



## Annual Fund for Gateway Frequently Asked Questions

### What is the Annual Fund for Gateway?

The Annual Fund for Gateway is a fundraising campaign Gateway School conducts each year. Annual giving touches every student and helps sustain everything that makes a Gateway School education extraordinary. Annual Fund dollars support hiring and retaining outstanding faculty members, provide the resources to enhance academic and co-curricular programs, enable the school to offer financial assistance to well-qualified students who otherwise would not be able to afford a Gateway School education, and, starting this year, build our Hannelore Herbig Endowment to ensure Gateway's future. We invite current and alumni parents, grandparents, alumni, faculty, and staff to invest in Gateway with their annual donation.

### Why do independent schools raise funds in this way?

Like all independent schools, we structure our tuition to be affordable to the widest possible range of families. Therefore, tuition is part of our revenue strategy but not our entire revenue strategy. Annual Giving provides Gateway community members at every income level the opportunity to support our school's excellence with a gift which is meaningful to them.

### How much do people give?

Giving is a personal decision, as everyone's financial circumstances are different. The Annual Fund for Gateway's goal this year is \$250,000, and gifts typically range between \$50 and \$25,000. Participation is just as important as the dollar amount however, and we encourage each family to make a gift of an amount that is meaningful to them. One hundred percent of our faculty, staff, and Board of Trustees make a gift to the Annual Fund for Gateway each year. Participation percentage is one factor that many foundations and corporations take into account when making grants, so no matter what amount is right for your family, our ultimate goal is to have 100% parent, faculty, staff, and Trustee participation.

### Tell me more about the Hannelore Herbig Endowment.

Hannelore Herbig founded Gateway School in 1970. When she left the school in 1987, she made a \$1,000 donation. Families from our 1998 and 1999 classes along with former Trustees and others recognized the need to establish an endowment and made donations for that purpose. In 2003, the Board of Trustees formally established the Hannelore Herbig Endowment, an unrestricted, permanent endowment fund supporting Gateway School's operations. Ms. Herbig continues to support Gateway financially, most recently with a gift of \$25,000 for our new campus. In October 2019, the Board of Trustees adopted a policy to direct 10% of all donations to the Hannelore Herbig Endowment as a way to secure Gateway's financial future.

### Is my gift tax-deductible?

Gateway is a 501(c)(3) non-profit organization and all donations are fully tax-deductible as allowed by law.  
Tax ID #94-2441484

### **Can I increase the value of my gift with a corporate matching gift?**

Yes, absolutely! Ask your employer about matching gift opportunities. Companies that provided matching gifts to Gateway last year included: *Apple, Allterra, Applied Materials, Cisco, Driscoll Strawberry Associates, eBay, Google, IBM, KLA Tencor, KTFoundation, Hewlett-Packard, LinkedIn, Oracle, Wells Fargo, West Marine, and Yahoo.*

### **How can I make my gift or pledge?**

Mail or bring the enclosed remit envelope to school. You can also pledge or donate online at [www.gatewaysc.org/giving/donate](http://www.gatewaysc.org/giving/donate).

### **Do I have to make my gift right away?**

No. You can make a pledge now and fulfill your pledge any time up until June 30, 2020. Gateway happily accepts checks, gifts of securities, and credit cards. As well, current parents can have their gift/pledge payments paid through their Smart Tuition account.

### **What if I have additional questions?**

Please contact

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Thank you for supporting Gateway School!