

2010 – 2011 Annual Fund Campaign: 2nd Reminder

January XX, 2011

<Parent Name>

<First line of address>

<Second line of address>

Dear <Parent Name>:

The 2010 - 2011 Annual Fund campaign is at the mid-year point. Your contribution to the Annual Fund is important because:

- On a per-student basis the school's expenses exceed parent-paid tuition by about \$1,000
- The Annual Fund provides a tax deductible opportunity for parents to help meet the financial needs of the school
- Parent gifts to the Annual Fund enable the school to keep tuition increases (which use after-tax dollars) down
- Any new or increased contribution over last year's will be matched by our challenge grant
- 100% participation helps St. Mary's win grants from Foundations and Endowment funds by demonstrating our commitment to supporting the school's mission "to provide high quality, positive, value driven education to students of all ethnic, religious, cultural, and socioeconomic backgrounds"

All contributions will be recognized in the year end Annual report, those gifts of \$2,500 or more will be recognized separately.

If you will not be making your contribution until later in the school year then please complete and return the pledge form. The form is on the enclosed gift instruction document. This will help us focus our solicitation efforts, and better estimate this year's Annual Fund contribution to the school budget.

Please give to the Annual Fund, **your donation is vital because it shows your belief in our important mission and helps us** meet the expenses required to deliver a high quality education **for all our children.**

Sincerely, 2010 – 2011 Annual Fund Chairs

Brenda and Joseph Brown

Sue and James Jones