

ANNUAL FUND FAQ

Why and What The Annual Fund helps to ensure that every student will flourish, funding inclusive support for students that isn't covered by tuition alone. Therefore, the Annual Fund is our top philanthropic priority each year. This yearly fundraising campaign includes everyone. The school reaches out to trustees, parents, faculty and staff, alumni parents, alumni, grandparents and friends for giving. Annual Fund giving is a testament to Bay's collaborative culture, including our culture of philanthropy.

When We encourage all families to strongly consider making their pledge or gift by the December 15 deadline to ensure responsible planning and use of gifts during the academic year they are given. A pledge counts immediately towards family participation and can be paid any time before June 30. Gifts to the Annual Fund are spent in the academic year in which they are given.

Who Parent volunteers, members of the Advancement Office, Board of Trustees, and the Head of School contact fellow Bay families, trustees, staff, parents of alumni, alumni, grandparents, and friends each fall to seek financial support. **Our community-wide goal every year is 100% participation.** In 2017-2018, 100% of the Board of Trustees, and over 95% of faculty and staff and parents contributed to the Annual Fund.

Where do Annual Fund dollars go? These unrestricted gifts support virtually every aspect of school life.

- **Inclusive Student Community and Equitable Experience for all Students** Flexible tuition, lunch, laptops, SAT preparation, field trips, and other costs that are often offered for additional fees at peer schools are all included at Bay to ensure students have inclusive support for success.
- **Attracting and Retaining Exceptional Faculty and Staff** Attracting and retaining exceptional faculty and staff requires competitive salary and benefits and substantive professional development opportunities. This challenge is significant in a city that consistently ranks among the top three most expensive places to live in the nation.
- **Impactful Innovation and Student Discovery** Innovations like Bay's Schedule 2.0, including Immersive Terms and Project Weeks, as well as interdisciplinary courses with co-teachers, are the result of significant professional development and planning and require additional resources. Over 25 new Immersives being launched in 2019 will engage students beyond the classroom, many requiring travel or new materials for hands-on and field-based learning. Distinctive opportunities like engineering and design classes in Bay's Project Center, more than 50 regular elective classes, and robust student services help students discover their talents, enhance their skills and themselves, and ultimately their learning and lives.



Why not simply fund the school's needs through tuition and fees? The Annual Fund offers many additional benefits—including tax deductibility and employer matching gifts—compared to funding the school through tuition alone. The Annual Fund keeps tuition at an affordable level for a greater number of families, and generous contributions by families who are able to do so help reduce tuition increases.

How does the Annual Fund differ from capital and other periodic fundraising campaigns?

Periodic appeals are made for specific needs such as facility improvements or increases to endowment. These may be capital campaigns, major gift programs, or fundraising events for specific needs.

Is our Annual Fund gift tax-deductible? Contributions to the Annual Fund are fully deductible to the extent allowed by law.

Why is Annual Fund participation so important? School-wide participation is vital because a high rate of participation builds community, inspires other gifts, and encourages support from other major donors. Early support of the Annual Fund is important in helping the school activate its plan for the current school year. We encourage all families to consider making their pledge or gift by the December 15 deadline.

What are matching gifts? To encourage philanthropy and show their community support, many [companies match](#) the charitable donations of their employees—some will even double or triple the size of your gift. Simply obtain a matching gift form from your employer. Send the completed form or notification of [intent to match](#) to the Advancement Office with your gift. We will complete the form, if needed, and return it to your employer who then completes the match.