

2024-2025 FREDERICA ACADEMY Fundraising Calendar & Donor Programs



WELCOME, CAROLINE SHIRCLIFF!

We are pleased to announce that Caroline Shircliff recently joined FA's Advancement Office as the Director of Development and Alumni Relations. For more than two decades, Caroline served, with great distinction, in senior Advancement and Admission roles at independent schools in California and Virginia. Caroline's daughter, Sydney Fisk, is a member of FA's Class of 2027. Caroline can be reached at (912) 638-9981 ext. 745 or carolineshircliff@fredericaacademy.org.



TOTAL FUNDRAISING COMPARISONS

2023 - 2024	\$3,548,717
2022 - 2023	\$5,403,767
2021 - 2022	\$7,688,906
2020 - 2021	\$2,152,102
2019 - 2020	\$1,574,760
2018 - 2019	\$1,912,338
2017 - 2018	\$1,537,809
2016 - 2017	\$1,363,239
2015 - 2016	\$946,525
2014 - 2015	\$828,133

Frederica Academy, like other independent schools, relies on donor support to bridge the gap between tuition revenue and the actual cost of operating the school. While tuition income currently accounts for approximately 80% of Frederica's operating budget, donor programs such as the Annual Fund, Apogee, Derby Day, and Restricted Giving primarily cover the balance. Other revenue streams from the Booster Club, Parent Association, Summer Programs, the Knights Table (Cafeteria), and KiX (after school care) also play a role.

The Annual Fund, Apogee, Derby Day, and Restricted Gifts are indeed the lifeblood of the school's non-tuition income, and each offers donors unique benefits. The Annual Fund offers families a tax-deductible benefit for at least part of their investment in their child's education. Apogee provides a dollar-for-dollar state tax credit, creating the opportunity for tax dollars to remain in Glynn County as opposed to being disseminated throughout the state. Derby Day offers sponsorships, which allow supporters to advertise a business. The event itself, complete with raffle, silent auction, and live auction, creates opportunities for patrons to make exclusive purchases while supporting FA at the same time. Restricted Gifts, which are typically need and/or donor-driven, help fund new initiatives or expand popular programs of specific importance to the donor.

2023-2024 FUNDRAISING RESULTS

Annual Fund	\$442,752
Apogee	\$1,093,662
Derby Day	\$279,627
Friends of Frederica	\$11,500
Restricted Gifts	\$24,509
Booster Club Memberships + Sponsorships + Restricted Gifts	\$219,385
2023-2024 Gateway Campaign	\$1,477,282



Please Scan the QR Code for FA's
Board-Approved Gift Policy

2023-2024 DONOR PROGRAM DESCRIPTIONS	
<p>Booster Club (July-May)</p>	<p>The Booster Club supports Frederica Academy's athletic programs and promotes positive parent and community involvement in support of all the school's athletic programs. Revenue generated from memberships and advertising supports all FA athletic programs.</p>
<p>Annual Fund (September - June)</p>	<p>Independent schools rely on annual giving to support their operating budgets and bridge the fiscal realities that lie between tuition income and the actual cost of educating students. At Frederica Academy, tuition covers approximately 80% of the expenses of operating our school. The Annual Fund is a critical source of revenue for covering this gap. The Frederica Academy Annual Fund helps make tuition more affordable for more families while offering parents a tax-deductible benefit for at least part of their investment in their child's education. Through gifts large and small, the Annual Fund supports our devoted faculty, our premier college counseling program, our athletics offerings, our arts opportunities and so many other positive differentiators that make Frederica Academy a vital part of the lives of our students, their parents, and our community.</p>
<p>Apogee Georgia School Choice Scholarship Fund (June - December)</p>	<p>Since 2009, Frederica Academy has raised nearly \$7.7 million through its partnership with the Apogee Georgia School Choice Scholarship Fund. The program allows Georgia taxpayers to receive a dollar-for-dollar income tax credit for contributions. In 2022, the Georgia General Assembly increased the maximum contribution amount for each tax filing status and also raised the state-wide cap to \$120 million. For the 2025 campaign, enrollment opened in June 2024, and we race to make sure that everyone is signed up before the first of December. Payments will be due in March 2025. You do not have to be a Frederica family to participate, but you must have Georgia state income tax liability. Interested participants are encouraged to discuss the program with their CPAs and tax advisors.</p>
<p>Parent Association (ongoing)</p>	<p>All FA parents are members of the Parent Association, and there are no dues. Each fall, the Parent Association sells poinsettias and holiday greenery as a fundraiser to support its operations and to help fund special projects for the school. Additionally, the Parent Association coordinates affinity programs with Harris Teeter and Lands' End.</p>
<p>23rd Annual Derby Day (May 3, 2025)</p>	<p>An annual, much anticipated event in the Golden Isles, Derby Day is Frederica Academy's signature fundraiser that includes a Live and Silent Auction as well as a Derby Day Hat contest! Derby Day is a line item in the school's annual budget, and proceeds support everything from enrichment programs to daily operating expenses. If the budgeted amount is exceeded, this provides an opportunity for additional improvements and enhancements.</p>
<p>Restricted Giving / In-Kind Support (ongoing)</p>	<p>Donors, in consultation and coordination with the Advancement Office, may give donations that are earmarked for a specific program/ investment or may give a pre-approved in-kind donation to the school. Examples of possible programs to support are the arts, academic programs, technology, athletic initiatives, and many others.</p>
<p>Friends of FA (ongoing)</p>	<p>The Friends of FA Fund offers the opportunity for donors to provide support to students who qualify for maximum financial aid as well as to supplement other school expenses where needed, expanding Frederica's ability to attract students who will benefit from a Frederica Academy education but require substantial need-based financial assistance.</p>
<p>Friends of the Arts (ongoing)</p>	<p>FA Friends of the Arts is a platform for stakeholders to support our Fine Arts programs.</p>
<p>Planned Giving / Legacy Gifts (ongoing)</p>	<p>Planned gifts are custom-designed gifts that offer tax advantages to donors while providing long-term financial support for the school. Frederica established the Frederica Forever Fund to allow donors the ability to invest in Frederica through gifts of bequests, qualified retirement plans, annuities, trusts, and insurance policies.</p>

KEY DATES	LEVELS OR CATEGORIES	PROCESS
<ul style="list-style-type: none"> Members receive free family admission to all regular season, home competitions. 	<ul style="list-style-type: none"> Membership levels start at \$250. Sponsorships are also available and are listed on the 2024-2025 form. 	<p>Complete membership form and return it to: Frederica Academy Booster Club 200 Murray Way, St. Simons Island, GA 31522</p> <p>Brett Mitchell, Booster Club President brett@officecreations.net</p>
<ul style="list-style-type: none"> Donors are encouraged to enroll in the Annual Fund prior to December 31, 2024. Donors who support at a leadership level (\$1,000) are invited to the Benefield Society Party on December 13, 2024. All FA parents are encouraged to participate in the Annual Fund at some level. Every donor, no matter their giving level, is invited to the Annual Fund Oyster Roast on February 1, 2025. 	<ul style="list-style-type: none"> Gifts of all sizes are much appreciated. Gifts \$1,000 or larger qualify as Benefield Society gifts. 	<p>Co-Chairs: Ashley and Jack Johnson Co-Chairs: Laurie and Kirk Watson</p> <p>Complete enrollment form and return it to: Frederica Academy Advancement Office 200 Murray Way, St. Simons Island, GA 31522</p> <p><i>Participants may also enroll online.</i></p> <p>Caroline Shircliff carolineshircliff@fredericaacademy.org</p>
<ul style="list-style-type: none"> Online enrollment available in June 2024 for the 2025 program. Apogee Appreciation Week is November 11-15, 2024. Deadline to enroll is December 15, 2024. Payment due in March 2025. 	<ul style="list-style-type: none"> Individual filer (\$2,500) Married individual filing separately (\$2,500) Married couple filing jointly (\$5,000) Member of an LLC (\$25,000) Partner in a Partnership (\$25,000) S-Corp (Up to 75% of Georgia tax liability) C-Corp or Trust (Up to 75% of Georgia tax liability) 	<p>Enroll for Apogee at https://www.apogeebase.com/donate</p> <p>Caroline Shircliff carolineshircliff@fredericaacademy.org</p>
<ul style="list-style-type: none"> Poinsettias and greenery are typically delivered at the end of November. 		<p>Parent Association President: Jenn Hagfors parentassociation@fredericaacademy.org</p>
<ul style="list-style-type: none"> Sponsorships available in February 2025. Derby Day will take place on Saturday, May 3, 2025. 	<ul style="list-style-type: none"> Underwriter - \$10,000 Triple Crown - \$5,000 Winner's Circle - \$2,500 Turf Club - \$1,000 Jockey Club - \$500 	<p>Co-Chairs: Susan and Patrick Dunn - Abigail and Steve Hoover</p> <p>Caroline Shircliff carolineshircliff@fredericaacademy.org</p>
<ul style="list-style-type: none"> Gifts can be given at any time. 	<ul style="list-style-type: none"> Donor's discretion 	<p>Transmit payment to Advancement Office and designate purpose of gift.</p> <p>John Pope - johnpope@fredericaacademy.org</p>
<ul style="list-style-type: none"> May not be directed to a specific student. 	<ul style="list-style-type: none"> Donor's discretion 	<p>John Pope - johnpope@fredericaacademy.org</p>
<ul style="list-style-type: none"> Gifts can be made at any time 	<ul style="list-style-type: none"> Donor's discretion 	<p>John Pope - johnpope@fredericaacademy.org</p>
<ul style="list-style-type: none"> Dictated by donor and should be done in consultation with legal and/or tax advisor. 	<ul style="list-style-type: none"> Donor should seek legal and/or tax advice regarding gift amount. 	<p>Donations to Frederica Academy via a trust, annuity, insurance policy, or a bequest.</p> <p>John Pope - johnpope@fredericaacademy.org</p>

ANNUAL FUND

The Annual Fund is the primary source of unrestricted donor funds used to help ensure a balanced operating budget. Surplus Annual Fund revenue creates new opportunities to enhance student experiences, improve classroom and campus facilities, and make important programmatic, capital, and professional development investments.

Through gifts large and small, the Annual Fund supports our devoted faculty, our premier college counseling program, our athletics offerings, our arts opportunities, and so many other positive differentiators that make Frederica Academy a critical part of the lives of our students, their parents, and our community. Large gifts help meet and exceed our fundraising targets. Small gifts demonstrate broad stakeholder confidence in the school.

The FA Annual Fund also helps make tuition more affordable for more families while offering parents a tax-deductible benefit for at least part of their investment in their child's education. By supporting the Annual Fund today, donors help underwrite success throughout all grades and divisions for both current and future students.

TOTAL FUNDRAISING COMPARISONS

2017-2018

\$351,034

2018-2019

\$472,934

2019-2020

\$416,491

2020-2021

\$504,360

2021-2022

\$511,034

2022-2023

\$445,432

2023-2024

\$442,752

APOGEE

Apogee is a 501(c)3 nonprofit organization with a special SSO (Student Scholarship Organization) Georgia designation, which allows Apogee to provide its contributors with a dollar-for-dollar Georgia tax credit. Apogee is Frederica Academy's tax credit SSO partner. Georgia taxpayers can direct their state tax dollars to Frederica Academy as opposed to the State Department of Revenue.



Enrollment Deadline:
December 15, 2024



Receive State Department of
Revenue Approval (January 2025)



Make Payment
(March 2025)



Receive Dollar-for-Dollar Georgia
Tax Credit (When Filing 2025 Taxes)

Individual filer

Max Contribution - \$2,500

Married individual who files separately

Max Contribution - \$2,500

Married couple filing jointly

Max Contribution - \$5,000

Member of an LLC

Max Contribution - \$25,000

Partner in a Partnership

Max Contribution - \$25,000

S-Corp

Up to 75% of Georgia tax liability

C-Corp or Trust

Up to 75% of Georgia tax liability

Insurance Companies that Pay Taxes on Premiums

75% of premium tax paid in GA (Premium tax is 2.25% of gross direct premiums collected in that tax year)