

2011-2012 ANNUAL GIVING PROGRAM

Your participation in the **Annual Giving Program** can be just like a family member's participation at a family meal. Every member brings something unique, meaningful and worthwhile. And everyone benefits from one another's contribution. Your participation in the meal is symbolic of your support and caring for each member of the family ... and the shared bond that comes from making a meaningful gift toward Annual Giving.

new roads school 



We ask each family to take its place at the “table” — not as a guest, but as a member of the New Roads family. The success of our Annual Giving Program will be measured by the percent of participation — our goal is 100% participation.

Annual Giving, like sharing a regular family meal, benefits the growth and development of your children and your family community.



Parents of students at independent schools are often surprised that contributing to the school's Annual Giving Program is expected.

While it may seem like tuition should cover all expenses, it doesn't. And, all the wonderful things the school offers are only possible because of the success of our Annual Giving Program.

The Cost of a New Roads Education (per student)	\$ 31,271
2011/2012 Tuition	\$ (29,200)
Gap between cost and full tuition	\$ 2,071

We hope you will be generous with your Annual Gift, *whether you already pay full tuition, or are receiving financial aid. Please make a meaningful gift.*

What is most important is that your family participates in the Annual Giving Program. In addition to helping to bridge the financial gap between tuition and the operating budget, 100% participation by our families greatly improves New Roads School's ability to obtain funding from foundations, corporations and other outside funding sources.

The Annual Giving Program ends on June 30, 2012. However, we encourage you to make your Annual Giving donation or pledge before December 31, 2011. By meeting this deadline, families get the tax credit for the calendar year, the school is sure to meet annual budget goals, and outside funding can be pursued.

WAYS TO GIVE YOUR CONTRIBUTION

New Roads School is a charitable organization that is tax exempt under section 501 (c) (3) of the Internal Revenue code.

GIFTS OF CASH

- You can send a **check** or money order **payable to New Roads School** and return it in the enclosed envelope.
- You can also make your payment via **credit card (Visa, MasterCard or American Express) online** at www.newroads.org, complete the credit card information on the enclosed envelope, or by calling the Development Office at (310) 828-5582.

PLEDGES AND PAYMENT PLANS

- Many families are able to give larger gifts using this method.
- You can pledge your support now and pay **monthly, quarterly or make a single deferred payment**. (Whatever your choice, pledges must be paid in full by June 30, 2012).

GIFTS OF APPRECIATED SECURITIES

- Consider making a gift in stocks, bonds or mutual funds. Appreciated stocks held longer than 12 months can be deducted at their market value.

EMPLOYER MATCHING GIFTS

- You can double or even triple your initial gift, if your employer has a Matching Gifts Program.
- Enclose your company's matching gift form with your donation in the enclosed envelope. We will take care of the rest for you.

If you have questions about how to make a donation, or you would like information about other fundraising opportunities at New Roads, please contact the Development Office at (310) 828-5582.

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2011-2012 FUNDRAISING MENU

Main Course

Fundraising Goal: \$1,105,000

ANNUAL GIVING: It the most meaningful fundraising New Roads School conducts during the year because these contributions immediately impact our students by fortifying programs, supplies, equipment and financial aid not provided for by tuition dollars. Your donation will allow for items like the following:

\$ 50	=	classroom supplies
\$ 110	=	computer monitor
\$ 200	=	awards banquet
\$ 250	=	digital camera
\$ 500	=	teacher training
\$ 600	=	bus for field trip
\$ 1,600	=	interactive board for a classroom
\$ 1,800	=	instruments
\$ 2,000	=	gym rental
\$ 2,500	=	water for sports
\$ 4,800	=	high speed wireless internet service
\$ 5,000	=	team uniforms

Sides

Fundraising Goal: \$ 715,000

- Homecoming and Winter Carnival
- Kaleidoscope
- Restricted Gifts
- Foundation/Corporate Giving
- Whole Foods SCRIP

Village Special

Fundraising Goal: \$3,000,000*

It takes a Village to raise a child ... it takes all of us to build a Village.

** \$700,000 of this amount to be raised by December 31, 2011.*

Capital Campaign: The Campaign Goal is \$24 million with \$21 million already raised for building phase I of the Herb Alpert Educational Village. Phase I is scheduled for completion in September 2012.

DONATION WORKSHEET

The worksheet below is to assist you with calculating your giving amount for planning all of your 2011-2012 donations or a one-time Guardian Donation.

Annual Giving Donation \$ _____

Homecoming and Winter Carnival \$ _____

Sample of event pricing for your reference

\$ 25 Registration to play in miniature golf
or ping pong tournaments

\$ 250 Sponsor carnival booth

\$ 500 Sponsor miniature golf hole or ping pong table

\$ 750 Family package (for four people)

Kaleidoscope \$ _____

Sample of event pricing for your reference

\$ 100 Ticket to event or sponsor ticket
for friend or faculty

\$1,000 - \$20,000 Sponsorship Packages include:
tickets, tribute pages and sponsorship

\$ 150 - \$1,000 Tribute Journal/Advertising

Restricted Gift \$ _____

Funding to be directed to: _____

**TOTAL DONATIONS FOR THE YEAR OR
ONE-TIME GUARDIAN DONATION** \$ _____

GUARDIAN DONATION: As a Guardian, you show your support for all of the essential New Roads School fundraising activities with one convenient gift. The Guardian Donation is divided to support Annual Giving, the Homecoming and Winter Carnival and Kaleidoscope events as you indicate or at the School's discretion. Your sponsorship will be recognized in the Annual Report and at both events.

If you have any questions about levels of giving or sponsorships or would like information about other fundraising opportunities, please contact the Development Office at (310) 828-5582.

IN DETERMINING WHAT IS “MEANINGFUL” CONSIDER THE FOLLOWING:

What is your family’s financial circumstance?

Not every family will be able to contribute at the level they would like to, but donations made through pledges can help by allowing you to make smaller monthly payments throughout the year to fit within your budget.

Can you increase the level of giving from your prior year’s gift — even if it is just a small amount?

Our expenses increase each year, and every little bit helps to offset this increase.

Have you had a child attending New Roads for a number of years and never participated before?

It’s never too late to start!

How much do you value an education at New Roads School — not just for your child, but for the entire community?

Your gift will have the greatest impact in the classroom, in the music room, on the field ... in your child’s education.

If you have questions about how to make a donation or would like information about other fundraising opportunities at New Roads, please contact the **Development Office** at **(310) 828-5582**.



new roads school 

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