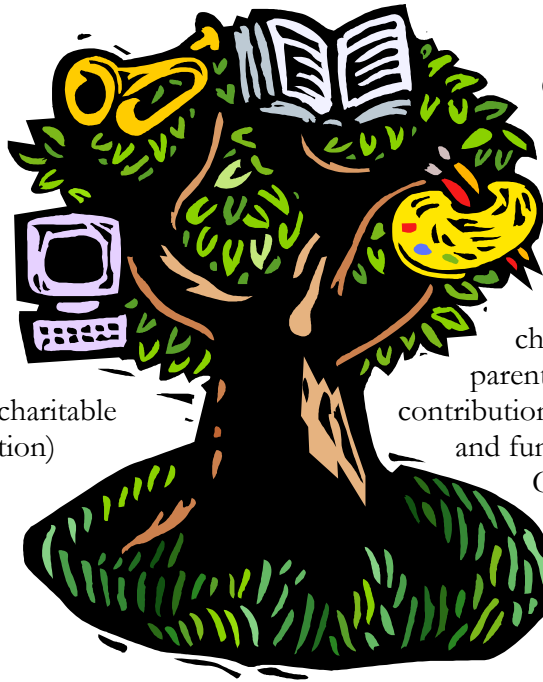




The Diversity of Fundraising at Bank Street School for Children

Sponsored by the Parents' Association Development Committee

Bank Street School for learners, teachers, does building a community is at the heart of Bank member of this of ways of participating, essential part of creating environment for important ways for the School through their charitable (Fall Fair and Spring Auction) Annual Fund, the Capital succeeds in educating learners and ethical



Children is a community of and givers. The process of to support children's learning Street's mission. Being a community involves a variety all of which become an an effective learning children. One of the most parents to participate is to support contributions. Through a variety of events and fundraising campaigns (the Campaign), Bank Street School children to become lifelong members of society.

The School for Children Annual Fund

An opportunity for all families to support and nurture their children's school within their means, the Annual Fund allows parents on a budget as well as those with significant resources to participate. This strengthening of the community and its resources also gives the School leverage when seeking outside grants and contributions. Tuition costs can be stabilized to continue to maintain the diverse community we hold so dear. Gifts to the Annual Fund, along with tuition revenue and endowment income, support the School's core programs, by supporting its annual operating budget. The goal this year is \$403,000 by June 30, 2005. Last year, \$371,522 was raised and 77% parent participation reached—one of the highest ever achieved. The chairperson for 2004-05 is Adam Litke.

The Fall Fair

While the Fall Fair produces revenue for the Annual Fund, this event goes far beyond the scope of "fundraising". This is a community event that involves everyone: children, parents, friends, extended family members and the neighborhood community. It is another opportunity for families to become involved in their children's school in a variety of ways. The value of our volunteer organizers and participants at the Fair is tremendous. Families donate items directly, in addition to their time. The purchases of raffle tickets, food, drink, and tickets for Fair activities raises revenue for the Annual Fund—in fact, last Fall the Fair raised \$55,000! And while all this is happening, parents get to see their kids have a great time, whether they are negotiating the many games, enjoying the entertainment or waiting on the edge of their seats to see if they've sold a winning raffle ticket, and/or won anything.

Please turn over...

The Spring Auction

Need a grown-up night out on the town with great food, drink, entertainment and good friends? The Spring Auction is another community event, with a slightly different spin. The Auction provides a chance to have a fun, social evening, meet new and old friends and help build the Bank Street community, while helping to raise funds for the School. Last year, the Auction raised \$100,000, which counts toward the Annual Fund goal and directly benefits our children. Whether you purchase a ticket, donate an auction item, solicit a donation or successfully bid on the many items offered, you are helping to support the School and its Annual Fund! This year, the Auction takes place on May 2, 2005 at International House.

The 13s Class Gift

The 13s Gift is an opportunity for the parents of the graduating class to express their appreciation for the role Bank Street School for Children has played in the education and development of their children and for the class to leave a legacy through a gift to Bank Street. The children vote on a list of items developed by the Dean and parents that the gift will pay for (team uniforms, books, music equipment, scholarship fund, theatrical equipment, playdeck climbing structure, new technology).

The Capital Campaign

In its final year, *The Campaign for Bank Street* is a special purpose, 5-year capital campaign designed to meet extraordinary needs and strengthen the School and its future. A capital campaign gives an institution an opportunity to better itself for the long run. Bank Street was founded by progressive thinkers who were attempting to change the status quo of rote learning. Their priority was to create a new kind of school and to train teachers in a new way, not to build an endowment. In 1999, the Bank Street Board of Trustees decided that endowment and facilities must be a priority. The capital campaign gives Bank Street an opportunity to build the endowments that will help the School accomplish a host of wonderful things (e.g., attracting and supporting our diverse population, enhancing professional development opportunities for teachers, supporting particular programs, such as science or the arts). It is also another opportunity for parents to contribute at a level at which they feel comfortable, while simultaneously garnering extraordinary gifts.

The Bank Street Annual Dinner

The Annual Dinner is the opportunity for Bank Street College of Education to reach out to friends in the corporate and foundation world for unrestricted support of the institutional annual fund. The institutional annual fund supports all of Bank Street's current-year programs. Corporations and individuals, including members of the Bank Street community, are invited to purchase tables and/or tickets to raise funds for Bank Street. Each year at the dinner, Bank Street President Augusta Souza Kappner bestows an honorary doctorate degree to an individual or individuals who have been outstanding supporters of education and of Bank Street. This year's honorees are Stan O'Neal, CEO of Merrill Lynch, and his wife, Nancy Garvey.

So What Does All This Really Mean to Me? Why should I participate?

Maybe you shouldn't or can't or won't—although giving to the Annual Fund is an important basic part of being in the Bank Street community. But by providing a diverse range of fundraising opportunities, the School is creating an environment of success and inclusion. There will always be families who participate in everything. There are others who have favorite events or the means to donate generous gifts. And still others who can raise funds by asking employers with matching gifts programs (it can be exciting to see your gift doubled!). And of course, there are those of you who volunteer endless hours to make all these particular formats successful. We hope that the glorious combination of all these various levels of interest and participation mingle together to create a highly successful fundraising culture within the School for Children.