

July 1, 2010

Mr. and Mrs. John D. Smith
123 Main Street
Chicago, IL 60610

Dear Mary and John,

Welcome to another outstanding school year at St. Mary's. We are proud to Chair the Annual Fund this year. A heartfelt thanks goes to Mary and John Smith (last year's chairs) for all their hard work to further the cause of the Annual Fund. We are equally happy in welcoming Sue and James Jones as our co-chairs for this year's Annual Fund. Based upon their previous involvement, we know they will be a tremendous asset to the Annual Fund.

For many of you, who do read these Annual Fund letters (hope it is most of you), and have responded with your generosity, we thank you. For those who have not responded, we want to remind you that the Annual Fund is critical to supporting the educational programs at St. Mary's. Together they represent over 15% of the schools operating budget. **Without the Annual Fund St. Mary's would be forced to further raise tuition.**

We are asking every family this year to consider making St. Mary's their "**charity of first choice.**" Of course, your contributions to the Annual Fund are tax deductible, but more importantly, it directly benefits your child. We know you would be hard pressed to find a more worthy charity. The most important reason to donate is our excellent teachers. Since 80% of the schools' operating budget is made up of teacher compensation, 80% of your gift goes directly to teacher support. You see the dedication and commitment they offer, and we are asking you to offer a similar commitment to them by making a contribution to the Annual Fund.

Annually our request is for parents to make up the difference between the cost of education and tuition. This year that gap is \$1,000 per child. Last year's participation rate was 25%. This year we are aiming for a participation rate of 100%. An increase in the participation rate is critical, it will allow St. Mary's to tap into other potential funding sources outside our community.

Regardless of your giving level it is imperative that all families participate in the Annual Fund.

Your commitment is important to the ongoing success of St. Mary's. On behalf of the teachers and staff of St. Mary's, we want to thank you for your continued support of the Annual Fund.

Sincerely,

Brenda and Joseph Brown

Sue and James Jones