



HOLY NAME OF JESUS SCHOOL 2011-12 PARENTS' ANNUAL GIVING DRIVE

Holy Name of Jesus School has been providing an academically rich and affordable education to elementary school children since 1891. Parents send their children to our school so that we can **nurture their young minds and endow their hearts** with the **Catholic spirit**. Each year the school comes to you, our parents, to ask that you participate in the Parents' Annual Giving Drive. Last year this important drive raised **\$104,000.00**, which went directly into the operating budget of the school. These funds are used each year to offset the deficit between tuition and fees and operating expenses ("the gap"), thus enabling the administration to keep tuition affordable for all of us.

Our goal this year is to further improve our drive so that we can reach our **goal of 100% participation**. We realize that many of our families are affected by the overall decline of the national economy, but we hope that you will consider making some donation to the annual giving drive. We encourage you to reflect and give as generously as your budget allows. What follows are answers to some frequently asked questions about the annual giving drive.

How do I participate?

It's simple. Just fill out the pledge card and send it in to school by **September 23**. You can make a one-time payment or **spread your payments out** over the school year by paying with a credit card. **HNJ** can charge your card monthly over a ten-month period. For example, a pledge of \$1,000.00 can be paid in ten increments of \$100.00 throughout the school year. Or you can visit the Holy Name of Jesus School website at www.hnjschool.org, and go to the "Giving to Holy Name" link and our secure giving site, via **Pay Pal**, and make your gift there.

What happens after September 23?

Once the pledge cards are returned to school, our volunteer parent callers will begin calling all parents who have not yet sent in their cards. Our callers will be happy to take your pledge over the phone or arrange for you to receive a new pledge card at home. These calls will begin **September 30**.

Is my gift to the Parents' Annual Giving Drive tax deductible?

YES!! In fact, while your gift is tax-deductible, tuition is not! Therefore, it makes sense to give generously in order to minimize tuition increases.

Does HNJ participate in the corporate matching gifts program?

YES!!! Please ask your employer if they match gifts.

How much should I give?

The gap per child is **\$482.00**, down significantly from \$753.00 last year. (This reduction is primarily due to increased enrollment.) So a family with two children enrolled at HNJ might consider giving two times the gap, or \$964.00. **Those families who can give more are encouraged to give as generously as they can.** If you cannot give the gap, **we are grateful for whatever amount you can give. Our primary goal this year is 100% participation.** Last year, 50% of our families participated in the Annual Giving Drive; this is not as high as it needs to be in order to demonstrate robust parental commitment. **So, once again, we are seeking to expand our parent base of participation in the Drive.** So please, give what you can. **YOUR** gift will show that you care about your children's school, and that you believe in the mission of HNJ!

What is the gap used for?

The money raised goes directly to the operating expenses of the school. It is not used for special projects, endowments, tuition assistance, or for capital improvements. As we are all too aware, in recent years, expenses (such as utilities, insurance, technology, and supplies) have risen greatly. The money generated by this important annual giving campaign is **critical** to offsetting these rising expenses.



Holy Name of Jesus School

EDUCATING THE MIND & THE SPIRIT

Do other schools have a Parents' Annual Giving Campaign?

Yes. In fact, most schools rely upon the generosity of their parents to offset this "gap" between tuition income and expenses.

How is the "gap" number determined?

It is a true dollar amount which is calculated by subtracting the income the school receives from tuition and fees from operating expenses, as set forth by the Holy Name of Jesus School administrators and the Parish Finance Council in the Operating Budget. We ask only for what we need.

What will happen if we fail to make the "gap?"

As the gap is the true difference between what we take in and what we spend to educate our children, we are in need of full participation so as not to sacrifice the quality of education and environment that we have all come to expect at Holy Name of Jesus School.

Why should I give to the Annual Giving Drive?

You should give **because your participation reflects your commitment to the mission of Holy Name of Jesus School.** It will also ensure that tuition remains affordable for all of our families in the Holy Name community.

If I have questions, whom should I contact?

Please feel free to contact Parents' Annual Giving Drive Coordinator Rosalie Tomeny at 861-9709, or via e-mail at rtomeny@hnjschool.org. You may also contact Parents' Annual Giving Drive Chairs, David and Maria Huete, at 896-9955, or via e-mail at mphuete@bellsouth.net.

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