

Frequently Asked Questions

What is the Annual Fund Campaign?

The Annual Fund Campaign is a yearly fundraising effort designed to raise the resources necessary to meet the day-to-day operating expenses of the school not covered by tuition. Tuition covers approximately 75% of the full cost of a Baker education. The remainder is met by grants, and most importantly, the monies raised in our Annual Fund Campaign.

Is an Annual Fund unique to Baker?

The annual fund is not unique to Baker. All Independent Schools rely on the generosity and loyalty of their community (current families, alumni, grandparents and friends).

How much do we need to give?

Every gift, *no matter the size*, is an important part of sustaining Baker each year. The level of your gift is something only your family can determine. We are asking families to consider making as significant a gift as they can, what we like to call their "Best Effort".

Why do we need to donate in addition to paying tuition?

The bottom line is this - your gift supports the people and programs that make Baker so special. Tuition alone does not cover the full expense of a Baker education. These additional tax-deductible contributions help the school meet its operating needs.

Why isn't tuition enough to cover the full cost of a Baker education?

Baker is committed to building a dynamic learning environment staffed by exceptional, dedicated and experienced teachers. We offer this at a cost subsidized through fundraising efforts, allowing for the richness in our diverse community. It is important to note that all private schools rely on financial support from families to meet their operational needs.

Why not just raise tuition?

Maintaining tuition at current levels allows Baker to attract a diverse community of learners. In seeking to raise the remaining needed funds through fundraising, we allow each family to contribute their best effort to Annual Fund in a way which is tax-deductible.

Why should I consider making a gift?

Baker is an exceptional educational institution. This is an exciting time for our community as we are in our second year as an independent institution. The support of our families is critical in sustaining our future. You selected Baker as the place for your children to learn. This is an opportunity for you to support and demonstrate your faith in this quality, comprehensive education.

Can I make a gift using a credit card?

Yes, we would be happy to charge your credit card. Please contact Jennifer Schack for instructions.

To whom do I send our contribution?

Donations can be sent to Baker Demonstration School, Development Office, 201 Sheridan Rd., Wilmette, IL 60091 or dropped off in the Baker office where they will be given Development Director, to Jennifer Schack.

If I can't donate what I'd like to right away, can I make a pledge to the Annual Fund Campaign?

Yes, we would be happy to receive a pledge from your family. Pledges should be paid in full by June 30, 2008, Baker's fiscal year-end. The pledge form is available on-line at bakerdemschool.org, or you can contact the Development Office (847) 425-5818 to receive one.

What are all of these Tags with Categories and Amounts?

The tags are designed as an educational tool to illustrate the costs associated with a range of expenses both typical and unique to running Baker Demonstration School. We hope to help you understand the real-life impact of your donation to the Annual Fund, and how far your money goes towards helping ensure the kind of high caliber educational opportunities that brought you to Baker.

When I give to the Annual Fund Campaign, is my money going directly to pay for the items on the Tag I choose?

No. Again, the tags are illustrative. All monies donated to the Annual Fund are unrestricted in will go to meet the general operating expenses of the school. HOWEVER, the items listed on the tags are illustrative of expenses that are indeed a part of our operating budget.

What is an Operating Budget?

The Operating Budget is the projection of revenues and expenditures that derive from the school's regular activities. Its practical equivalent is a checking account that helps the school accomplish its daily work.

How can I get involved in the campaign?

We welcome the opportunity to work with you. Please contact Jennifer Schack, Development Director, for volunteer opportunities.

If I buy items from the Benefit and other BPO fundraising drives, does that mean that I gave to the Annual Fund Campaign?

No, the Annual Fund Campaign is separate from the Benefit and other BPO fundraisers. The Annual Fund provides an opportunity to give a fully tax-deductible donation that supports current operational needs of the school.

How is the Annual Fund Campaign different from the Capital Campaign?

The Annual Fund Campaign takes place every year. It meets operating expenses of the school. Contributions to the Annual Fund are unrestricted, and fully tax-deductible. The Capital Campaign monies raised several years ago made it possible for us to purchase our current building from NLU. Future Capital Campaigns might target other large capital improvement operations such as the addition of an auditorium and full-cafeteria. But first things first. We must ensure that our operating expense needs can be fully met by achieving our Annual Fund Campaign goals.

What is Major Giving and how is it different from the Annual Fund Campaign?

Major gift can support programs or capital projects that represent the longer-term financial needs of the school. Major gifts reflect the depth of the donor's commitment rather than the magnitude of the institution's needs. Major donors give to a fund, program or curriculum area that they are interested in making a major impact. Major gifts opportunities are outlined in the Baker grants catalogue available in the Development Office.

What is a Matching Gift?

As an employee benefit, more than 550 American corporations match their staff's philanthropic contributions. Matching gifts allow you to double or triple your gift to the school. Check with your company's Human Resource department to see if your employer offers this benefit or call the Jennifer in the Baker Development Office.

What are the other fundraisers I see (and am asked to contribute to) during the year?

Various sorts of fundraising activities occur at Baker. The Baker Benefit in the spring, book sale, gift wrap, pancake breakfast, and plant sale.

The Baker Parent Organization hosts several fundraising events which serve to raise funds to meet the expenses of its community building events and efforts. These include the monthly Manna Express gift-card program, Gift Wrap sales, among others. Individual classes/grades occasionally host Baker sales and other fundraisers as part of a curriculum related activity, and also to raise funds for charity. There are also school-wide fundraisers to benefit charities, such as the annual Swim/Walk-a-Thon.

This information is presented by the Baker Fund Board. If you need further information please contact, Jennifer Schack, Development Director at (847) 425-5818 or jschack@bakerdemschool.org