



Peak to Peak Annual Fund FAQ's

The Peak to Peak Annual Fund has been a fundraising tradition at the school for 20 years. In the early years of Peak the Peak, the financial contributions of founding parents helped get the school off the ground and up and running. In 2001 when Peak to Peak moved to our current location and acquired debt to build campus buildings, fundraising became more structured and intentional as the financial needs of the school were determined.

Thank you to our Annual Fund Campaign Ambassadors for making themselves available for questions from our community! The more educated our community becomes on fundraising and familiar with the financial needs of our school, the stronger our community will become.

Peak Annual Fund Commonly asked Questions

Q: Does Peak to Peak receive the same funding as other local public schools:

A: YES. Peak to Peak does receive the same state funding as other local public schools. It is a myth that we receive less funding because we are a charter school. It's important that people understand that we have a funding deficit because of a significant approximate \$1.2M expense we pay each year (funding gap).

Q: Why do we have a funding gap?

A: In 2001 Peak to Peak took on a debt to pay for the original set of buildings (original Elementary School and High School buildings, cafeteria, auditoria and east gym). The payment on this debt is approximately 1.2M million annually and will be for next 16 years unless it's able to be paid back earlier.

Q: So Peak to Peak maintains a high level of performance even with that deficit?

A: YES! Another reason to support the financial stewardship of our administration and teachers who have always been able to keep Peak to Peak at a high level of performance without having full funding available.

Q: How much money do we raise each year to help with the funding gap?

A: Friends of Peak to Peak (the 501©3 set up to support the school) works with the parent and local community to raise a *minimum* goal of \$325,000 (net) to transfer to Peak to Peak Charter School year each June to support general operating costs.

Q: Where do donations to the Annual Fund go?

A: Funds raised through the Annual Campaign go directly to that \$325K goal which goes to help fill our 1.4M financial gap we have each year. Essentially, we help refill funds that could otherwise be available for many different aspects of the school including classroom materials, technology updates, athletics and activity support, facility maintenance and many other items paid through our General Operating Budget.

Q: How much money is raised through the Annual Fund Drive?

A: Over the past 5 years, the Annual Fund drive has raised \$135,000 - \$150,000 with approximately 30% participation from Peak to Peak families. We've seen a trend of parents participating more in special events (Peak Gala/Run for the Peak) which may be the reason why Annual Campaign dollars have declined from what it had been in previous years when approximately \$200,000 was raised each year.

Q: Why is the Annual Fund Drive the most important fundraiser we do?

The Annual Fund Campaign is an easy opportunity for every Peak to Peak family to support the school. Unlike special events, there are no expenses with the Annual Fund Campaign resulting in an opportunity for donations to have a direct impact on the school. This year, marketing materials are provided pro-bono by a Peak to Peak Parent and local printer. Having a print and design sponsor allows all contributions to directly benefit the school. Not everyone enjoys (or can attend) special events so the Annual Fund offers an easy way to be involved and show a K-12 commitment to our students and teachers. Also, direct giving campaigns provide stability for fundraising planning whereas special events can be inconsistent due to external factors.

Q: Is every family expected to give \$1,000?

A: No! We understand our families come from a wide variety of economic backgrounds. It's our hope that each family reflects on their experience at Peak to Peak and makes a contribution that is significant and meaningful to them. We want families to feel great about their support of Peak to Peak and not feel over pressured or overextended. We do have many families who do give \$1,000 (or more) – some who

make significant sacrifices to make that happen. Options like our monthly giving program and employer matching are important to share with parents.

Q: What is the average gift to the Annual Fund?

A: Approximately \$500, although a handful of large donations help raise that number. Most families give in the \$350 - \$500 range.

Q: Does Peak to Peak publish donations publically?

A: No. We have never publicly published the donations from our community and donors can also remain “anonymous” in our database system.

Q: What other events and activities support the general operating fund (Funding Gap)?

The Annual Fund, Peak Gala, Run for the Peak, % of sales programs (King Soopers/Amazon Smile), non-earmarked corporate sponsors, smaller miscellaneous events, and any gift card/spirit wear sales. These items collectively raise over \$300,000 each year. It's a Peak to Peak tradition to never ask our students to sell anything and we try to keep our fundraising asks to our parents to a minimum.

Q: Can families “ earmark” their Annual Fund donation to a specific area of the school?

A: We will always honor and appreciate any donations given to the school. Whereas we love for families to find and support their area of passion, it's important that all our families understand that we have a funding gap and throughout the history of Peak to Peak we've depended on the contribution of our parent's time, talent and treasure to help fill that gap. It is our hope that parents will first make a contribution to the funding gap (Operating Fund) and then also find their area(s) of passion to further support the school whether that be volunteering their time, purchasing specific items for a sports team, making a connection for pro-bono services for the school, donating an it auction item at the Peak Gala or any combination of the many available ways to be involved.

Q: What else do we want families to know?

A: Every year is going to be different for every family. We've heard families say they've had years where they've donated more time and less money, and vice versa. It's our goal that families find their perfect fit to support the school each year in a way that's meaningful to them. Some families give only to the Annual Fund campaign, some just to the Peak Gala, some just volunteer – most families have some blend and it changes almost every year. The most important thing for them to know is whatever their contribution is in any given year, is that all of it is equally appreciated and recognized.