



# *Strengthening the Hearts and Minds of the Future*

MOTHER SETON SCHOOL ANNUAL FUND—*giving the gift of Catholic education*

Each year, we kick off our Annual Fund Campaign, or Annual Appeal, in the fall. This is our most important donation campaign. Please allow us to explain how this works and why it's so important, and why we ask for our families to contribute in addition to tuition already paid:

## ***What is the Annual Appeal?***

The Annual Appeal, also known as an Annual Fund, is comprised of contributions made directly to the school and which go towards off-setting our operating expenses. We have the most affordable tuition in the area at approximately \$5150 per child (in comparison, consider that St. John's Regional in Frederick costs \$6600-\$9000 for one child, depending on grade level), because we hold true to St. Elizabeth Ann Seton's mission to make Catholic education accessible to all regardless of financial means. But because we try to keep tuition costs low, that means tuition alone only covers 77% of the cost per pupil to run the school, which is \$6722 per student per year. So we seek other means to close the gap.

## ***Why is it so important for families to contribute?***

We apply for many grants throughout the year that cover the cost of some of our programs and equipment. For example, it was a technology grant that we were awarded that made it possible to institute mobile laptop computing for the classrooms. One of the things most foundations require as part of the application process is that we show significant participation in our Annual Appeal from our current families, faculty, and staff. They want to see that our community demonstrates a vested interest in the school. The amount donated is not important; but to be able to show 100% participation is. So even if it's just a dollar that you can spare, please help us by participating.

***I already gave money to the H.S.A. Doesn't that count?***

We are so thankful to our Home and School Association (H.S.A.) for their efforts in raising money for our school. The fundraisers they hold, including the Raffle and Vera Bradley Bingo, generate proceeds that are used to supplement field trips, purchase extra classroom materials, sponsor First Eucharist and Graduation celebrations, and pay for special programs throughout the year. Proceeds raised by the H.S.A. go directly to the school, but do not go towards our operating expenses. Without the H.S.A., our students wouldn't have many of the fun and educational opportunities they do, and without the Annual Appeal, we would not have the funds we require to continue operating the school.

***You've convinced me. But I lost my giving envelope. How do I make sure that my contribution counts?***

We have several ways that you can make a gift to the Annual Appeal:

- Send a check in to the school in an envelope marked "Annual Appeal"
- Visit the following link: <http://www.bit.ly/MSSGive>
- Click on the "Giving" link on our website

If you wish, your donation can remain anonymous. However, if you do choose anonymity, please email Jennifer in the Advancement Office at [jbuchheister@mothersetonschool.org](mailto:jbuchheister@mothersetonschool.org) to let her know you made a contribution so we can count you towards our Family Participation goal.

*Gifts made to the Mother Seton School Annual Fund are tax-deductible to the extent allowed by law*