

Dear St. Edmund's Community,

We are very excited about launching our **2010-2011 Annual Fund campaign!** The Annual Fund is St. Edmund's Academy's most important fundraising initiative. It provides key support that impacts virtually every program in the St. Edmund's Academy experience including academics, arts, athletics, faculty compensation, financial aid, and technology. We appreciate all that parents, faculty, alumni, and friends of the school do and we ask that you make the St. Edmund's Annual Fund one of your first priorities in giving.

Just as there are 296 students at St. Edmund's Academy, there are **296 reasons** to give, but we'll narrow them down to the **Top 10:**

10. Because one student educated at St. Edmund's Academy, can positively impact the life of another individual, and then another, and another and another.

9. Our tradition of voluntary giving has made possible the quality programming our students enjoy.

8. Over 34 % of all students will receive financial aid this year. We want St. Edmund's Academy to be as competitive as possible in attracting the most qualified, enthusiastic and motivated students regardless of their financial circumstances.

7. Your gift enables St. Edmund's Academy to retain and recruit outstanding faculty who are the best within their chosen profession.

6. Your tax deductible gift could be doubled, or more, with a matching gift from employers who participate in charitable giving programs.

5. Tuition covers only a portion of the actual cost of educating a St. Edmund's Academy student. Contributions to the Annual Fund help bridge the gap between what tuition provides and the total operating budget.

4. You may choose where to direct your annual gift to make the most substantial impact.

3. We have so many easy ways for you to make your contribution. You may give gifts of cash, checks, securities and stocks, or you can **donate online** at **www.stedmunds.net**.

2. When making grants and donations, foundations and corporations consider the giving rates among our main constituent groups (the Board, faculty, parents, alumni, and other friends).

1. We want you to **WATCH US GROW** as, with your generous support, we achieve 100% participation!

Every gift – of any amount – increases the potential for receiving gifts. It is a myth that foundation money goes to the institution with the greatest need. It goes to the organizations that are most likely to make the best use of it – and nothing indicates intentions better than high participation in annual giving!

Thank you in advance for your support.