



FUNDRAISING ANNUAL REPORT

THE PURPOSE OF FUNDRAISING AT PINE LAKE:

Fundraising has always been essential to our school's operating budget.

With the onset of the Pandemic, Pine Lake Preparatory had to react quickly to meet the needs of our students, staff and community. While the existing inequities in charter school funding have always created financial needs, those were compounded this year as additional health, safety, technology and operating expenses became necessary. As a result of our community's continued generosity we have been able to sustain our high quality programs, retain our staff, maintain quality educational facilities (and remote platforms) and most importantly, support our mission of *Preparing Students for College and a Purposeful Life*. This year, and more than ever, we are relying on community and family contributions.

While the need may be different, our fundraising philosophy has not changed - *All In*. We hope that you will consider a one-time gift, or enrolling in our Lion's Share Pledge Campaign. Our focus has never been on the gift, but rather community participation. We hope that you will reflect on a potential gift or engage in a conversation related to how you may support PLP.



THANK YOU PLP COMMUNITY!

With your support
PLP has:

- Maintained and appropriately compensated high quality staff.
- Supported additional operating expenses to ensure a healthy and safe campus for our students, staff, and community.
- Increased our student support services.
- Improved our technology access and infrastructure to support remote learning.
- Provided purposeful professional development and support for our faculty and staff.

PINE LAKE PREPARATORY

104 Yellow Wood Circle
Mooresville, NC 28115
704-237-5300

www.PineLakePrep.org
Development Director:
Anna.Drury@PineLakePrep.org

2020-2021 FORECASTED BUDGET:

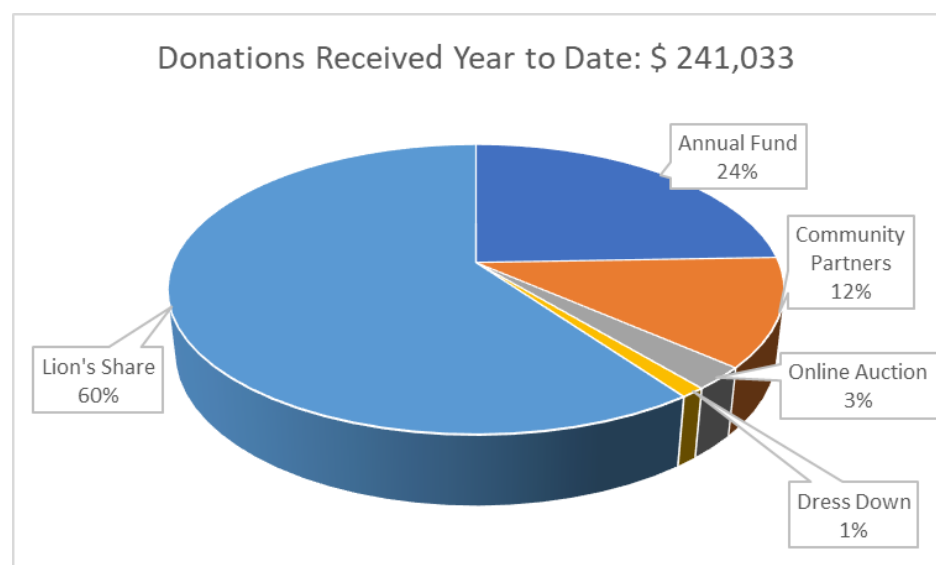
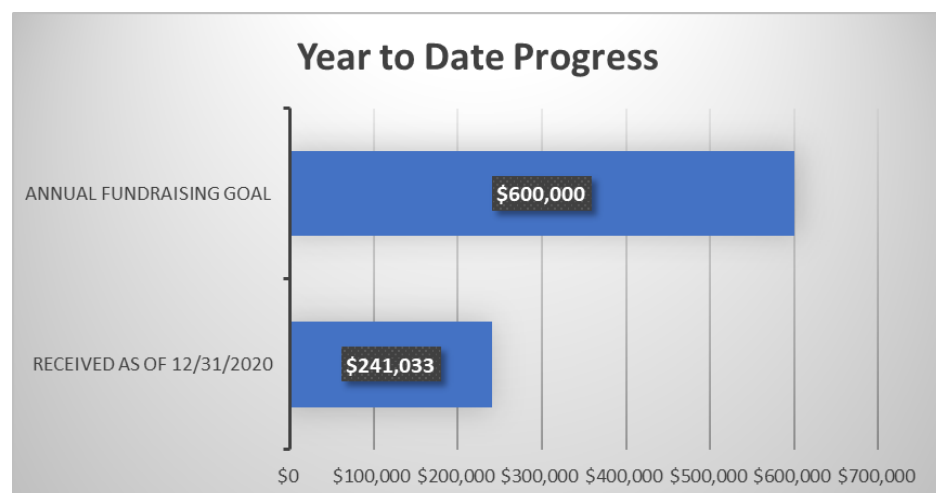
PLP Total Revenue: \$16,636,000

PLP Total Expenses: \$17,236,000

PLP Revenue – PLP Expenses = -\$600,000

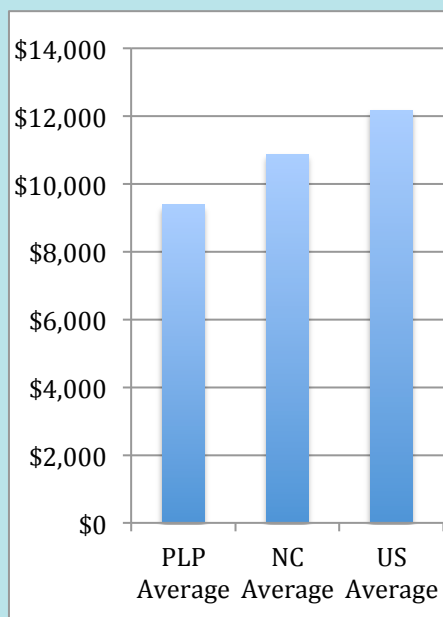
YEAR TO DATE:

To date PLP has collected the following towards this year's \$600,000 goal:



Thank you for your support! Donating to Pine Lake is a direct investment in your child's education.

PLP receives only 86% of the per pupil funding compared to a traditional public school in North Carolina.



PARTICIPATION CHECKLIST:

How can your family help PLP reach our goal?

- ☐ **Set up a Lion's Share Pledge Campaign.** *PLP's top giving priority.*
- ☐ Make a One Time Donation to the Lion's Share
- ☐ Participate in Themed Dress Down Days.
- ☐ Participate in the Spring Online Auction.
- ☐ Participate in the Annual Putt for Pride Golf Tournament.
- ☐ Sponsor a student in this year's Fun Run (held in the spring)
- ☐ Submit eligible donations made to PLP to your company's matching gift program.
- ☐ Corporate Sponsorship

LION'S SHARE PLEDGE CAMPAIGN

The Lion's Share pledge campaign is Pine Lake's top giving priority. Nearly 65% of the \$600,000 needed every school year to close the funding gap comes from family pledges. **We would reach our fundraising goal if every family pledged \$30 per month.** As the number of pledges increases each year this gives us the flexibility to scale back other fundraising initiatives so that we are making fewer asks each year. The school's operating budget depends on this revenue stream so that the focus can be to continually invest in the school, our people and our programs.

Three years ago, we launched the Lion's Share Pledge campaign to the PLP community and together, the PLP community pledged over \$1.6 million dollars to be received over the next 5 years. We appreciate your support!

During the rollout of the Lion's Share pledge program, the majority of our families submitted a 3 year commitment. Those pledges were fulfilled this year and we hope you will continue to support Pine Lake through the Lion's Share Pledge program. If you are not sure when your pledge expires please contact Anna.Drury@PineLakePrep.org.



THE LION'S SHARE GOAL IS 100% PARTICIPATION FROM THE PLP COMMUNITY

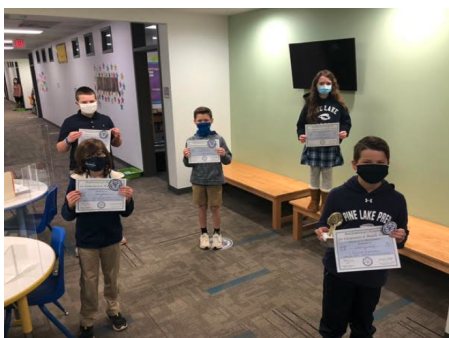
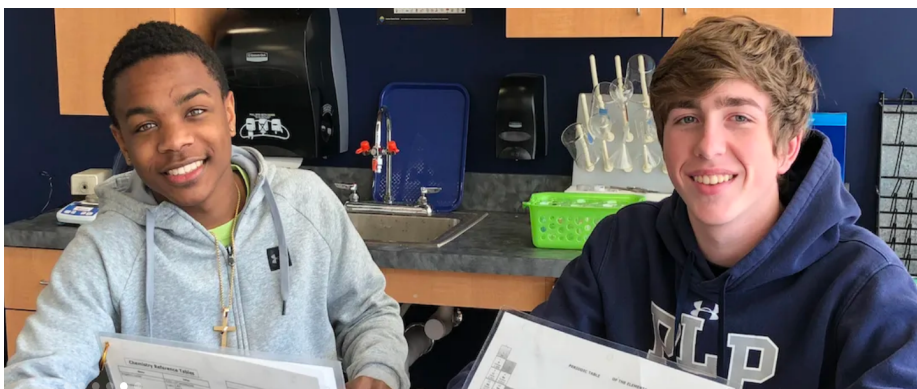
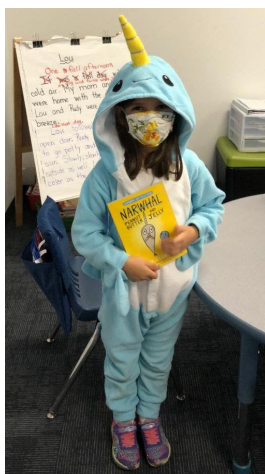
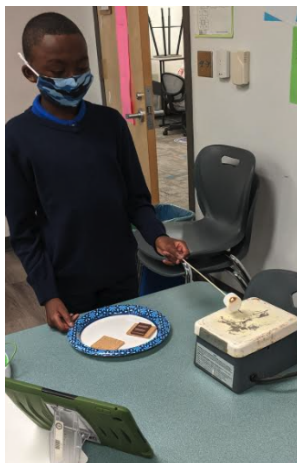
All families that submit a pledge will receive the "All In" car magnet .



ONE TIME DONATIONS MAKE A DIFFERENCE

- Last year families that were currently in a pledge and families that chose not to participate in an active pledge made one time donations to the Lion's Share campaign.
- One time Lion's Share donations added an additional \$99,081 towards the \$600,00 funding gap.
- Your donations supported teaching and learning in your child's classroom.
- We hope you will reflect on your personal giving capacity and consider an annual donation this year.





LION'S SHARE FAQs:

- **How will I know when my Lion's Share pledge donation is due?** You will receive a courtesy reminder email notifying you that your payment is due.
- **I did not submit a pledge last year but I would like to make a one-time donation.** Donations can be made on MyPaymentsPlus. Click Fundraising. Click Lion's Share.
- **Who can I contact at PLP with questions about matching gifts?**
Anna.Drury@PineLakePrep.org
- **How do I set up a pledge or make changes to my pledge?** Please complete and return the enclosed pledge form.
- **Is my donation tax-deductible?** Pine Lake is a 501(c)3 organization. Donations are tax-deductible.
- **Can monthly donations be automatically drafted from my bank account?** Yes. Please complete and return the enclosed form.
- **Where can I find additional information?** Please visit:
www.PineLakePrep.org
Click Support PLP

To SET UP A LIONS SHARE PLEDGE:

Complete and return the pledge card below:

	
THE LION'S SHARE	BUILDING A CULTURE OF GIVING
Name _____	We Commit to Give: <input type="checkbox"/> \$10 <input type="checkbox"/> \$30 <input type="checkbox"/> \$75 <input type="checkbox"/> \$150 <input type="checkbox"/> Other _____
Address _____	Each: <input type="checkbox"/> Month <input type="checkbox"/> Quarter <input type="checkbox"/> Year
City _____ State _____ Zip _____	Starting: _____
Home phone _____	For a term of: <input type="checkbox"/> 3 Years <input type="checkbox"/> 5 Years <input type="checkbox"/> Other _____
<input type="checkbox"/> Cell <input type="checkbox"/> BusinessPhone _____	Gifts Matched by: _____
Email _____	Signature _____ Date _____
PERSEVERANCE RESPECT INTEGRITY	DRIVEN TO EXCELLENCE EMPATHY

If you would like to set up a monthly, quarterly or annual automatic draft please complete the ACH draft form on the back and return it along with the pledge card above with a voided check. Please mail the form to 104 Yellow Wood Circle Mooresville, NC 28115 or you may leave them in the dress down cash boxes located in the lower, middle and upper school lobbies. Lower school students may return the envelopes to their homeroom teacher.

One Time donations:

Please visit www2.mypaymentsplus.com – Click Fundraising, Click Lion's Share





AUTOMATIC WITHDRAWAL AUTHORIZATION FORM

This Automatic Withdrawal Form is used for authorizing Pine Lake Preparatory to withdraw donations directly from your bank account at the time period specified below. Please complete all three sections.

SECTION 1: Designation of Gift

Payment of: \$ _____

Payable: ☐ Monthly ☐ Quarterly ☐ Semi-Annually ☐ Annually

SECTION 2: Authorization for Automatic Withdrawal

Start Date: (mm/yy) ____ / ____ (Withdrawals will be made on or about the 15th day of the month in which payment is due.)

Type of account: ☐ Checking ☐ Savings

Bank Name: _____

Routing # (9 Digits): _____

Account # (10 Digits): _____

Please attach a VOIDED check.

SECTION 3: Personal Information

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Email: _____

AUTHORIZATION AGREEMENT FOR AUTOMATED WITHDRAWALS:

I hereby authorize and request Pine Lake Preparatory to make withdrawals in the amount listed above at the time period specified by initiating debit entries to my account indicated on the voided check copy provided, and I authorize and request BANK to accept my debit entries initiated by Pine Lake Preparatory to such account. It is understood that this agreement may be terminated by me at any time by written notification to Pine Lake Preparatory. Any such notification to Pine Lake Preparatory shall be effective only with respect to entries initiated by Pine Lake Preparatory after receipt of such notification and a reasonable opportunity to act on it.

Signature: _____ Date: _____

All contributions are tax-deductible to the extent provided by law. Consult your tax professional for specific information.

All families that submit a pledge will receive the "All In" car magnet shown below.

