual Fund in order to fund aspirational projects and initiatives as well as to help offset any unanticipated costs like the damage to our campus caused by recent hurricanes. Last year, we were able to fund learning differentiation training for all of our teachers, add critical security enhancements, complete a summer campus beautification project, and offer many other new and enhanced student experiences because we exceeded our fundraising goals.

This year's Annual Fund will play a critical role in helping fund priority projects identified by the new Head of School. Scott Hutchinson has worked closely with the school's Leadership Team and Board to identify priority needs and opportunities that will require incremental funding. A successful Annual Fund will help accelerate these investments and opportunities.

The Annual Fund helps make tuition more affordable for more families and offers parents a tax-deductible benefit for at least part of their investment in their child's education. Ultimately, more students at FA creates a more culturally-rich learning environment and benefits all students.

Although we also need donor support for Apogee and Derby Day, the Annual Fund is the school's signature fundraising program. It serves as a barometer for stakeholder confidence, which helps inspire transformational gifts from foundations and other large donors.

- ▶ **PLEASE USE THE ENCLOSED FORM AND REPLY ENVELOPE TO SUBMIT YOUR ANNUAL FUND GIFT.**
- ▶ **YOU CAN ALSO MAKE AN ONLINE GIFT VIA THE FA WEBSITE.**
- ▶ **DONORS WHO MAKE A LEADERSHIP GIFT WILL BE INVITED TO THIS YEAR'S BENEFIELD SOCIETY PARTY AT THE SEA ISLAND HOME OF ANNE MACLEOD ON SATURDAY, JANUARY 11, 2020.**
- ▶ **ALL GIFTS MUST BE RECEIVED BY JUNE 30, 2020.**



THE BROWN FAMILY

Having been involved with independent schools since childhood, we understand the critical role fundraising plays in a school's success. We started supporting Frederica Academy long before our twin girls, Maidee and McKenzie, enrolled in Lower School because we firmly believe that this community needs a dynamic college preparatory school as part of its educational landscape. With Joe in his third year at Frederica, we are blessed that all three of our children are now at FA and are all well served and appreciated for their individual needs, personalities, and capabilities as children and young learners.

We agreed to serve as this year's Annual Fund co-chairs because we are enthusiastic about supporting our new Head of School, Scott Hutchinson. Having played a role in his recruitment, we know him to be a highly successful and gifted educational administrator. He is already off to a fast start and has certainly demonstrated the ability to be the transformational leader that our children deserve and our school needs as it prepares to celebrate its 50th anniversary.

We recognize that Scott can only be successful if he has the resources needed to operate the school. Since tuition covers less than 75% of our operating revenue, donor support is critical in terms of closing the gap and creating incremental support for unexpected expenses and new opportunities.

The Annual Fund plays a pivotal role in the school's fundraising operation. Last year, we set a new Annual Fund record. With your support, we can surpass last year's \$473,000 figure.

Please join us in supporting the Annual Fund today. No gift is too small ... or too large; but every gift is needed and appreciated.

We stand ready to provide more information should you want to learn more about Frederica Academy's Annual Fund.

Laura and Greer Brown
2019-2020 Annual Fund Co-Chairs



THE JOHNSON FAMILY

This is our eighth year at Frederica Academy; Will started in Kindergarten and is now in Seventh Grade. He enjoyed his Lower School experience very much, but he has truly thrived in Middle School where he feels challenged, inspired, and valued by his teachers and coaches ... and has made special friendships with his teammates and classmates.

Happy Hall is certainly aptly named for our youngest two children. Wyatt comes home every day and shares stories about his latest third grade adventures and Abby Jane adores Mrs. Adams and Mrs. Cathey in First Grade.

We agreed to co-chair the Annual Fund this year because we understand its importance to the school. This has not always been the case.

We supported the Annual Fund from the outset; however, we didn't really appreciate the role it plays in helping the school serve all FA families. Three years ago, our good friends Riley and Alfred Sams chaired the Annual Fund. They were passionate about their leadership role and took time to explain that the Annual Fund is not unique to Frederica Academy. All NAIS schools have an Annual Fund since tuition doesn't fully cover the cost to operate a school. Schools do this to make tuition more affordable for more families and to give families the opportunity to make a portion of their investment in their child's education tax deductible.

We encourage you to read this brochure carefully so that you will have a better understanding of all of the reasons why the Annual Fund is so important. We think it is especially helpful to know that reaching our \$400,000 Annual Fund goal will help ensure a balanced budget this year; exceeding the goal will create enhanced opportunities for the nearly 400 students the school serves each day.

Please let us know if you have questions or want to get involved in helping us champion the 2019-2020 Annual Fund.

Kim and Zach Johnson
2019-2020 Annual Fund Co-Chairs

SO, WHAT IS EVERYTHING ELSE?



- Faculty professional development programs provide opportunities for growth and learning, which benefit not only teachers but students as well.
- Frederica Academy promotes the healthy and value-added use of technology, including: 1:1 Chromebook program for grades 4-12, Google's G Suite for Education, STEAM MakerSpace, Robotics, Smart Technologies interactive whiteboards, document cameras, iPads, iMacs, TI-Nspire Handheld Calculators, and Media Production tools.
- Frederica's extensive Athletic Program affords participation for Upper and Middle School students in a diverse variety of 14 programs and 29 teams at the Middle School, Junior Varsity and Varsity levels; more than 90% of FA students participate in athletics.
- Students in Lower School are exposed to performing arts through the Orff method of integrating music, movement and creative dramatics. From mallet instruments and percussions, to string, brass and wind instruments, students gain a broader understanding of the arts; a Frederica favorite, the Fifth Grade play, awakens each Lower School student's passion for musical theater and drama.
- Expanded Fine Arts programming encompasses thirteen Middle and Upper School Fine Arts courses; Fifth Grade and Middle/Upper School Musicals, Upper School one-act play and more.
- Growth of Frederica's early childhood education program through the newly expanded Pre-Kindergarten suite of learning centers.
- Unique offerings in Lower School provide students the opportunity to grow in mind, body and spirit through daily exposure to music, art, physical education, counseling, technology and reading (Accelerated Reader program and library time); Lower School curriculum enhancements touch nearly all subject areas and combine best pedagogy techniques.
- Exploratory electives allow Middle School students exposure to greater options including art, music, physical education, computer science, digital graphics and public speaking.
- Visiting author series brings paper to life for Middle and Upper School students each year.
- Rich portfolio of sought-after AP courses totaling 14 for the 2019-2020 school year; thirteen Honors courses for Upper School students further enhance Frederica's college preparatory curriculum.
- Starting in the 8th grade, premier College Counseling program provides students with guidance and counseling to select the college of best fit; access to standardized test success through in-class ACT preparation, pre-ACT/PSAT testing and onsite ACT and SAT testing.



HEALTH +
WELLNESS



INTERCONNECTED
COMMUNITY

KNIGHTS
ATHLETICS



PK LEARNING
CENTER

PROFESSIONAL
DEVELOPMENT



- Cohesive foreign language program offers Spanish in grades pre-kindergarten through twelfth, where students gain early, consistent, and advanced exposure; Latin complements the foreign language portfolio beginning in ninth grade.
- A commitment to the health and wellness of each FA student through health education, healthcare services, regular screenings, and parent education.
- The social-emotional support of each student is nurtured in each grade through a dedicated, divisional counselor providing education and support.
- Every minute is meaningful in a student's day with academic support available through divisional academic centers, afternoon tutorial and extended day homework helpers.
- Service learning through community involvement opportunities range from local to global and include gifts of time, talent, labor and spirit.
- Off-campus excursions in each grade allow Frederica students real-life experiences, hands-on exploration and lifelong memories.
 - Over 30 field trips for Lower School students throughout the 2018-2019 school year; history comes to life for 5th grade students during a two-night trip to Ebenezer Retreat.
 - Beloved Carpe Vitam allows each grade in Middle School the opportunity to travel in order to engage in experiential learning and team building during this weeklong adventure.
 - Grade-level Retreats in Upper School invite laughter and memories through teamwork, community service and new experiences.
- A history rich in tradition is ensured and celebrated with longstanding events such as Pirate Day, Thanksgiving feast, Morning Meeting, Rocking & Reading, Carpe Vitam, Field Day, May Day, Baccalaureate and more.
- Club offerings in each division allow students to pursue passions outside of the classroom, learn more from others around them and take on leadership roles.
- A commitment to small class sizes, averaging 8-15 students, reflects our commitment to in-depth relationships between teachers and students.
- Annual FA events, such as the Back-to-School Barbeque, Jingle Bell Celebration, Hands on Frederica, May Day and Grandparents Day, build community and campus-wide engagement.
- Thoughtful and responsive development of the Knights Table to enhance the overall food service and nutritional experience for FA students.
- Thorough review and revitalization of teaching spaces and facilities to optimize the classroom experience with significant priority given to campus security and student safety.
- Investments to strengthen and enhance Frederica Academy's 30-acre campus and facilities.
- Campus-wide relationships connect ages and grades to promote opportunities to work and learn together as part of an interconnected and diverse community of learners and educators.

SERVICE
LEARNING



SMALL
CLASSES

STEAM



TECHNOLOGY
INTEGRATION

VISITING
AUTHORS

