



### **WHAT ROLE DOES PHILANTHROPY PLAY AT PACIFIC OAKS CHILDREN'S SCHOOL?**

Pacific Oaks Children's School (POCS), like most non-profit schools, relies on philanthropic donations to fund classroom programs, provide tuition assistance for families in need, and upgrade our historic campus. Our commitment to socioeconomic diversity means that tuition does not entirely fund the full cost of educating a child, and fundraising is essential to keep POCS and its programs and people strong. Individuals within the school's community—current and former parents and families, grandparents, friends, teachers, and staff—support the Annual Fund each year.

### **WHAT IS THE ANNUAL FUND?**

The Annual Fund is the only ongoing, annual fundraising activity that touches every member of the Pacific Oaks Children's School community. The Annual Fund runs from September through May of the school year.

Annual Fund contributions go directly into the operating budget to meet the everyday expenses of running the school. Tuition alone does not cover the full cost of a Pacific Oaks education. The Annual Fund "bridges the gap" between tuition payments and income from our endowments – and the actual cost of educating each student.

When you give to the Annual Fund, you give directly to the teachers, the programs, and the **children!** Also, gifts to the Annual Fund are fully tax-deductible.

### **WHY DOESN'T THE SCHOOL CHARGE MORE TUITION TO COVER ITS COSTS?**

Socio-economic diversity is one of POCS' core values, and by keeping tuition increases to a minimum we can remain affordable to a diverse pool of families. With the Annual Fund, we are able to bridge the gap between tuition and the true cost of education. This practice helps us deepen our commitment to an inclusive community.

### **DO MY CONTRIBUTIONS TO FALL FESTIVAL OR SPRING BENEFIT COUNT TOWARDS ANNUAL FUND?**

Fall Festival is a tradition of POCS. It is a community-centric event spearheaded by the Pacific Oaks Parents Association (POPA) to bring everyone together. The Fall Festival is a day to celebrate with friends, neighbors, and family members and let our entire community rejoice in the amazing culture of Pacific Oak's Children School. Funds generated from the Fall Festival support POPA and its programming, such as parent education workshops, panels, and other POPA sponsored events.

Spring Benefit is another tradition of POCS and is also organized by POPA. The contributions collected during this event benefits our scholarship fund and extends our ability to be inclusive. It furthers the important school mission for socioeconomic diversity. The contributions to the Spring Benefit are independent of the Annual Fund.



Monies raised from the Annual Fund are required to be spent by the end of the school year. Contributions raised through the Spring Benefit, on the other hand, are designated to an Unendowed Scholarship Fund, which we are able to grow because this fund does not have the same year-end expenditure requirement.

### **HOW ARE GIFTS TO THE ANNUAL FUND USED?**

For the 2019-20 school year, monies raised through Annual Fund will be used for yard improvements throughout the school, professional development of our 40+ teachers, safety enhancements and updates to our historical buildings, general upkeep of our expansive school grounds, a new kiln for our Art Studio, etc. These are just highlight project examples. Know that everything donated to the Annual Fund goes right back into the school in a meaningful and tangible way.

### **HOW MUCH SHOULD I GIVE TO THE ANNUAL FUND?**

Our goal this year is **\$120,000**. With the number of families we have on campus, we will achieve our goal if every family donates \$950. We understand that some families are not able to achieve this while other families have the ability to go beyond. In the past, donations have ranged from \$5 to more than \$10,000. Please contribute any amount that is comfortable for your family and know that all donations are truly appreciated. Every gift helps close the gap between tuition and the cost of a Pacific Oaks Children's School education, and all gifts are fully tax-deductible.

### **WHY IS 100% PARTICIPATION SO IMPORTANT?**

Each year, Pacific Oaks Children's School aims for 100% participation. High participation visibly demonstrates the dedication of our community to the school and in instances where POCS may apply for grants or additional funding (such as through charitable foundations), participation is viewed as a positive indicator of our commitment to the mission of the Children's School. We sincerely appreciate each gift and the spirit that such generosity fosters in our community.

### **OUR FAMILY HAS MULTIPLE HOUSEHOLDS, CHILDREN IN MULTIPLE YARDS, CHILDREN IN MULTIPLE PROGRAMS OR ALL. HOW WILL OUR PARTICIPATION BE COUNTED?**

If a parent of a multi-household family gives to the Annual Fund, the entire family will be counted as having participated. If you have multiple children in different yards, one donation from the family will count for all the yards your children are in. Same goes for a single child in multiple programs. A donation from the family will count towards all the programs that a single child is enrolled in.

### **HOW CAN I MAKE A GIFT?**

Cash Gifts: All checks should be made payable to Pacific Oaks College and Children's School and mailed to the attention of the Office of Advancement for processing at 45 Eureka St., Pasadena, CA 91103.



Credit Card Gifts: MasterCard, VISA, American Express and Discover are accepted forms of payment via our online giving form on the website. To make a gift using a credit card, donors must provide the gift amount, card number, expiration date, CVV number, and name as it appears on the card. The link is as follows: <https://www.pacificoakschildrensschool.org/giving/the-annual-fund/>

Recurring Gifts: If a donor wishes to make a gift over time, he/she may make a donation online and set up the recurring payments which are charged on the 15th of each month or the closest business day to the 15th of each month if it falls on a weekend.

Matching Gifts: Matching gifts from corporations and foundations are an important source of the Annual Fund revenue. Such gifts are an excellent opportunity for donors to increase the amount of their contribution. To take advantage of this benefit, the donor should contact his/her human resources department.

#### **IS IT POSSIBLE TO SPREAD OUT MY PAYMENTS?**

Yes, to make a donation that is spread out over several months, we ask that you fill out the giving form online and select the option for a monthly recurring gift. On the form you will include the total amount you wish to donate for this year and the increments in which you wish to make your donation. You may divide the amount up however you see fit. We only ask that you indicate your preference on the online form and that your donation be completed by May 31. The form can be found at: <https://www.pacificoakschildrensschool.org/giving/the-annual-fund/>

#### **WHAT ARE MATCHING GIFT PROGRAMS AND HOW DO I MAXIMIZE MY GIFT?**

Many companies offer matching gift programs to encourage employees to contribute to charitable organizations. Some provide matching funds to support employee volunteer hours. Most of these programs match contributions dollar for dollar, and some will even double or triple the amount of your gift! To find out if your company offers a matching gift program, please visit: <http://matchinggifts.com/rit>

#### **IS MY FINANCIAL CONTRIBUTION TO ANNUAL GIVING MANDATORY?**

Charitable giving is a private family decision and is never compulsory. Historically, our school's many successes would not have been possible without the generosity of those who have given. We hope and trust that you will contribute according to your family's means and make Pacific Oaks Children's School a philanthropic priority — we are all partners in our children's education. We also strive for 100% participation in the Annual Giving campaign.

#### **FOR QUESTIONS/SUPPORT FOR THE ANNUAL FUND OR OTHER FUNDRAISING INITIATIVES, PLEASE CONTACT:**

**Pacific Oaks College & Children's School**

**Office of Advancement**

[pocadvancement@pacificoaks.edu](mailto:pocadvancement@pacificoaks.edu)

626.529.8091

***\*\*Pacific Oaks Education Corporation is a non-profit 501(c)(3) tax-exempt institution incorporated in the State of California - TAX ID 95-1716809.***