



## The Key Annual Fund

September 26, 2005

Dear Special Friends,

Good things are happening at The Cottage School this year! The successful completion of the Capital Campaign delivered an expanded Administration building, an enlarged cafeteria, a state-of-the-art Media Center that serves the entire campus, and a spacious Community Center that makes possible school-wide programs, large meetings and on-campus social events—for the first time in the school's history.

We're writing to tell you about an opportunity to make even more good things happen at The Cottage School through the 2005-2006 Key Annual Fund. As you probably know, the Cottage School symbol is a key, with the slogan "The Key to Independence." We call our annual giving campaign the *Key Annual Fund* because your support is the "Key to its Success."

*Why do we have an Annual Fund at the Cottage School?* The primary reason is to provide a solid financial source of revenue to fund program and curriculum enhancements, while keeping tuition costs as low as possible. Relying solely on tuition revenues to meet the expenses of running the school not only limits the school's ability to expand programs, but also sets the stage for ever-increasing tuition rates. A successful Annual Fund expands the pool from which revenue is derived, reaching beyond parents to include Board members, corporations, alumni and parents of alumni, community organizations, grandparents, and friends.

*The goal for the 2005-2006 Key Annual Fund is \$75,000. Your contribution will enable the school to install new technology and books for the Media Center, purchase new textbooks, provide continuing educational opportunities for faculty, assist in funding student activities, and provide resources for the enhanced Career and Post Secondary Center.*

In meeting this goal, we will take a large step in building a solid annual giving program that will eventually provide a critical 10 percent of the School's operating budget. This will enable TCS to move forward with its vision to continually enhance its programs and best prepare our students for the future.

How did we do last year? The \$49,000 raised surpassed the \$40,000 goal and enabled the school to supplement the tuition assistance fund, as well as contribute \$30,000 to the operating expenses for the '04-05 school year. *We think we can do a lot better than \$49,000 this year!*

We've agreed to chair the Key Annual Fund this year because we believe that the money raised will make even more good things happen at The Cottage School. We are also very grateful to the school for the progress we have seen in our son since he began attending TCS. We hope you will join us in supporting this distinctive educational institution.

Enclosed you will find a pledge envelope for the Key Annual Fund. Although we would appreciate your considering an increase in your contribution over last year's gift, we also welcome gifts at any level. We hope we will be able to count on your gift this year as we work together to make the Cottage School an even better place for our children.

Sincerely,

Kathleen & Jeff Lewis  
Annual Fund Chairmen