



## Town School for Boys Annual Giving FAQ

### **1. What is Annual Giving: One Ask 2020-21?**

Annual Giving is Town School's top fundraising priority each year. Because we are not able to host a Fall Fundraiser this year, we are combining our usual multi-phased fundraising into a single, streamlined effort. The additional, unexpected Covid-related expenses mean our fundraising needs are greater than ever.

### **2. What does the bulk of Annual Giving go towards?**

Annual Giving, like our operating budget, primarily supports our faculty and programs. Approximately 70% of our operating budget funds salaries and benefits which allow us to attract and retain high caliber faculty and staff. Additionally, Annual Giving supports curricular and co-curricular programs, tuition assistance and other school operations. During the 2020-21 school year, Annual Giving is critical to covering the additional costs associated with Covid-19.

### **3. Why does Town need an Annual Giving program?**

As is the model for most independent schools, tuition does not cover the full cost of educating Town students. This year, the shortfall of approximately \$5,770 per child is covered in part by Annual Giving.

### **4. Why doesn't Town just raise tuition?**

Setting tuition below the full cost of education is consistent with our values and keeps the school affordable for a wider range of families. Also, Annual Giving allows current parents, along with other members of our broad community, to make up the difference of approximately \$5,770 per student this year with tax-deductible donations.

### **5. We cannot give at the leadership level; why should I participate?**

Because every gift matters and is greatly appreciated! The participation of everyone in our community is critical to our work, and the level of participation is a measure of the school's success. Town relies on Annual Giving to achieve our mission and to keep tuition as low and affordable as possible. Every student benefits from Annual Giving.

### **6. How much should I give?**

Gifts to Annual Giving range from \$5-\$100,000. All gifts are important because they demonstrate your support for Town School.

### **7. Who donates to Annual Giving?**

Our extended community! We receive Annual Giving donations from current families, alumni, grandparents, alumni parents, faculty/staff, corporations, foundations and many friends of the school. The community's support is critical to helping ensure Town is the best it can be for all students.