Annual Fund First! FAQ

Q: Which should I support -- the Annual Fund First! or the Shaping our future | Sustaining our values campaign?
A: By supporting the Annual Fund First! you are supporting the campaign. The Shaping our future | Sustaining our values campaign is a comprehensive fund-raising effort designed to address four of Pinewood’s most pressing needs: the new Middle Campus, the Technology Initiative, the Upper Campus Playing Field and Quad, and most important – the Annual Fund First!

Q: Why should I give to the Annual Fund First!, when the Middle and Upper Campus capital projects seem so urgent.
A: There is no question that Pinewood needs to invest in new facilities, and we know that our generous community is eager to support these initiatives. But the fact is that annual fund gifts are a line item in Pinewood’s operating budget. That is why we call it Annual Fund First! – we rely on these gifts to provide an extraordinary education day in and day out. We want to send the message that Pinewood needs every family – first and foremost – to support the annual fund.

Q: Can I support the Annual Fund First! and the Middle/Upper Campus capital projects?
A: Yes. If your family’s resources allow you to support the Annual Fund First! and you also have the resources to support one of the new initiatives, all the better. In fact, all of our campaign leadership donors are doing exactly that. It is important for the school to invest in tomorrow but not at the expense of our current students’ experience. So Pinewood needs your Annual Fund First! gift.

Q: Why is Pinewood offering the Step Up to the Annual Fund First! Challenge?
A: Strengthening annual fund giving is an important objective of the Shaping our future | Sustaining our values campaign. This is why we are offering the Step Up to the Annual Fund First! Challenge – to provide every family the opportunity to show their support for the Shaping our future | Sustaining our values campaign. Families who participate in the Challenge will receive special recognition in all campaign publications.

Q: How do I participate in the Step Up to the Annual Fund First! Challenge?
A: It’s simple. Just use the return envelope that you received with the 2013-14 Annual Report (which also indicates your gift level last year). You can also go to http://www.pinewood.edu/giving to make your pledge online.