

McLEAN SCHOOL *of* MARYLAND

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# Your Annual Fund

2009 – 2010

Thank You! Your support allows McLean to realize our mission of making learning accessible for all our students.

Thank you for supporting McLean by giving to your 2009-2010 Annual Fund.



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## Your Annual Fund Questions and Answers

### Why do WE need an Annual Fund?

Your child's education is financed by both your tuition and your Annual Fund gift. Four percent of the 2009-2010 operating budget will come from our Annual Fund gifts and will go directly toward supporting every aspect of life at McLean – from faculty salaries to facilities to library materials, expenses that tuition alone does not cover.

### Your Annual Fund gift is tax-deductible and BENEFITS every student this year.

### What is OUR goal for 2009-2010?

100% Participation from our McLean community. With your help, our school is making great strides toward increasing our Annual Fund giving each year. We still lag behind other independent schools though when it comes to providing operating revenue for our school through our Annual Fund: According to the National Association of Independent Schools, a mature Annual Fund typically provides 8-10 percent of a school's operating budget, compared to the 4 percent that McLean generates.

### How much should I give?

We just ask that you make our school one of your philanthropic priorities. Gifts range from \$10 to over \$15,000. We do encourage families to consider giving at the Leadership Gift level of \$1,500 or more, if they are able. Leadership gifts ensure that we may raise the necessary additional funds for our students above and beyond what tuition covers to support our teachers, programs and facilities.

### How may I make a gift or pledge?

#### Online

Giving through the McLean website [www.mcleanschool.org](http://www.mcleanschool.org) may be the easiest way to give. Simply click on the Development page and the MAKE A GIFT link.

#### Check

Please make all checks payable to the "McLean Annual Fund."

#### Credit Card

Paying by VISA or MASTERCARD allows you to take advantage of awards programs. You can also spread your payments over several months, making it possible to give a more significant amount than might otherwise be possible.

#### Pledge

We welcome your pledges. McLean will provide pledge envelopes for you to fill out and send in to the school with your desired gift amount. Your pledge will be recorded and you will receive a reminder prior to the payment deadline.

#### Stock

Gifts of appreciated stock or mutual fund shares may provide you with additional tax advantages.

For more information, click on the link for Stock Instruction on the Development page of [www.mcleanschool.org](http://www.mcleanschool.org)

### When should I make my gift or pledge?

The earlier we receive your gift, the earlier we can put it to work for all our students. We encourage all families to make their pledges by October 31, 2009, though payments may be made until June 15, 2010.

### Will I be asked to make additional gifts to McLean?

While there are other giving opportunities at McLean, each one benefits our school in different ways. This year's Celebration – *A Starry, Starry Night* – will take place on February 6, 2010. The Sally Foster gift wrap sale is a fundraiser for the Parents Association. Additionally, other members of our McLean community choose to contribute to endowment or special funds.

### Is McLean eligible for Employer Matching Gifts?

Yes! Please ask your employer about Matching Gift Programs that support K-12 schools. This is a great way to double or sometimes triple your gift to McLean and you, the donor, will receive credit from McLean for the entire donated amount.

### Should I give if I receive Financial Aid?

Even though many families make financial sacrifices to pay their tuition, it is still important for every member of our McLean community to participate in our Annual Fund at some level.

### Can my gift really make a difference?

Your gift, when added to those of hundreds of other McLean supporters, can have a large impact on our school. The participation of each family helps to bridge the gap between tuition and the actual cost of a McLean education. Your participation encourages others to give, helps the school receive foundation grants, and sends a message to our community that McLean does make a difference.

Every gift – **NO MATTER THE SIZE** – makes a difference.

### How can I help?

Our Annual Fund is run by and dependent upon parent volunteers. We invite all parents to join us. Please contact Associate Director of Development Lauren Rivkin at 240.395.0687 or [lrivkin@mcleanschool.org](mailto:lrivkin@mcleanschool.org) for more information.