

What is an Annual Appeal?

The Annual Appeal provides an opportunity for parents, parishioners, and other supporters to make a tax-deductible donation to the school. These funds help to expand technology development, renovate facilities, provide tuition assistance, cover operating costs, and ensure the long-term financial viability of the school. The most efficient way for supporters to make a gift to the school is through the Annual Appeal. Because there is no fundraising cost for this effort, 100% of each contribution is used for school needs. All school families are asked to participate in the Annual Appeal to the full extent they are financially able. Participation by 100% of school families is critical for the school to secure funds from outside sources. Donations are fully tax-deductible to the extent permitted by law.

Why is an Annual Appeal necessary?

Tuition does not cover the full cost of educating a student at SMCS. For the 2012-2013 school year, the average tuition per child is \$3,750. With the actual cost of educating each child at just over \$5,000, there is a discrepancy of \$1,250 per child that must be covered by fundraising, parish subsidies, and appeals. St. Mary's tuition remains one of the lowest in the Diocese of Austin in order that the children of more families may benefit from a Catholic education. Please consider a gift to the Annual Appeal this year. Participation is more important than the size of your gift. Give what you can, but please make a commitment to support St. Mary's Catholic School as we continue to prepare children for the world of tomorrow in a tradition of excellence.

Why should I give to the Annual Appeal?

- Every dollar you contribute benefits each student directly.
- Every dollar is a silent scholarship to each student, aiding in keeping the tuition low, and allowing more families to send their child to St. Mary's Catholic School.
- Your gift is tax deductible.
- A matching-gift employer can match your gift and double or triple your total gift to SMCS.
- You will be recognized each year for your gifts (unless you wish to remain anonymous).

What are the goals of the Annual Appeal, and how are the funds utilized?

The 2012-2013 2nd Annual Appeal goal is \$24,000. We need every parent, alumni, school advisory board member, faculty member, and staff member to contribute in order to meet this goal. The Annual Appeal contributions help:

- **Technology development:** Includes equipping teachers with technology that supports student learning.
- **Tuition assistance:** Includes covering immediate family needs, continuing to make Catholic education accessible to all families, and contributing to the Msgr. Arthur Michalka Memorial Scholarship Fund.
- **Playground and Facility Beautification:** Includes providing a face lift to all three playgrounds that our students enjoy each day.
- **Operating budget:** Includes support for facilities upkeep, teacher compensation, and daily operating expenses.

Why not raise tuition instead of asking for Annual Appeal gifts?

- The Annual Appeal allows all families, alumni, and friends to financially support the mission of SMCS at whatever level their family decides.
- Your tuition is not tax-deductible, but a gift to the Annual Appeal is.
- Our tuition would be much higher (excluding some students from attending).

Can I make a gift to the Annual Fund in installments?

Yes. Contributions and pledges can be made at any time and customized payment arrangements may be established.

What are other ways to give beyond the Annual Appeal?

Capital Giving: Capital gifts are raised for a special purpose such as the purchase and renovation of facilities. Capital gifts are above and beyond Annual Appeal donations, which address yearly budgeted needs. Capital gifts are solicited and appreciated each year as we strive to expand and update current facilities and programs.

Matching Gifts: Matching gifts occur when companies match the dollars given by their employees to non-profit groups such as St. Mary's Catholic School. Usually, the employee obtains the matching gift form from the human resources department and completes it or sends it to the Development Director at St. Mary's Catholic School for completion. Matching gifts are a wonderful way to double or even triple your contribution to the school.

Planned Giving: Planned giving is a method of supporting the future of St. Mary's Catholic School through financial and estate planning. The generosity of alumni, parents, grandparents, and friends will enable the school to plan now for future needs and ensure financial stability and superior education for generations to come. Gifts of securities or life insurance, the creation of charitable remainder trusts and bequests are all vehicles of planned giving, which benefit the school and leave a lasting legacy. Planned giving often offers tax benefits, which can best be explained by a broker or tax advisor.

Supporting St. Mary's Catholic School is a sound investment in the future of our boys and girls. The dividend your investment reaps is seen in the success of our students as they leave St. Mary's Catholic School to continue their education and in the outstanding men and women they become.

Please contact Director of Development Kerrie Bourque at 254-778-8141 for more information on any form of giving to St. Mary's Catholic School.