

## **Q&A about Fundraising at Kirby School**

What is the Annual Fund?

Kirby School's Annual Fund is an important annual fundraising drive that asks our community to close the gap between what it costs to educate a child in a given year and what tuition covers. This appeal enables us to maintain small class sizes, attract and retain outstanding faculty, and continue to offer innovative programs.

What does the Annual Fund support?

The annual fund is the cornerstone of fundraising at Kirby School. Tuition fees do not fully cover the school's expenses. Donations play an essential role in funding the school's operational costs, in addition to supplementing other fundraising campaigns and helping lay the groundwork for programmatic growth.

The Annual Fund provides unrestricted income for programs that are fundamental to Kirby's success.

- The development of new academic initiatives
- Our ability to adapt our offerings in academics, arts, and activities
- Provide our students, staff, and faculty with the resources they need
- Fund technological innovations
- Attract, enroll, and retain the best students in our community, regardless of their financial means

How much of the annual budget does the annual fund represent?

The Annual Fund raises between 5% of Kirby's operational revenue.

Why not just raise tuition to cover the gap?

By keeping tuition at a competitive level, Kirby School remains accessible to our community. If we increased tuition to cover the entire cost of educating a student, Kirby would no longer be an option for some. We rely on your generosity to assure that our community remains accessible to all who strive to be here.

Who benefits from the Annual Fund?

All students at Kirby benefit from the Annual Fund. The Annual Fund pays operational costs extending to all areas at school, including maintaining seminar-sized classes, providing robust arts programs, and the wide variety of services on offer at Kirby School.

Do you recognize different giving levels?

Yes, and we honor our donors who give over \$2000 at a special appreciation event towards the end of the school year.

Why have an Annual Fund and a Capital Campaign?

Our Annual Fund and Capital Campaign help support different aspects of our school. Our Annual Fund drive helps provide unrestricted income to cover programs, salaries, and other day to day expenses required to operate Kirby. Our Capital Campaign provides funds for projects that fall outside our normal operating budget, like our Recreation Area ([hyperlink to CC page](#)). Capital contributions are generally larger and made in addition to your Annual Fund gift.

If we can't give at a significant level, will our gift make an impact?

Every gift makes an impact. The participation of our entire community, parents, staff, faculty, and alumni, is critical to the success of our work and every student benefits. Community support is a metric which is used nationally and most easily signifies confidence in our school. Strong parent participation can be an indicator for foundations and other organizations, who are considering a grant or match to Kirby and with your support we can show that it is worthwhile for others to support us too!

If I'm on Financial Aid, am I expected to donate?

We have no expectations - just a hope. We understand that it seems contradictory to be asked for money from a school that is offering you financial assistance. However, it is not so much the amount that we receive, especially from those who are already making a great sacrifice to send their students to Kirby, but the message you send when you participate in giving. You convey to us, and others around you, a gesture of support in what we are doing.

Can we give our time if we can't make big donations?

Absolutely! We invite you to share your time at one of our fundraising events and in a variety of other ways during the school year. Be it joining our Parent Association, chaperoning a school dance, or helping out at lunch in our Cafe your time is valuable to us. While it will not help us to pay our electricity bill, it will allow our staff to maximize their time in areas that are ensuring our students get the most out of their time at Kirby.

What is Kirby's biggest fundraising priority?

Kirby has two current major fundraising objectives: the Annual Fund and the Capital Campaign. The Annual Fund program supports our operating budget for the following

year. Our Capital Campaign project supports the construction of the Recreation Area, allowing us to complete Kirby School's campus.

Does when I give my gift matter?

The timing of your gift can matter. If you make a gift or pledge early in the school year, you help us know how much money is available for our school's budget the following year. This helps in curriculum planning as well as staff contracts. The goal is to have all Annual Fund commitments in by December 31st. Pledges must be paid by June 30th. If you are in a place to have your employer award us a matching gift, we ask that these be submitted by May 31st as well.

Does Kirby seek grants to help support its fundraising goals?

Yes - we do. We solicit funds from foundations and corporations when it is appropriate or know that it is a good fit. Your support to our annual fund helps to send a message to these groups who view community participation as a key gauge for awarding grants. If you know of grants or corporations that are a good fit for Kirby, please help make an introduction. Please send a message to Sandie Shoemaker ([sshoemaker@kirby.org](mailto:sshoemaker@kirby.org)).

An organization's annual fund is one of its most important sources of revenue. Kirby School's Annual Fund Drive is an essential fundraising campaign that enables us to maintain small class sizes, attract and retain outstanding faculty, and continue to offer innovative programs.