



What is the Annual Fund?

The Annual Fund represents the school's philanthropic priority each year and every member of the PBS community is invited to make a gift, as we strive for as close to 100% participation as possible. The Annual Fund is an appeal for unrestricted gifts that enables us to close the gap between tuition revenue and the total funds required to provide an exceptional education to every child. These funds, which account for approximately 10% of PBS's annual operating budget, are used in the fiscal year in which they are raised.

What does the Annual Fund support?

Your donation contributes to the PBS mission of motivating students to love learning and to grow to be their best selves. This fund directly supports every aspect of the PBS experience, from faculty development and field trips to special speakers and art supplies. The Annual Fund allows us to:

- Attract and retain the best faculty
- Develop the academic, artist, and creator in every student
- Incorporate innovative technologies in the classroom
- Pursue exciting learning opportunities with agility
- Remain flexible and prepared to meet the unexpected

Why are these needs not covered by our tuition payments?

Funding the school through the Annual Fund offers additional benefits compared to funding the school through tuition alone, such as tax-deductibility for gifts and the potential for employer matching gifts. Additionally, the school is able to keep tuition at a level that is affordable for a greater number of families, as generous contributions to the Annual Fund made by families with the ability to do so help reduce the need for significant tuition increases. The gap between tuition funds and the full cost of providing an exceptional PBS experience is approximately \$4,500 per student.

When is the Annual Fund?

Every PBS family should have received an Annual Fund request letter by the first week of November each year. We ask that families make or pledge your gift by November 30th and complete their gift payment by Graduation Day. Securing Annual Fund gifts on this timeline allows us to more accurately budget and plan for the upcoming year and ensures that all gifts are stewarded appropriately.

Who should participate in the Annual Fund?

We invite every PBS family and member of staff to make a gift to the Annual Fund and our goal each year is to achieve 100% participation. Every family that commits to supporting the Annual Fund will inspire and motivate others to give as well, fostering a sense of community in this effort. Schoolwide participation in this important annual initiative demonstrates an understanding of our shared responsibility for the exceptional education of our children.

How much should we give to the Annual Fund?

Your child is always the top priority at PBS, and we hope PBS is among your family's top philanthropic priorities. We understand that every family's ability to give is unique and encourage you to consider what a meaningful gift to the PBS Annual Fund looks like for your family. Annual Fund gifts have ranged from \$10 to \$300,000, but each one has made a positive impact on our school.

Returning families: By November, every returning family will be asked to contribute a specific amount based on their previous giving history. We hope that every returning family will consider an increase in their giving from the previous year given the cost of school expenses exceed the tuition increase from the last year.

New families: While new families will not receive a specific request for the Annual Fund, we would be more than happy to sit down with you and discuss what a meaningful gift might look like and how that gift would positively impact your child's PBS experience.

Any new or returning families who have questions or concerns about their Annual Fund contribution or would like to discuss their gift are encouraged to reach out to their Annual Fund Class Captains, the Annual Fund Co-Chairs, or Olana Khan, Associate Head of School.

What other fundraising efforts should we consider when determining our Annual Fund gift?

While the Annual Fund is our most critical fundraising initiative, it is not the only one. Each April we hold our [Spring Benefit](#) which supports our needs-based financial aid program and allows us to invite as many families to the PBS community as possible. We ask that each family consider their overall Annual Giving to PBS and allocate their contribution to the Annual Fund and Spring Benefit, with consideration of the school's needs and their giving preferences.

During your tenure at PBS there will likely be additional fundraising initiatives or special campaigns to which you will be invited to participate. We aim to be as transparent as possible in our development efforts and will make every effort to educate, answer questions, and address concerns around any fundraising that takes place. The generosity of the PBS parent community is the foundation of all we do here, and every dollar contributed to our mission will be responsibly and effectively stewarded to create the best possible experience for your family, and for each family that makes up our unique community.

How can I get involved and support the Annual Fund effort?

There are a couple ways to lend your talents to this initiative. Each year, two intrepid parents serve as our Annual Fund co-chairs, leading the charge in rallying support from our parent community. Additionally, a wonderful group of parents serve as Annual Fund Class Captains. Two volunteers from each grade, *PS through 5th*, act as ambassadors, advocates, and cheerleaders of this initiative, encouraging fellow PBS parents to make their gift and addressing questions and concerns. You can find more details on these roles and information on who to contact if you are interested in participating by visiting our [Class Captain page](#) online.