

# Dunn School



## A Guide to Philanthropic Opportunities

# *The Case For Financial Support*

Talented teachers. Small classes. Reading and math resources that many public schools simply can't afford. Exceptional offerings in everything from arts to athletics. All of these things that Dunn School offers translates to more personal attention for your child, increased intellectual stimulation, better discipline, and more rigor.

These things do not come without a price however. Despite its relatively high tuition, Dunn School must rely on additional outside financial support for several reasons. **Financial aid** to deserving, yet financially needy students is the first. Every year, Dunn School provides financial aid or scholarships to approximately 30% of its student body. This is to ensure that we are not just a school for the privileged and that we provide the diversity of character and talents needed to prepare your child to interact in today's world. Without donations sufficient to meet our annual operating costs, more tuition dollars would have to be spent on operations – leaving fewer dollars for financial aid disbursements. Your financial gifts thus make the school affordable to a wider, more diverse range of students. Other reasons why tuition does not cover annual operating costs are **unforeseen expenditures** and **continued investment in facilities and programs**. Maintaining the campus and school services to a high standard requires additional annual expenditures beyond what is covered by annual tuition. School vehicles used to transport students, classroom buildings, dormitories, and faculty housing all require annual **maintenance**. **New classes, special programs, and buildings** require additional funding.

Thus Dunn must turn to parents, grandparents, alumni, and friends for additional financial support every year. There are numerous ways of supporting Dunn financially, each suited to you at different points in your relationship with Dunn. Please do not hesitate to call the Development Office to discuss these options. All gifts to the school are tax deductible.



### **Annual Fund Donations**

Annual fund donations cover Dunn's annual operating expenses, including financial aid. The annual fund is basically the school's checking account for daily expenses. These donations are spent within the operating year and ensure that the school does not incur cumulative debt to fund its ongoing operations.

### **Endowment Fund Donations**

Endowment donations ensure long-term sustainability of our educational programs and buildings. An endowment is in effect, a savings account for the school. When you donate to an endowment, the funds are added to the "principal balance" of the endowment. The school then uses the investment income earned on this principal balance to pay expenses. Therefore, the larger the principal balance, the more income earned from the endowment. Some endowments you can contribute to are:

- \* Faculty Development and Training
- \* Learning Skills Program (Nancy Roome)
- \* Financial Aid/Scholarships
- \* Create/name your own (i.e. endow a building)

### **Capital Donations**

Capital donations are major gifts that help Dunn to meet building and endowment needs that we cannot pay for out of tuition funds. Dunn tends to conduct a major "capital campaign" once or twice a decade to fund expansion of the school's capacity and new buildings. However the school accepts major capital gifts on an ongoing basis to cover building renovations or additions, major technological upgrades, and other facilities upgrades. Because capital gifts tend to be larger, you can pay these gifts over a period of 3 to 5 years.

### **Corporate Matching Gifts**

More than 550 American corporations match their staff's philanthropic contributions. Matching gifts allow you to double or triple your financial gift to Dunn. Please find out if your employer will match your gift. If you are not sure, contact the Development Office and we can help you find out. If your company does match gifts, you will need to get your employer's matching gift form from the Human Resource department, fill it out and send it to Dunn with your gift.

### **Planned Giving**

Perhaps you are not in a position to give today. Why not plan to give to Dunn some time in the future? Planned giving allows you to give back to Dunn later in your life via a trust, annuity, insurance policy, or most commonly, a bequest in your will. Planned Giving gifts are like the retirement account for Dunn School. They are monies that help to secure our long-term future. Planned Giving is ideal for donors who believe in giving back for the benefit of future generations and wish to leave a legacy of some kind.

# *Non - Financial Support*

## **In-kind Gifts**

Gifts in kind are donations of goods and services rather than money. Useful gifts in kind are always welcome whether it's a new soccer goal net, a trip to Hawaii donated to annual Earwig Ball Auction, or a service performed for the school. Before you make an in-kind gift, please check with the school as to need and usability.

## **The Gift of Your Time and Talent**

Too often parents assume that when there's a job to be done, somebody else will do it. This is simply not true. That somebody else is YOU.

It's hard to imagine a more powerful team than a school and parents working together for the good of children. That is why serving as a parent volunteer is so vital to enriching your child's education at Dunn School. How Dunn benefits from your time seems obvious enough. Depending on the school's needs, you may serve as a consultant, helping hand, event host or organizer, speaker, or fundraiser. However, volunteering can be beneficial to you as a parent, too. For one thing, you will meet other parents who can give you deeper insights into the lives of your children and their classmates. Meeting fellow parents can also enhance your professional connections and personal friendships. Finally, volunteering will allow you to really get to know Dunn: our staff and volunteer leaders, our faculty, the students, why we do what we do and how our mission is carried out.

An easy way to volunteer and meet other parent volunteers is by getting involved in the Dunn Parents Association. Please contact the Development Office for details.

## **Referrals**

Every year Dunn spends a lot of time marketing the school to attract new students and families and to attract much needed funds from foundations. You can help Dunn save both time and money, while increasing its chances of success by referring prospective students to the school and by referring the school to potential donor foundations and others who might be of assistance to Dunn. If you believe you have a contact or acquaintance that may be valuable to the school, please contact the Development Office.

## **Shopping**

Want to eliminate some of the guilt you feel every time you pull out your credit card or splurge on a new pair of shoes? Sign up for any of the online and in-store shopping and credit card services that donate a percentage of your expenditures to Dunn at no additional cost to you! Through [www.schoolpop.com](http://www.schoolpop.com) or [www.e-scrip.com](http://www.e-scrip.com) you can shop online or in person at most major brand name stores. Please call the Development Office for more information on how to support Dunn while you shop. Think about us while you do your holiday shopping!