



ANNUAL FUND

For further information, please call Katie Burke, Director of Development 973.334.1295
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THE CRAIG SCHOOL ANNUAL FUND

make a difference
RIGHT NOW



The annual fund is The Craig School's yearly appeal for unrestricted donations to help **support the current year operations of The Craig School**. It includes any gifts made during the fiscal year from July 1 to June 30.

THE FUND

WHY DO WE NEED THESE FUNDS?

It costs Craig \$5,300 over and above tuition to educate each Craig student. The annual fund helps make up the difference.

WHY NOT SIMPLY RAISE TUITION?

If tuition were raised, many families could not afford to send their children. The result would be a drop in enrollment, higher tuition costs and cutbacks in the education program. For these reasons, nearly all private schools engage in fundraising to close the gap between tuition and operating costs.

WHO GIVES TO THE ANNUAL FUND?

All constituencies of the school engage in annual giving: faculty, staff, trustees, present and past parents, grandparents, alumni, corporations, foundations and friends.

WHERE DOES MY MONEY ACTUALLY GO?

Every penny goes into supporting the mission of the school whether it be hiring and retaining the most qualified and dedicated faculty and providing them with professional development opportunities, or ensuring state-of-the-art technology, educational strategies and materials, or funding a complement of enrichment and athletic programs.



THE GIFT

WHY DO WE PURSUE 100% PARTICIPATION AMONG THE CRAIG COMMUNITY?

Participation is a key factor in attracting funds from other sources, particularly from corporations and foundations. One must never feel that a gift is too small. We hope that family members will support the school to the best of their ability and understand that a gift to the school is an investment in a child's future.

HOW MUCH DO PEOPLE ORDINARILY GIVE?

Gifts typically range from under \$25.00 to over \$25,000.00. The "bottom line" is that every gift, no matter the amount, is important and genuinely appreciated.

HOW DO I MAKE A GIFT?

Gifts of cash (check) are the most common form of support. A gift may be pledged over the fiscal year and fulfilled by June 30, or paid in one lump sum. It may also be charged to your VISA, Mastercard, American Express or PayPal account. Gifts of appreciated securities are another way to support the school and may also provide the donor

with a significant tax savings. Since Craig is a 501(c)(3) corporation, gifts are tax deductible as allowed by the law.

WHAT IS A MATCHING GIFT?

Many companies will match some or all of an employee's charitable contribution. If your company has a matching gift program you may obtain a form from your company's personnel office and send it to Craig.

CAN I DIRECT A UNITED WAY CONTRIBUTION TO CRAIG?

Yes. Many companies strongly urge their employees to give to United Way. The Craig School's code is 011176. If a friend is giving to United Way, but doesn't have a favorite charity, ask him or her to designate to Craig.

ARE THERE ANY OTHER TYPES OF GIFTS I CAN MAKE?

Planned or deferred gifts are a way to meet the long-term needs of your estate planning. Such gifts may include bequests, charitable gift annuities or charitable trusts. We will be happy to show you how we can make your gift to Craig work for you.