



SPRINGWOOD
S C H O O L
Excellence in the Making

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December 17, 2012

Dear Springwood Family,

We trust your preparations for Christmas are going well as we count down quickly to this exciting day! The students and employees are anxious for Christmas vacation to begin and we remind ourselves what a blessing to know Jesus Christ our Savior has come! Shortly after Christmas we'll ring in the New Year and we certainly want to wish the entire Springwood family a Merry Christmas and the very best for 2013!

Director of Development, Ann Hixon, sent a request in October for your consideration to participate in the 2012-13 Annual Fund at Springwood School. To those who already responded we wanted to express our appreciation for your support and generosity. We also want to share with you very good recent news about your gift which you will notice below.

In the majority of independent schools across the country, tuition is the primary source of revenue. Schools then decide other ways to 'bridge the gap' which is attempted in a variety of ways. Various sales (pizza, cookie dough, fruit, and magazine) along with other types of raffles and auctions are several examples of the methods that are used to generate additional revenue. Many of these include enlisting students and their families as a sales force for different companies to purchase items we may not even want or need.

One initiative we will use at Springwood is the Annual Fund. This is a campaign each year to simply ask our constituents to consider a tax deductible contribution where 100% of the gift actually can be used to support the school. In other words...the revenue stays at the school!

This year we are asking each group including the Board of Trustees, Faculty & Staff, Parents, Alumni, and Grandparents to contribute to the Annual Fund. Our goal is 100% participation! Our Board of Trustees has led the way by already reaching that goal. The PTO has also helped this year to direct our attention to the Annual Fund by providing a gift of \$8,000. Their gift will specifically help offset the classroom expenses for our teachers.

The very good recent news referenced above is to announce a Springwood contributor provided a \$100,000 challenge gift. So your gift can be maximized by every dollar up to \$100,000 will be matched. Our current contributors have already helped us reach over \$40,000 of that amount.

Please consider during your end-of-year giving what you could do to help Springwood. We certainly need the support to provide for the ongoing needs of the school. I'm personally very excited to see what will be accomplished at the school in the coming years. This year at Springwood we are attempting to be Wildcats Working Together!! Please join us in this effort. Thank you so much for your consideration.

Sincerely,

Rick Johnson
Headmaster

REMEMBER OUR GOAL IS 100% PARTICIPATION!