

Giving To Presidio Knolls Makes A Difference

Frequently Asked Questions

For some families, this may be the first time you're being asked to make a tax-deductible gift to your child's school. For other families who have given in the past, you may want to know where last year's funds were spent. So to ensure that everyone is up-to-date about past and current fundraising at Presidio Knolls School, we've compiled a brief list of FAQs for your reference.

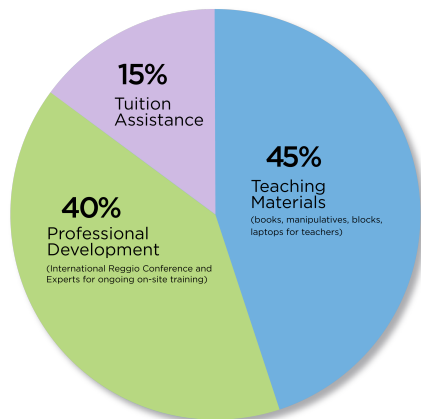
What is the Annual Red Envelope Campaign?

Presidio Knolls takes great pride in maximizing your tuition dollars. We make every effort to make cost-conscious decisions for the benefit of our community. Our Red Envelope Campaign makes up the difference between what tuition covers and the cost of running Presidio Knolls at the highest standards of excellence. The Red Envelope Campaign supports and supplements teaching tools, educational technology and equipment, professional development for our teachers and extra curricular activities for our children.

How was the Annual Fund spent?

Last year we reached our \$100,000 goal, with 100% participation through the generosity of our PKS families.

Our 2010 Annual Fund breaks down as follows:



Why should we give?

For the vast majority of independent schools, tuition only covers about 80% of the full cost of educating a child. At PKS that percentage is 85%. Philanthropy advances the measure of excellence the school can provide — the best possible teachers and programs and the facilities worthy of them. At PKS, we are proud of our excellence and grateful to our current parents, our alumni families, and to supporting institutions for their generous contributions. Your giving allows us to reach high and to set our goals for excellence even higher.

Will my tax-deductible gift really make a difference?

Every gift counts. Your gift supports the people and programs that make Presidio Knolls School distinctive: talented teachers, small classes and many distinctive offerings. Every child that attends PKS benefits from more personal attention, increased intellectual stimulation, and a richer variety of extracurricular

programs. When PKS students graduate, they will carry with them greater respect for the PKS academic credentials they will possess for their entire life.

Why can't Presidio Knolls run more like a business? Couldn't you charge the full cost and avoid having to ask for gifts?

Presidio Knolls employs best business practices, but we are also a non-profit organization that answers to those we serve instead of to owners. We prioritize our educational goals of inclusivity, diversity and excellence. Making tuition more affordable allows us to attract a more socio-economically diverse student body and to have a more inclusive admissions process, which in turn creates a richer educational environment for all of our children.

Why does PKS need every family to give?

Presidio Knolls has a wonderful but small community. We strive for 100% family and faculty participation, because every gift matters and encourages others to give. High participation is a vote of confidence, a sign that parents and staff are all whole-heartedly invested in the school's mission to educate and inspire lifelong learning.

To supplement your philanthropic gifts, PKS frequently seeks charitable funding from corporations and foundations, and it is *critical* to these efforts that we have full participation in our Annual Giving campaign by our current families, PKS's Board of Trustees, and staff. We are much more successful in raising money from outside donors when we can demonstrate to them, with 100% participation rate, that our community is dedicated to building an excellent Reggio-inspired Mandarin immersion program for today's students and those who will follow in the years to come.

All contributions will be recognized annually in the Presidio Knolls School Annual Report, with the first issue scheduled for Fall, 2012.

Will my tax-deductible gift be used towards elementary school renovation?

No. The Annual Red Envelope Campaign is dedicated to enriching our children's educational experiences. We will seek capital support for renovations separately.