



# Charlottesville Catholic School

*Christ Community Scholars*

November 2, 2021

Dear Friends and Families,

Many of you already know me, but for those who don't, my name is Colleen Smith and I am the Director of Development. I do my best to coordinate fundraising throughout the year as well as special events. We have just completed two traditional fundraisers: our 5K and Kids Fun Run as well as our Golf Tournament at Glenmore. These two events raised over \$32,000. Our other traditional fundraising event is our Gala Auction in the Spring. There are many ways that parents can be involved and more information will be coming about that. I hope you save the date, April 30, 2022 for a wonderful night out that supports CCS.

As important as our events are, our annual donors play a major role in allowing CCS to fulfill its mission to offer a quality Catholic education to all who wish to have it. If you are not already a donor, I hope that you prayerfully consider becoming a donor. We have several ways in which you can give.

1. I want everyone to participate in annual giving. By having a strong percentage of friends and families giving, it sends a message to potential larger donors that our community values what we are doing here. We have several requests throughout the year for the Annual Appeal. It is important for you to know that all unrestricted giving is part of the Annual Appeal and is very important to our success no matter what your level of support. We will be asking for a year-end gift by early November.
2. Another opportunity to give is becoming a member of the CCS 100. This leadership category represents a large portion of our Annual Appeal and is important for several reasons.
  - Last year over \$80,000 of our Annual Appeal funds came from the generosity of this group. Our goal this year is to add new members and exceed \$100,000.
  - The 3-year commitment of each CCS 100 member allows us to know what we can expect and is critical to meeting our budget.
  - We would like anyone capable of giving at this level to consider doing so. By clicking [here](#), you can let us know if you can join us, what category you can be a member of, and when you would like for us to send you a gentle reminder.

3. *We are just 2 weeks away from the start of our [#iGiveCatholic](#) Advanced Giving kickoff, and exactly 1 month and 1 day away from Giving Tuesday, on November 30<sup>th</sup>!* If you choose to give then, first time donors or donors who have increased their giving will release a matching challenge gift to CCS from a community of donors who want to encourage new and increased gifts. Four community members have contributed a total of \$5,000 each for a Challenge match of \$20,000. But your commitment will need to be received on our #GivingDay through our fund that is called #iGiveCatholic. You can direct your gift to come directly to us. If you prefer to send us a check and it arrives during advanced giving which starts on November 15, we will deposit it within the allowed timeframe to release funds from the challenge. Our goal is to exceed the challenge. These funds count in our annual giving. We also encourage donors to consider joining the CCS-100 through #iGiveCatholic as well. It all feeds into annual giving totals. That giving link will be given to you as we get closer to the date.
4. Don't forget to consider giving to the McMahon Parater Scholarship Foundation to support CCS financial aid needs. By doing so you can receive a 65% tax credit plus state and federal tax deductions for a charitable contribution.

If you are interested in learning more about any of these options, please contact me. I will be happy to work with you and help you decide what is best for you and your philanthropic needs.

We are already off to a great start this year and I look forward to speaking with you soon.

Colleen



#iGIVECATHOLIC