



## 2020-2021 FUNDRAISING

Each year the St. Luke School Parent Teacher Organization (PTO) partners with School Administration to offer a variety of fundraising events to support the operational and strategic needs of the school. ***We are excited to announce that our 2020-21 fundraising efforts will kick-off on Monday, October 26 with the launch of our Annual Fund Campaign.*** The Annual Fund is one of the largest fundraisers of the year and you will be hearing more about it soon. We would like to share some information related to PTO fundraising that highlights: 1) the importance of fundraising and investing in our school, 2) the different ways to invest in our school, and 3) how fundraising dollars are invested each year.

### The Importance of Fundraising and Investing in St. Luke School

As with all Catholic schools in the Diocese, our tuition rates are set at a level that promotes accessibility, socio-economic diversity, and affordability. Because of this, our tuition revenue is **lower** than the cost to educate students, which creates an annual deficit in our operational plan. We refer to this annual deficit as ***“the gap.”*** While we have other revenue sources, such as rental income (e.g. from rental of our fields and grounds), tuition revenue is the primary source. On average, the gap per student has ranged from \$2,300- \$4,600 in years past. As a Diocesan school, we typically receive a subsidy from the church to help reduce this gap. This subsidy is usually 10-12% of overall school income.

This year, we have a number of variables that impact this gap both positively and negatively. The school is currently enrolled at full capacity, which certainly helps the revenue side. However, we have incurred greater expenses for increased staff, and increased expenses for safety and health related to the COVID pandemic this year. In addition, our Parish subsidy has been impacted due to Covid-19 and the reduced attendance at weekly Mass. Church collections are significantly down. As such, the Church and School have discussed suspending the Church investment to ensure the Church can cover its own operating expenses.

Therefore, this year's gap per student is estimated to be approximately \$2,320/student. However, the exact amount remains to be determined at this time. ***See also Appendix A “Defining the Gap”.***

While the actual size of the gap varies year after year, this is a natural operational deficit that we incur. Your participation and contribution to our fundraising efforts allows us to continue our unique educational advantages such as, a faith based education rooted in core values, our low student-to-teacher ratio, our new FunBot STEM Lab, as well as our supplemental instructional assistants and specialists (e.g. foreign language, music, drama, technology, robotics).

### Different Ways to Invest in St. Luke School

Our strategy to fundraising is to achieve ***maximum participation*** through multiple giving channels:

- 1) **Event-based fundraising** - These events enable our community to contribute money in exchange for some sort of value. Examples of these events include our Annual Auction, the Wildcat 5K/Fun Run, our Annual Golf Tournament, as well as other sign-up parties.
- 2) **Direct, tax-deductible donations** - this type of giving enables families to donate to St. Luke for general needs and enables donors to obtain a tax deduction. One example of this type of giving is our Annual Fund Campaign, which is typically done online.
- 3) **Specific Capital Campaigns** - this type of giving is based on specific capital needs of the school and is usually done through direct, tax deductible donations.

There is a lot of uncertainty around our ability to hold large gatherings (e.g., event-based fundraising) during the 2020-21 school year. We remain optimistic about gathering as a community in the Spring for some of our traditional fundraisers (e.g. the Wildcat 5K/Fun Run and Annual Golf Outing). However, at this time, our efforts will focus primarily on ***virtual fundraising***, specifically through our Annual Fund campaign this fall.

### How your Donations Help

Your fundraising dollars help support the operational and strategic needs of our school that help make an impact on St. Luke students and staff every day. Examples of where fundraising proceeds were applied last year include:

2019-20 Expenses	Description of Prior Year Spending
FunBot Capital Campaign	\$100,000. Renovation of current technology classroom to include all new floors, walls, electrical, wash sink, recording space, 3-d printers, and Lego robotics challenge equipment.
Teacher Salaries	5% raises were given to all faculty for 2019-2020. The hope is to get each faculty member to the equivalent of 85% of FCPS salaries. We are at about 76%.

Fundraising proceeds for the 2020-21 school year will help in the following ways:

2020-21 Expenses	Description of Current Year Spending
Security System	\$115,000. All new keyless entry doors, new cameras, new fire monitoring, and all systems on one iCloud management system.
COVID Costs	\$135K and growing. Cost includes four new faculty, including full time nurse, cleaning upgrades/new specialized cleaning company, hired a day porter, desk shields/acrylic barriers, desks/chairs, storage pods
Teacher Salaries	The hope is to get each faculty member to the equivalent of 85% of FCPS salaries. We are at about 76%.

### How You Can Help!

**Participate!** Your involvement and participation in our school's fundraising events is critical to the success of the school. We are blessed to have a vibrant and generous parent community that sets us apart from other private schools. With your support we can do even better than last year. Whether you choose to attend an event, or make a quiet donation, every dollar helps!

### 2020-21 Fundraising Events

The PTO has a great line-up of COVID-friendly fundraising activities this year. More information will be coming with specific dates and event details, but please note the dates below for your calendar planning:

- October-November 2020 - Annual Fund Campaign
- February 2021 - Annual Auction (Online Silent and Live Auction)
- April 2021 - Wildcat 5K and Raffle
- May 2021 - 3rd Annual St. Luke Golf Tournament

## APPENDIX A: DEFINING "THE GAP"

