



2018 ANNUAL FUND CAMPAIGN KICK-OFF -FREQUENTLY ASKED QUESTIONS (FAQ)-

1. What is the Annual Fund?

The Annual Fund is one of the largest fundraisers at St. Luke School and has raised hundreds of thousands of dollars for the school since 2012. The Annual Fund was established to help fill the widening gap between the cost of educating our students and our low tuition rates, when compared to the school's total operating expenses. Our tuition is designed to promote maximum accessibility to any family interested in our unique educational experience, regardless of socio-economic status. To address this critical need, each year we ask our parents, grandparents, parishioners and alumni to consider a generous, tax-deductible contribution to the Fund, and each year this community answers the call with a generosity of spirit that reminds us why this is such a special school.

2. What is "the Gap"?

As with all Catholic schools in the Diocese, our tuition rates are set at a level that promotes accessibility by all families, including those with diverse socio-economic backgrounds. Because of this, our tuition revenue is lower than the cost to educate students, which creates an annual deficit in our operating plan. We refer to this annual deficit as "the Gap". While the actual size of the Gap varies year over year, this is a natural operating deficit that we incur due to our unique educational advantages like our low student-to-teacher ratio and supplemental instructional assistants and specialists (e.g., foreign language, music, drama, technology, and robotics).

3. Why do we purposefully set tuition rates below cost-to-educate? Who makes that decision?

We set tuition rates below cost in order to maintain socio-economic diversity. If we charged everyone what it costs to educate the student, our school would only serve those who can afford it, and you would not be able to claim a tax deduction. This way, everyone has a discounted tuition, and our families are invited to make up the difference with a tax-deductible donation. The Diocese makes the decision to promote socio-economic diversity in this way to ensure that schools reflect their community. Our students benefit from attending a school with a broad socio-economic community.

4. What items go into the cost-to-educate and what strategy does the school have for targeting that amount?

The “cost-to-educate” is a simple calculation of the school’s total operating expenses divided by the number of students. The primary driver of the cost-to-educate is labor costs (salaries and benefits) of school faculty, which represented 76% of the total cost in the 2016-17 school/fiscal year. Other costs include student services, facilities/utilities, operations, development and fundraising. In order to remain competitive and attract/retain the best talent, we are targeting salaries at 85% of Fairfax County Public Schools as part of our Strategic Plan. We all believe our outstanding, committed faculty deserve this recognition, and the Annual Fund is a key element of the plan to achieve it.

5. If you are asking for parents to fund the Gap, then why not just increase tuition --- don't we end up all paying the amount anyway?

By doing this, parents receive the benefit of a tax deduction. Actually, parents do not pay the same amount; some qualify for financial aid and thereby have a reduced cost. In addition, not all families are able to contribute to our fundraising efforts at the same level.

6. How much money does the Annual Fund need to raise in 2018?

This year, our goal is to raise \$100,000 by June 30, 2018 (our Annual Fund year is aligned with the school’s fiscal year). We hope to exceed our goal during the two-week parent fundraising drive. Cumulative giving above this level will help to create a reserve of funds necessary to fully implement the school’s Strategic Plan. We will continue our appeal throughout the school year if necessary.

7. How will the Annual Fund proceeds be used?

Proceeds from the 2018 Annual Fund campaign will be used to subsidize critical aspects of our school, including our academic programs, attracting and retaining talented faculty, maintaining low student-to-teacher ratios, upkeep and investment in our beautiful grounds, and investments in innovation that promote 21st Century learning.

8. How much should I consider donating?

The Annual Fund has 4 different giving levels for families to consider. All contributions to the Annual Fund are tax-deductible.

ANNUAL FUND GIVING LEVELS:	\$ AMOUNT
Wildcat Friend	Up to \$999
Wildcat Ambassador	\$1,000-\$2,499
Wildcat Benefactor	\$2,500-\$4,999
Wildcat Angel	\$5,000+

9. Will the school publicly recognize my contribution?

Yes, contributions will be recognized by giving levels. We will respect the wishes of any donor preferring to remain anonymous.

10. How do I make a donation?

There are three ways you can make a donation to the Annual Fund depending on whether you choose to make a cash or online payment.

Method	
1. Pay by Cash or Check	Checks can be made payable to St. Luke School (with "Annual Fund" written in the memo line) and dropped off in the front office of the school.
2. Recurring Faith Direct Payment	Please click here ; or visit this site (Campaigns section) https://membership.faithdirect.net/enroll/choosegifts/VA516
3. One-time Faith Direct Payment	Please click here ; or visit this site- https://membership.faithdirect.net/givenow/VA516/25412

11. Who Should I contact with questions about the Annual Fund?

For questions related to the 2018 Annual Fund Campaign, please contact Louis Silvano at lsilvano@stlukeschool.com, or call 703-356-1508.