



## The Study's Give Week

### Frequently Asked Questions

#### **Q: What is Give Week?**

Give Week is a special 5-day campaign designed to **increase the number of current families** supporting our Annual Fund. This year, Give Week launches on Monday, May 1, 2017 and ends at midnight on Friday, May 5, 2017.

#### **Q: What is a Matching Gift Donor and how does this work?**

For these 5 days only, the Kouri/Leonard family (Lauren, grade 5), the Allard/Vincent family (Kellyssa, grade 2) and the Wang/Sun family (Oceana, kindergarten) have generously offered to match any participating gifts (regardless of size!) with another \$150 gift, up to a maximum of 100 gifts or \$15,000.

Each person or family making a gift that week (again, of any size) will count toward our goal of 100 participating families, for the purpose of the matching gift. Make it \$20, \$50, \$100 or whatever you are comfortable with! This week is all about participation, for everyone! All gifts made during Give Week will support The Study's **Annual Giving Campaign**.

#### **Q. I've heard about a Trillium Tribute Wall. What is it and how can I participate?**

The **Trillium Tribute Wall** is a new initiative that will allow you to leave a profound and tangible mark within The Study's history by purchasing one of 175 beautifully engraved porcelain and brushed aluminum Trillium emblems.

With a gift of \$5,000\* - which can be pledged and paid over 5 years – you can honour up to 3 individuals - your daughter, a family member or a classmate - by engraving her/his name on an 8-inch Trillium emblem, which will be permanently showcased on the Trillium Tribute Wall centrally located in the main pavilion. The Trillium Tribute Wall will be installed in two phases – August 2017 and January 2018.

\*Your purchase of a Trillium emblem can be made in a number of convenient ways: \$84/month for 5 years, OR \$1,000/year for 5 years, OR \$2,500/year for 2 years, OR a one-time gift. Click here for the **Online Giving Form**.

#### **Q: What is our goal during Give Week?**

Our goal is to **increase parent participation by over 100 families**. Each person or family making a gift of any size (no minimum!), or buys a Trillium for the Tribute wall, will count toward our goal of 100 participating families, and will be eligible for the \$150 matching gift.

**Q: Why is Give Week different from other weeks?**

We want to make a tremendous impact in just 5 days. If 100 Study families participate and make a gift of any size between May 1<sup>st</sup> and May 5<sup>th</sup>, the school benefits from **\$15,000 in matching gifts!**

**Q: Who can participate in Give Week?**

Any current Study parents can support The Study during Give Week by making a gift of any amount.

**Q: What does The Study's Annual Fund support?**

Contributions to the Annual Fund help to bridge the difference between the total cost of a Study education and the amount our families pay in tuition. Gifts to the Annual Fund help to keep our programs up to date and support important areas like:

- Our greatest needs (new opportunities, urgent needs, etc.)
- Additional bursaries and scholarships
- Facilities enhancements
- Enriched student activities (cultural trips, sports, lectures/conferences)
- "Continuing Education" opportunities for our teachers and staff

For more information on The Study's Annual Fund, please see our [Annual Giving Campaign FAQs](#).

**Q: If my family already gave to the Annual Giving Campaign this fiscal year, do I have to give again?**

First off, thank you for your previous gift - it will count towards the overall class participation percentage (%). If you consider participating once again (even just a nominal amount), your gift will help us secure another \$150 in matching funds. Thank you for your leadership, support and inspiration to other parents!

**Q: Is it really possible for my gift of \$20, \$50 or \$100 to make a real impact?**

Yes. Alone it may feel small, but together with 100 other similar gifts, there is opportunity to invest in something larger. Never discount the power of your gift at any level. It all adds up.

**Q: How will you be presenting the results?**

During Give Week, we will be reporting on participation levels only (not dollars). We will present the levels of participation by grade, as well as the overall increase in parent participation since the start of the week.

**Q: How will you count participation?**

For total percentage of participation, we will include existing and new donors to the Annual Giving Campaign for this fiscal year 2016-2017. Eligibility for the matching gift includes only gifts made during Give Week, whether you already gave or whether this is your first gift this year.

**Q: I have more than one daughter at the school. How does my family's participation get calculated since Give Week participation levels are calculated by grade?**

Participating families with more than one daughter will have their participation counted in all grades in which they have daughters. You can make one new gift, and your participation will be reflected in each of your daughters' grades' participation percentages. You do not need to make a separate gift for each grade.

**Q: What types of gifts will be accepted during Give Week?**

It's easy! You may [Donate Online](#) and pay by credit card, or gifts in cash or by cheque are happily accepted. This includes both new or additional gifts for this fiscal year.

**Q: How can I make my gift?**

To make a gift by credit card, you can go to The Study's website and Give Now online. You may also make a gift in cash or if you prefer to issue a cheque, please make it payable to "The Study School Foundation" and deliver it to The Study, attention: Advancement Office.

**Q: Are gifts made by credit card secure?**

Yes. All gifts made by credit card payments via our on-line giving page, are processed using a secure online giving platform.

**Q: Will I receive a charitable tax receipt?**

Yes!

**Q: Can I choose how my gift is to be used by The Study?**

Yes! Any gift to The Study may be designated to the area of your choice. You may direct your gift to the General Endowment, Head's Initiatives, Direct-funded Bursaries and Scholarships, or Facilities Enhancements.

**Q: I wish to make my donations anonymously. When I participate in Give Week will I be guaranteed anonymity?**

Your decision to be anonymous is a personal one and will be respected. Whenever you make a charitable donation, the details of your gift (amount, designation, etc) are always kept confidential. In the context of Give Week, we will be tracking and calculating participation levels by Grade and communicating that to parents. The focus of this Campaign is simply participation - that is what counts. Therefore, while your donation details will be anonymous, your participation in this campaign will still be included in the totals of class participation. In our annual [Report on Giving](#) your name will be listed as anonymous.

**Q: Are there any Incentives??**

Of Course! We will offer challenge level incentives for the class with the biggest increase in participation during Give Week, to any class who gets to 100% participation, and to any class who gets to over 75% participation.

**Q: What were the participation rates at the end of Give Week from May 2016?**

<b>Grade</b>	<b>2016 Starting % Participation</b>	<b>2016 Ending % Participation</b>
K	0%	55%
1	39%	83%
2	27%	94%
3	23%	68%
4	28%	72%
5	33%	53%
6	14%	69%
7	30%	60%
8	15%	62%
9	21%	57%
10	15%	65%
11	0%	58%