



Budgets and Fundraising

Rosemary Vander Weele

OPENING PRAYER

“O Jesus, I want to live in the present moment, to live as if this were the last day of my life. I want to use every moment scrupulously for the greater glory of God, to use every circumstance for the benefit of my soul. I want to look upon everything from the point of view that nothing happens without the will of God. God of unfathomable mercy, embrace the whole world and pour Yourself out upon us through the merciful Heart of Jesus” (Diary, 1183).

“O Greatly Merciful God, Infinite Goodness, today all mankind calls out from the abyss of its misery to Your mercy, to Your compassion, O God; and it is with a mighty voice of misery that it cries out. Gracious God, do not reject the prayer of this earth’s exiles! O Lord, Goodness beyond our understanding, Who are acquainted with our misery through and through and know that by our own power we cannot ascend to You, we implore You: fill us with Your grace and keep on increasing Your mercy in us, that we may faithfully do Your holy will all through our lives and at the hour of death. Let the omnipotence of Your mercy shield us from the darts of our salvation’s enemies, that we may with confidence, as Your children, await Your final coming...”



Building a Budget

- Rely on support from **Finance Council or Board** to help build a sustainable budget.
- If you cannot add items to your budget for this upcoming year, **begin a list now** for the following year of must haves, for example:
 - **Professional Development**
 - *Mental health support*
 - **Parent Formation**
- Spend time in this process, work with your team to understand and make decisions for the **mission** of the school.
- Know your needs! Knowing the cost to educate and the **gap** you are working within is critical when talking to donors.
- Offer early bird specials on registration to help determine staffing needs.
- Have **specific** line items to approach **donors** for funding: specific scholarship opportunities (one that is not met through grants), endowment of staff position, *fine arts*, etc.
- We did not enter education to build budgets; rely on support from your team, your job is to know the needs of the school, enroll mission fit families, and help come up with ways to fill the gap.

Filling the Gap...Building a Budget

- **School Income:**

- Tuition
- Grants
- Scholarships
- Registration fee
- Gifts
- Grocery Cards

- **School Expense:**

- Teachers Salary
- Administration salary
- Substitute teachers
- Office Staff
- Professional Development
- Books (Non-Consumable)
- Classroom Supplies
- Maintenance
- Building repairs/ Deferred Maintenance
- Marketing and advertising

Fundraising strategies...

- Stay grounded in the mission!
- Be passionate about your mission, know what the Church has said about Catholic education.
- Get to know your donor base; who are the heavy hitters at the parish, who is passionate about education in your diocese?
- Have a parish wide event to teach parishioners about the renewal effort at your school...make it an enjoyable, inspiring event!
- *Relationships = Fundraising*



Fundraising con't...



- Do NOT overburden families with little fundraisers throughout the year.
- Make parents aware of their fundraising obligations on the tuition contract. (Contribute item valued at \$125 for Silent Auction or pay the \$100 opt out fee.)
- Make parents aware of your philosophy behind fundraising strategies. Always honor the Domestic Church.
- Make fundraising events centered on the mission.

From St. Anyone's Academy Tuition Contract

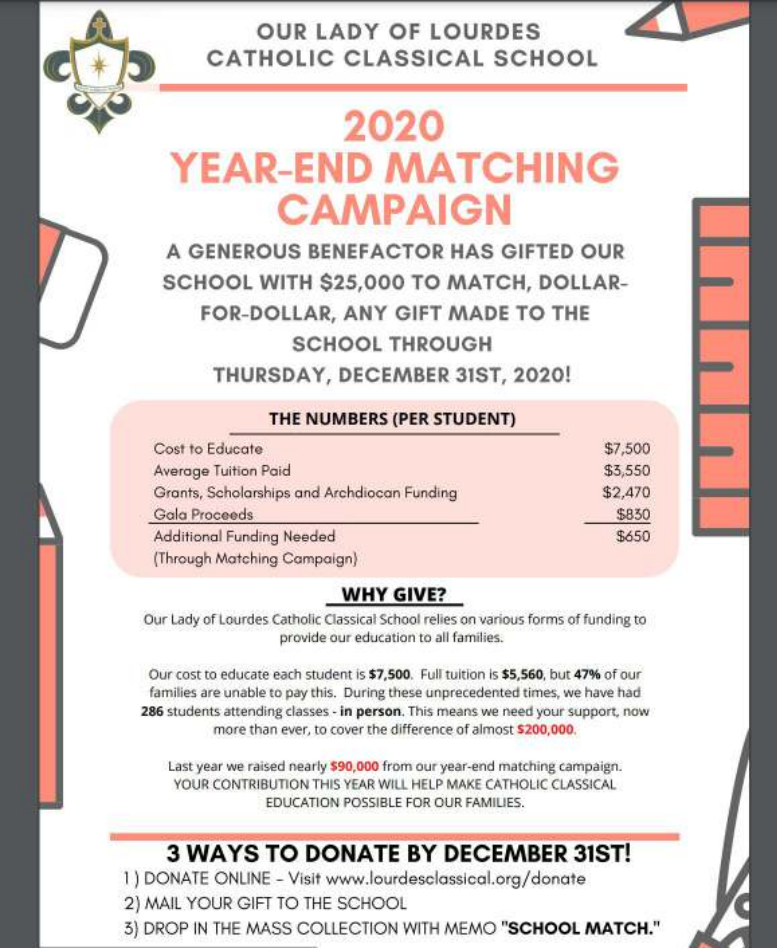
..."It is the goal of St. Anyone's Academy to keep tuition affordable. Yet, the difference between tuition and St. Anyone's Academy's educational cost for each child is significant. We are asking that each family commit to volunteering time and helping raise a part of this difference either through school fund-raisers or by other means and to aid in public awareness of the Academy. **Donations to St. Anyone's Academy are 100% tax deductible.**

Fundraising - Through the means of our auction/dinner, jog-a-thon, golf-a-thon, and other activities approved by the board, **we commit as a family to raising at least \$2,000 (or, we will make a donation by writing a check for that amount before May 15, 2022).**"

Note: SAA has only 3 Fundraisers a year: Moms', Kids' and Dads'.
No 'death by candy, wrappingpaper and magazines, etc.

Whom to ask...

- Everyone can contribute something.
- Have collateral that states cost of tuition, cost of education, etc.
- Set the expectation to families that everyone helps cover the gap, invite grandparents, aunts and uncles, etc. If families are excited about their children's school, they are eager to help raise money.
- Don't badger parents about raising money every week/month, pick 3 or 4 times a year when you ask them to fulfill their commitments.
- Have you pastor support the school from the pulpit and encourage support from parishioners who do not have children. (Why is education critical right now?)



**OUR LADY OF LOURDES
CATHOLIC CLASSICAL SCHOOL**

2020 YEAR-END MATCHING CAMPAIGN

A GENEROUS BENEFACTOR HAS GIFTED OUR SCHOOL WITH \$25,000 TO MATCH, DOLLAR-FOR-DOLLAR, ANY GIFT MADE TO THE SCHOOL THROUGH
THURSDAY, DECEMBER 31ST, 2020!

THE NUMBERS (PER STUDENT)

Cost to Educate	\$7,500
Average Tuition Paid	\$3,550
Grants, Scholarships and Archdiocesan Funding	\$2,470
Gala Proceeds	\$850
Additional Funding Needed (Through Matching Campaign)	\$650

WHY GIVE?

Our Lady of Lourdes Catholic Classical School relies on various forms of funding to provide our education to all families.

Our cost to educate each student is **\$7,500**. Full tuition is **\$5,560**, but **47%** of our families are unable to pay this. During these unprecedented times, we have had **286** students attending classes - **in person**. This means we need your support, now more than ever, to cover the difference of almost **\$200,000**.

Last year we raised nearly **\$90,000** from our year-end matching campaign.
YOUR CONTRIBUTION THIS YEAR WILL HELP MAKE CATHOLIC CLASSICAL EDUCATION POSSIBLE FOR OUR FAMILIES.

3 WAYS TO DONATE BY DECEMBER 31ST!

- 1) DONATE ONLINE - Visit www.lourdesclassical.org/donate
- 2) MAIL YOUR GIFT TO THE SCHOOL
- 3) DROP IN THE MASS COLLECTION WITH MEMO "SCHOOL MATCH."

Whom to ask...

**OUR LADY OF LOURDES
CATHOLIC CLASSICAL SCHOOL**
GRADES Pre K - 8

Classical Education
in Service of the Family

ANNUAL REPORT 2016 - 2017



2256 S. Logan St. Denver, CO 80210 | (303) 722-7525 | lourdesclassical.org

- Spend time with your pastor to list out the big donors in your area, or beyond. Dream big!
- Reach out to those on the list, invite them to Mass and to tour the school. Be relentless!
- Follow any connections/ leads offered to you.
- ***Share your story!*** Benefactors want to give to a school that is doing something right, not just surviving! Be on fire with your mission!
 - Annual Report
 - Annual State of the School
 - Financial Updates

Relationship with Donors



- All donors want to see a return on their investment. Always invite them to:
 - Poetry recitations
 - Liturgical parties (All Saints Day Parade, Feast day parties, etc.)
 - Musical performances
 - Sporting events
- Make sure donors know well in **advance** the date of your gala, **ask BIG!**
- **Spend time** with donors in order to win their trust and confidence in your mission.
- Invite them to be part of your team in the proper capacity.
- **Gratitude and humility** are critical.
- **Development as MINISTRY** - bringing Jesus to philanthropists.

In Summary

- Build your budget in support your mission.
 - Teachers
 - Professional Development
 - Curriculum
- Know the needs of your school in order to fundraise well.
- Don't nickel and dime parents!
- Fundraise well- put the effort and time into establishing fundraising events that work.
- List out your top donors. Add 5 more people to that list for the upcoming year. Invite donors in to tour the school and learn why your mission is critical to our Church and culture.
- Be passionate!
- Ask BIG!
- Tap into parent resources to help with fundraising events such as annual gala.
- Create collateral you can share with donors who will share the great news about your school with others!
- Pray! Mother Angelica style.



Discussion and homework

Homework:

Answer the following questions

1. What do you need help with in your budget? Who can support you?
2. Who are your current donors? Who are 5 new donors you can reach out to?
3. List key events to invite donors to attend.

Due April 28