Philanthropy at
CHARLOTTE COUNTRY DAY SCHOOL

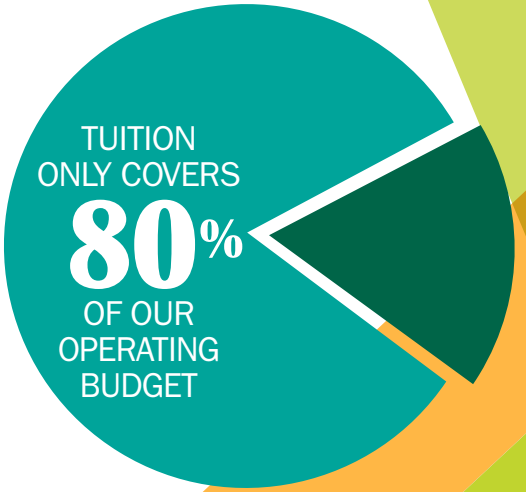
A GUIDE FOR FAMILIES

The Independent School Fundraising Model

Tuition plays the largest role in an independent school's funding structure; however, rarely does tuition cover the full cost of educating a student. At Charlotte Country Day School, tuition covers 80-85% of the cost per student each year.

A significant percentage of our operating budget, almost 70% annually, is spent on retaining and supporting the highest quality faculty and staff, leaving little flexibility in expenses. Our Board of Trustees and Head of School are committed to minimizing tuition increases while continuing to offer every student an exceptional education. Because Country Day, like most independent schools, operates as a 501(c)(3) organization, charitable giving offers a tax-deductible way for community members to invest in our school's success.

Our fundraising philosophy at Country Day is based on respect for our families, transparency, and a very sincere need. Based on these principles, we solicit only the funding necessary to continue to provide faculty and staff with training and tools to maximize their skills and to provide new opportunities for growth and learning for our students.



The Country Day Fund

COUNTRY DAY FUND = 5% OF OPERATING BUDGET

The school's top fundraising priority each year, the Country Day Fund provides critical, unrestricted support to our operating budget, impacting students every day. Annual giving dollars allow our school to be nimble and responsive to changing needs and demands. Community members are invited to share an area of the Country Day education they would most like to impact with their support.



Understanding the Country Day Fund Timeline and Our Seasons of Giving

Broad community participation is vital for the health of the school, and all community members are invited to invest in the success and life of our school each year with a gift to the Country Day Fund. To create a donor-focused and inclusive annual giving program, the Country Day Fund is separated into seasons of giving that span its year-long campaign running July 1 to June 30. Gifts made throughout the year will support the needs of our faculty and students.

Faculty/Staff
100% participation for 15+ years

Board of Trustees
100% participation

JULY AUG SEP OCT NOV



Parents
Parents are asked to pledge their support in September and October during **Fall in for the Country Day Fund**. Parents receive a solicitation letter and information on the meaningful impact gifts to the Country Day Fund have on students and teachers. Parent volunteers make phone calls, send emails, and champion division contests to build community and generate high levels of participation each year. Families have until the end of the school year to fulfill their pledge.

Grandparents

Many grandparents choose to honor their grandchildren with gifts to the Country Day Fund.

Since our founding in 1941 as the first independent school in Charlotte, our vibrant culture of philanthropy has sustained our ability to offer excellence in education.

DEC · JAN · FEB · MAR · APR · MAY · END OF THE YEAR

Sustainers

Parents of graduates, former faculty and staff, and former trustees round out the groups of community members who choose to make annual gifts to support Country Day.

Alumni

Country Day graduates demonstrate their gratitude to the faculty, advisors, and coaches who have influenced their lives with annual gifts of support. Spring alumni efforts are centered on **Bucs Together Days of Giving**. Alumni volunteers engage classmates.

How are Country Day Fund Donors Recognized?

Country Day is deeply grateful for the philanthropic generosity that sustains our school. Donors are recognized annually in printed and online donor roll listings. Stewardship events are held for Leadership and Selwyn Society donors annually.

Leadership

The extraordinary support of this generous group of leaders is critical to Country Day's success.

Head's Circle

>$20,000+
$15,000–$19,999
$10,000–$14,999

Leadership Circle

$7,500–$9,999
$5,000–$7,499

Selwyn Society

The Selwyn Society honors Country Day's generous supporters who have made gifts of $2,500 or more to the Country Day Fund during a fiscal year. The loyal support of this group of leaders is critical to giving Country Day students distinctive academic experiences.

$2,500–$4,999

OVER 80% of dollars raised annually come from **Selwyn Society and Leadership Donors**



Friends of Country Day

$1,500–$2,499
$1,000–$1,499
$500–$999
Up to $499

Young Alumni Selwyn Society (YASS)

The Young Alumni Selwyn Society recognizes alumni who graduated within the last 19 years and display their leadership by making a gift to the Country Day Fund.

Classes 2007–2010: **$1,500+**
Classes 2011–2015: **$500+**
Classes 2016–2021: **$250+**
Classes 2022–2025: **Participation**

Additional Philanthropic Ways to Support Country Day

Gifts to capital projects, endowment, and parent support groups also provide avenues for community members to engage in the life of the school. In 2020–21, Country Day completed the largest capital campaign in the school's history, raising over $90 million for facility improvements, including five new buildings, and fulfilling the strategic plan established in 2011. With an endowment over $70 million, Country Day has one of the healthiest endowments of independent schools in the Southeast, providing long-term financial stability for our school. Finally, in addition to building community, the fundraisers held by parent support groups strengthen student programs each year.

Three additional giving societies celebrate donors who have made special commitments to the school through their gifts and honor the exceptional culture of philanthropy shaped by so many generations over time.

1941 Society

The 1941 Society honors lifetime giving to our school.

COUNTRY DAY. Loyal.

The Loyal Society recognizes those who have given consecutively for at least five years.

THE OAK SOCIETY
CHARLOTTE COUNTRY DAY SCHOOL

The Oak Society honors those who have made Country Day a part of their estate plans.

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