



Annual Giving Frequently Asked Questions

1. What is Annual Giving?

Annual Giving is Town School's top fundraising priority each year. Because tuition alone does not cover the total cost of educating Town students, Annual Giving is critical to our academic program, providing approximately 10% of the school's annual operating budget from voluntary, charitable contributions. These funds ensure the quality of education we expect from an institution of Town's caliber and benefit each and every boy daily.

2. What does the bulk of Annual Giving go towards?

Annual Giving, like our operating budget, primarily supports our faculty and programs. Approximately 75% of our operating budget funds salaries and benefits which allow us to attract and retain high caliber faculty and staff. Additionally, Annual Giving supports all the curricular and co-curricular programs, tuition assistance and other school operations. During the 2022-23 school year, approximately 18% of our students receive tuition assistance.

3. Why does Town need an Annual Giving Program?

Tuition does not cover the full cost of educating Town School students. During the 2022-23 school year, we have a shortfall of \$4,800 per student; we make up for this difference in part with funds raised through Annual Giving.

4. Why doesn't Town just raise tuition?

Setting tuition below the full cost of education is consistent with our values and keeps the school affordable for a wider range of families. Also, Annual Giving allows current parents, along with other members of our broad community, to make up the shortfall per student with tax-deductible donations.

5. What is the "gap"?

In recent years the gap of \$4,800 per student represents the difference between tuition revenues and the operating expense budget divided by the number of students enrolled. We believe it is important to know the full cost of a Town School education.

6. We cannot give at that level; why should I participate?

The participation of everyone in our community is critical to our work, and the level of participation is viewed as a measure of the school's success by foundations and other funders. Town relies on Annual Giving to achieve our mission and to keep tuition as low and affordable as possible. Every student benefits from Annual Giving.

7. How much should I give?

We ask that you consider Town School among your top philanthropic priorities. Gifts to Annual Giving range from \$5-\$100,000. All gifts are important because they demonstrate your support for your child's school.

8. We are asked to give to many things at Town. How do I prioritize?

There are 3 efforts initiated by the Advancement Office at Town:

- Annual Giving to support the operating budget each year
- Underwriting and ticket sales to help offset the cost of our Fall Bash each year
- Capital campaigns, which on average occur every 3-7 years to support facilities, endowment and strategic initiatives

We ask that families **make Annual Giving their top priority** every year because it directly supports the operating budget.