



September 2019

## *Financial Education: Tools That Aid School Advancement*

With a student population that has doubled since our school's relocation from its original downtown Athens campus thirteen years ago, we have remained on a steady trajectory of growth fueled by passionate, vibrant, and dedicated educators and families who have chosen to partner to prepare students for college using a foundation built on Biblical principles.

Increasing our school's capability to provide students with a quality, Christ-centered education requires resources, and as head of school, one of my responsibilities is to educate parents, grandparents, and extended family members on giving opportunities and ask them for contributions to help advance our school, which is the subject of this month's *LINK*.



My recent conversations with parents have revealed we must do a better job educating you on the different giving options the school uses to support its day-to-day operations and strategic advancement. Parents often hear the names of different giving options but are often uncertain about what gifts support specific initiatives. To assist you, here are three common giving opportunities that are all tax-deductible since Prince is a non-profit 501(c)3 organization.

**1. Annual Fund.** The annual fund raises unrestricted dollars to supplement the operating budget; said another way, it offsets the differences between the basics that tuition covers and the full cost of running the school (this year, that difference is \$556.98 per student). The purpose of the annual fund is to keep tuition costs lower to make a Prince education more affordable to a broader range of families. You can make a tax-deductible donation to the Annual Fund [HERE](#).

**2. Apogee.** The Georgia Private School Tax Credit Program allows anyone who pays taxes to the state of Georgia to direct a portion of their tax liability to Prince instead of the state. For example, if you are a married couple filing jointly and you pay \$5,000 in taxes to the State of Georgia, you can direct \$2,500 to the state and \$2,500 to Prince. By participating in this program, you not only help to fund the school's financial aid budget to support qualified families, but you also save money on your federal return. Tracy and I have been using this program to support private schools in Georgia long before we came to Prince. Since you have to pay taxes to the state anyway, why not send some of that payment to our school versus all of it to Atlanta? You can learn more about this no-cost donation method by watching the video [HERE](#).

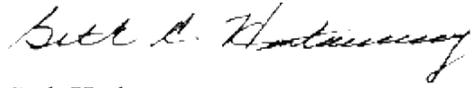
**3. Capital Campaign.** Capital campaigns acquire funds for strategic campus investments like buildings, property, and maintenance reserves. Capital Campaigns are intended to meet large scale expansions and improvements, and we will be announcing Prince's new capital campaign in the months that follow.

**One common question I am asked is, "What is the primary difference between gifts collected for the annual fund and Apogee versus gifts given to a capital campaign?"** Gifts to the Annual Fund and Apogee help meet the school's needs *today* by subsidizing the revenue collected by tuition; they are used to pay the day-to-day operations of the school. Conversely, Capital Campaign contributions look to and plan for the *future* (capital). When a school receives gifts for a Capital Campaign, we "restrict" or save them in a separate account

to be used for the capital projects specified in the campaign. Capital Campaign gifts are NOT used to fund the day-to-day operations of the school.

I hope these explanations have assisted you in developing a better understanding of these three giving opportunities. If you would like more information, or if my intent here has backfired and I've made you more confused (that's always a possibility!), please give me or our Director of Development, Kim Brannon, a call or e-mail. We would love to talk with you! Thank you for your continued partnership in Christian education.

Warm regards and in His service,

A handwritten signature in cursive script, appearing to read "Seth A. Hathaway".

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