

Loyalty Fund Frequently Asked Questions

Q: What does the Loyalty Fund support?

A: *The Loyalty Fund, our School's annual giving program, is the cornerstone of philanthropy at Ashley Hall. The largest fundraising effort of the year, it bridges the gap between tuition income and the School's operating expenses. The Loyalty Fund directly supports all students and faculty, ongoing technology enhancements, facility improvements, and other School priorities. If you wish, you may direct your gift to the arts, athletics, academics, or area of greatest need.*

Q: Doesn't tuition cover all expenses?

A: *Full tuition pays for only a portion of the actual cost of providing an exceptional academic program tailored to the needs of each girl. The financial model that underpins the School's operation depends on three principal sources of revenue: endowment income, tuition revenue, and the generosity of alumnae, parents, and friends through the Loyalty Fund. Your annual support is a vital component of that financial equation.*

Q: I support my child's classroom, purchase performance and event tickets, and contribute to Ashley Hall's community philanthropic efforts. Why should I also give to the Loyalty Fund?

A: *Your support of the Loyalty Fund is vitally important to the financial stability of the School. Loyalty fund gifts, which are **100 percent tax deductible**, are designated for day-to-day operating expenses, as well as to fund the many signature programs that distinguish Ashley Hall.*

Q: Does it matter when I make my gift? May I pledge now and pay later?

A: *Yes and yes! A gift or pledge made early in the school year is a great advantage to the School for budgeting purposes. Because of this, we ask donors to make their pledges by December 31. Pledges may be fulfilled over the course of the school year with final payment due by **June 30**.*

Q: May I pay my gift in installments?

A: *Certainly! Rather than making your gift all at once, you may set up your contribution to be paid over several months up until June 30. This is called a Recurring Gift and can be established by calling (843) 965-8479 or through the online giving page when you are asked about payment.*

Q: If I can only make a small gift, is it really worth it?

A: *You bet it is! Large gifts are absolutely essential to Ashley Hall's success, but so are modest ones. You are encouraged to give in a range that is comfortable for your family, remembering that our gifts, when combined, add up to provide critical support for the School. Your support sends a powerful message that you believe in this institution and its educational program.*

Q: How do corporate matching gift programs work, and how can I find out if my employer has such a program?

A: *Many companies will supplement employee charitable gifts with matches of their own, thereby increasing the total amount of funds donated to the School. Donors who are able to use these corporate giving programs are credited with the full amount of their gifts PLUS the matching funds, thereby qualifying for higher gift recognition. Your human resources office will be able to let you know if your company has such a program and can supply you with a very simple form to complete and mail to Ashley Hall with your gift.*

Q: How will my gift be recognized?

A: *Gifts of all sizes are important and are recognized in the School's online Annual Report. Ashley Hall is especially grateful to leadership donors, who provided 65 percent of the total dollars raised last year. Donors of \$1,909 or more are members of **The 1909 Society** and are recognized in Ashley Hall's printed Annual Report as well as invited to a special leadership reception in the fall.*

THE 1909 SOCIETY

\$10,000 and up | Founders' Circle
\$7,500–\$9,999 | Head of School's Circle
\$5,000–\$7,499 | Trustees' Circle
\$3,000–\$4,999 | Benefactors' Circle
\$1,909–\$2,999 | Patrons' Circle

FRIENDS OF ASHLEY HALL GIVING

\$1,000–\$1,908 | Spiral Club
\$500–\$999 | Gateway Club
\$100–\$499 | Century Club
Up to \$99 | Purple and White Society

Q: How do I make a gift?

A: *Please make your check payable to Ashley Hall and mail to 172 Rutledge Avenue, Charleston, SC 29403. Visa, MasterCard, and American Express charges and gifts of securities are welcome. You may also make a credit card gift online at **ashleyhall.org/support***

Q: What if I need more information?

A: *Contact Stephanie Glasscock, Director of The Loyalty Fund and Parent Engagement (843)965-8479 or glasscocks@ashleyhall.org*

THANK YOU FOR YOUR INTEREST AND SUPPORT OF ASHLEY HALL.