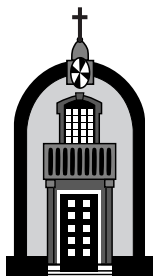
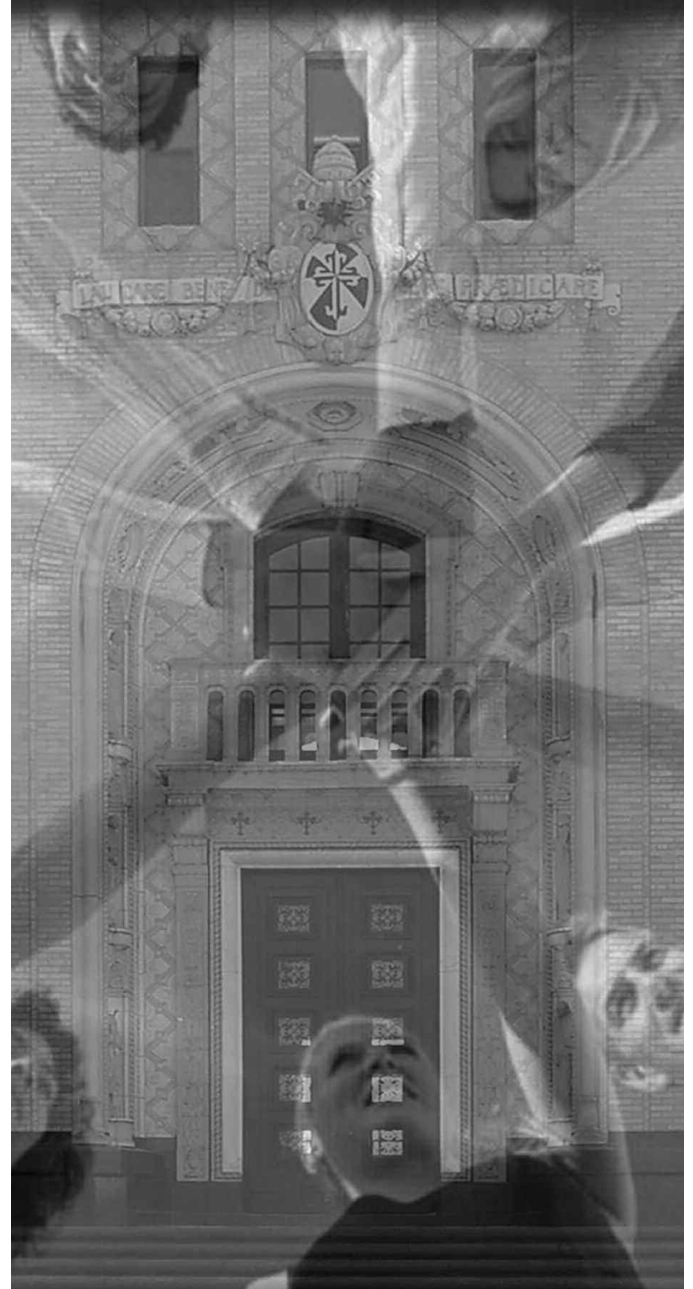


A COMMITMENT TO PARTNERSHIP

FUNDRAISING

AT EDGEWOOD HIGH SCHOOL



EDGEWOOD
HIGH SCHOOL
OF THE SACRED HEART
BELIEVE • ACHIEVE

2219 Monroe St. • Madison WI 53711
608.257.1023 • www.edgewoodhs.org

OVERVIEW

Edgewood High School has provided an exceptional high school experience for its students and their families for more than 125 years. Throughout Edgewood's history, our students have benefited by the work of a gifted and dedicated faculty and staff, we have been fortunate to partner with families who take an active role in the education and formation of their children and we have been blessed to receive both the financial and volunteer support necessary to achieve long-lasting and meaningful success.

As a private Catholic high school, sponsored by the Dominican Sisters of Sinsinawa, Edgewood receives no financial support from either the federal or state government. Additionally, Edgewood does not receive financial support from the Diocese of Madison. Our financial ability to meet the changing needs of our student body rests entirely on a combination of tuition and fees, income from outside business agreements and the charitable support of our current families, alumni, past parents and friends of EHS.

Part of Edgewood High School's long-standing commitment to the community is to remain an affordable educational option for families seeking a high school experience centered on academic, spiritual and personal development. To this end, Edgewood has never charged a rate of tuition equal to the cost the school incurs to educate each student and has maintained a substantial need-based financial aid program. This commitment to our families results in a financial "gap" that requires Edgewood to raise nearly \$1.5 million annually to support the high school's general operating needs.

This brochure was created to provide our current families with a summary of the fundraising initiatives Edgewood undertakes annually to close the financial gap, and to provide those considering a gift to the school with information they can use to ensure their gift supports the aspect of Edgewood's work they hold most dear. We are grateful for your support of this great school and we trust you will find this brochure both informative and helpful.



GIVING CATEGORIES/OPPORTUNITIES

Annual Fund

The Annual Fund is the largest of the school's giving categories. Most gifts to the Annual Fund are unrestricted, meaning the school can utilize the funds to meet its most pressing priorities as well as day-to-day expenses necessary to provide the environment and experience our families, students and alumni have come to expect. Money raised through the Annual Fund supports, in part, improvements in curricular and co-curricular programs; advancements in technology and instructional resources; facility improvements and ongoing maintenance; and faculty and staff salaries. In addition, the Annual Fund helps Edgewood provide approximately \$500,000 in need-based financial aid without which many families would not be able to afford an Edgewood education. Current EHS parents can contribute to the Annual Fund through the **Parent Pledge** program, which is a mailing sent to all families each fall asking them to consider a gift to the school. Gifts to the Annual Fund can also be made outside the Parent Pledge program at any time during the year. Current parents who would like to support the EHS Annual Fund at higher levels can consider taking part in the **Four-Front** program. Four-Front parents pledge to close the tuition gap for their children and others through an Annual Fund pledge of \$5,000 to \$10,000 for each year their child is a student at Edgewood. Lastly, each February, EHS undertakes a **Phon-a-thon** campaign of EHS alumni, parents and others nationwide.

Note: Once a current family makes a gift or pledge to the Annual Fund through the Parent Pledge, Four-Front or Phon-a-thon programs, they will no longer receive Annual Fund solicitations for the balance of the school's fiscal year. Families may still receive requests for support from the EHS Athletic Association or the Music Boosters Association and may receive invitations to EHS fundraising special events.

Special Events

Periodically throughout the school year, events are held that bring members of the larger Edgewood High School community together for a time of fellowship, fun and support for EHS. The success of Edgewood's fundraising events is achieved largely through a combination of strong attendance by members of the Edgewood community and the commitment of volunteers who both plan and oversee the operation of our fundraising events. Some fundraising events, such as the spring auction, support the school's Annual Fund, while other events, such as the Athletic Association Raffle and Music Boosters Association Trivia Night support specific aspects of Edgewood's curricular and co-curricular programs. We strongly encourage you to take part in fundraising special events. They are an ideal way to meet new families and have a great time all in support of the high school.

Capital Campaign

Capital campaigns are targeted fundraising drives designed to raise funds for a specific special project or program like a new building or a major new initiative. Capital campaigns have a larger financial goal than that set for the Annual Fund and generally raise funds over several years. Currently, Edgewood High School does not have a capital campaign underway.

Endowment

The EHS Sr. Kathleen O'Connell Endowment has been a part of Edgewood's giving programs since the 1970s. The endowment allows the high school to combine gifts from multiple donors into a single account that is invested in a portfolio overseen by a special committee of financial professionals appointed by the high school. A percentage of interest earnings from the endowment are annually transferred to the high school. Gifts to the EHS endowment can be unrestricted, meaning the school can use a portion of the interest earnings to support the operational needs of the school, or they can be restricted in the fashion identified by the donor at the time of the gift. The most common type of restricted endowment gift is for support of the school's need-based financial aid program.



Co-curricular Activities and Athletics

In addition to the exceptional education Edgewood students receive during their four years, there are many clubs, teams and programs outside the classroom that add to a student's overall experience and truly set Edgewood apart. While these programs are supported by the school through funding, staff support, facilities and more, there is a need for some of these programs to seek support from EHS parents and the larger Edgewood community. As an Edgewood parent, you can expect to receive a request for support, either monetary or volunteer, from the programs/teams or other co-curricular activities your son or daughter chooses to pursue while at Edgewood. Some of Edgewood's co-curricular or sports programs also hold special events you will be asked to support through your attendance or volunteer service. When considering a gift to an EHS co-curricular or athletic program, please strongly consider such a gift to be in addition to, rather than a substitution for, your support of the Annual Fund.

CALENDAR OF EHS FUNDRAISING EVENTS AND PROGRAMS

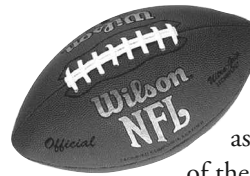
AUGUST

EAA Kick-Off Raffle (Athletics)

Each summer, the Edgewood Athletic Association (EAA) sponsors a gathering where alumni, parents and friends can come together to show their support of Edgewood Athletics and have a chance to win a variety of prizes, including \$10,000. Admission to the event is \$100 and includes a raffle ticket, dinner and a cash/open bar. Additional raffle tickets are \$100 each. Proceeds from the event directly benefit the EHS Athletic Department. For more information, contact Athletic Director Chris Zwettler at 257.1023 x144 or zwetchr@edgewood.k12.wi.us or Fundraising Special Events and Volunteer Coordinator Brie Russell at 257.1023 x133 or russbri@edgewood.k12.wi.us.

NFL Raffle (Athletics)

This is an annual raffle for football enthusiasts. Families of students participating on athletic teams are asked to sell tickets or cover the cost of the tickets themselves. For \$20 per ticket, participants receive randomly pre-selected NFL teams in three-team combinations that differ for each week of the 16-week NFL season. Winning tickets are those with the three-team combinations amassing the highest score for the weekend. Other weekly statistics earn prizes as well. Proceeds from the sale of NFL Raffle tickets benefit Crusader Athletics. For more information, contact Athletic Director Chris Zwettler at 257.1023 x144 or zwetchr@edgewood.k12.wi.us or Fundraising Special Events and Volunteer Coordinator Brie Russell at 257.1023 x133 or russbri@edgewood.k12.wi.us.



SEPTEMBER

Parent Pledge Program (Annual Fund)

The Parent Pledge program is a component of Edgewood's Annual Fund specifically for families of current students. Each family receives a brochure that explains the program and asks the family to consider a minimum gift of \$375. Gifts to the Parent Pledge program are tax-deductible and allow the school to apply these funds in the areas of greatest need (e.g., textbooks, technology advancements, facilities, professional development, etc.) Families who fulfill the Parent Pledge program are not contacted for further Annual Fund contributions for the balance of the school year. Families of students who participate in co-curricular activities or on athletic teams may still be asked to contribute to specific efforts for those areas. Even if a family is unable to participate at the Parent Pledge level, the school's goal is to achieve 100% current parent participation in the Annual Fund, regardless of gift amount. For more information, contact Director of Institutional Advancement Mary Link at 257.1023 x168 or linkmar@edgewood.k12.wi.us.

Four-Front Program (Annual Fund)

The Four-Front program is comprised of a select group of committed leaders from the high school's current parents who share a common vision of intellectual preparedness, service to society and reciprocal giving, and have the financial means to lend significant support. Members of the Four-Front program make an unrestricted pledge to the Annual Fund of \$5,000-\$10,000 for each of the four years their son or daughter attends Edgewood. Through this commitment, Four-Front members are bridging the "financial gap" (the cost of tuition vs. the actual EHS cost per student) not only for their son or daughter, but also for others within the Edgewood High School community. For more information on the Four-Front program, contact Director of Institutional Advancement, Mary Link at 257.1023 x168 or linkmar@edgewood.k12.wi.us.

OCTOBER

Poinsettia Plant Sale (Athletics)

The Edgewood Athletic Association inserts an order form for its annual poinsettia sale in the October issue of *Edge on the News* school newsletter. Parents or others who wish to purchase plants complete the form and return it to the Athletic Office or any Athletic Association board member. Poinsettias are usually delivered by the first week in December. All proceeds from the sale of the plants benefit Edgewood Athletics. For more information, contact Athletic Director Chris Zwettler at 257.1023 x144 or zwetchr@edgewood.k12.wi.us or Fundraising Special Events and Volunteer Coordinator Brie Russell at 257.1023 x133 or russbri@edgewood.k12.wi.us.



NOVEMBER

Living the Mission Awards and

Donor Recognition Dinner (Music Programs)

Every year, Edgewood presents awards to distinguished alumni and friends of the school in acknowledgment of their contributions to EHS, education, humanitarian causes, the arts and athletics. In addition the dinner is an opportunity to thank and present recognition gifts to donors who have consistently contributed over the years or made major gifts to the school. At the Living the Mission event, the donors also get to witness first-hand the results produced by their generosity as they mingle with the awardees.

Trivia Night (Music Programs)

One of Edgewood's newest fundraising events is the EHS Music Boosters Association Trivia Night. Tables of eight are sold for \$200 and include free wine, beer, soda and water. Food is not



provided, but participants are welcome to bring in their own hors d'oeuvres. In addition to several rounds of fun and interesting trivia, each table's team is encouraged to choose a theme, decorate its table and dress in costumes. Cash prizes are awarded for the first, second and third place teams in the trivia contest. Prizes are also awarded for most creative table decorations and costumes. To reserve a table or to provide other assistance contact Volunteer and Special Events Coordinator Brie Russell at 257.1023 x133 or russbri@edgewood.k12.wi.us.



Year End Appeal (Annual Fund)

Families who have already made an Annual Fund gift through the Parent Pledge or Four-Front program will not receive this mailing. The Year End Appeal is a reminder for our current

families, alumni and friends of the importance that support of the Annual Fund plays in the school's ability to bridge the "financial gap" and to retain the quality of educational experience that has set Edgewood apart for more than 125 years. The Year End Appeal is an opportunity for donors to make a tax-deductible gift before the end of the tax year. For more information, contact Director of Institutional Advancement Mary Link at 257.1023 x168 or linkmar@edgewood.k12.wi.us.

JANUARY/FEBRUARY

Phon-a-thon (Annual Fund)

Families who have already made an Annual Fund gift through the Parent Pledge or Four-Front program or the Year End Appeal will not receive this phone call. Some people prefer to receive a phone call to remind them about the importance of the school's Annual Fund and to learn what a difference their gift makes. For almost a decade, Edgewood has enjoyed a relationship with J. Milito & Associates, a small company in Grand Rapids, Michigan, that assists with the Phon-a-thon and is often viewed as part of the Edgewood community and an extension of the EHS Advancement Department. The Phon-a-thon reaches more than 4,000 alumni, parents and past parents. For more information, contact Director of Institutional Advancement Mary Link at 257.1023 x168 or linkmar@edgewood.k12.wi.us.

APRIL

Encore (Fine Arts Programs)

Edgewood High School has outstanding, award-winning programs in the arts, from theatre and music to writing and visual art. Like the athletic program, these offerings for students have their own special needs for equipment, facilities, and consumable goods. Encore is Edgewood's newest fundraising group, with a dedicated mission of providing support for the arts. A special reception is held for members in conjunction with the annual spring musical.

Auction, Social & Raffle (Annual Fund/Financial Aid)
Edgewood High School's largest annual fundraising event invites current parents, alumni and their parents, EHS friends and supporters from throughout the community to attend a wonderful evening of fun, great food, an open bar, live and silent auctions and raffles all in support of the school. Local businesses, faculty and staff, friends and parents also support the event by donating items or volunteering to serve on one of the many committees that make this a special evening. The "Best of the Live Auction" raffle allows the winner to select and thereby remove one item (e.g., vacation trips, sports tickets, unique collectibles and the prized student parking) from the live auction. The silent auction tables include items for everyone's budget, from \$25 opening bids on up. Tickets are sold for the event that includes food and beverages, and "Cash or Credit" raffle tickets are sold that can bring a prize of up to \$5,000 cash or \$7,500 in tuition credit! For more information, contact Fundraising Special Events and Volunteer Coordinator Brie Russell at 257.1023 x133 or russbri@edgewood.k12.wi.us.

MAY

Spring Appeal (Annual Fund)

Families who have already made an Annual Fund gift through the Parent Pledge or Four-Front program or in response to the Year End Appeal or Phon-a-thon will not receive this mailing. As Edgewood nears the end of its fiscal year, we ask alumni, current and past parents and friends to consider making a gift to the Annual Fund before June 30. This appeal not only provides donors with one last opportunity to contribute to the Annual Fund but also helps the high school balance its budget and plan accurately for the next school year. For more information, contact Director of Institutional Advancement Mary Link at 257.1023 x168 or linkmar@edgewood.k12.wi.us.

JUNE

Wilke Golf Outing (Athletics)

For almost 20 years, the EHS Athletic Department has hosted the Wilke Golf Outing honoring beloved teacher and coach, Earl J. Wilke. Coach Wilke joined the Edgewood faculty in 1929 as a biology and physical education teacher and coach. He continued to coach basketball until 1958 and football until 1965, but his affiliation with the school lasted into the 1980s when he worked to raise funds as the head of the Athletic Association. This annually sold-out event has become a true EHS tradition. The day includes golf, hors d'oeuvres, cash bar and mini-raffle. All proceeds directly benefit Edgewood Athletics. For more information, contact Athletic Director Chris Zwettler at 257.1023 x144 or zwetchr@edgewood.k12.wi.us or Fundraising Special Events and Volunteer Coordinator Brie Russell at 257.1023 x133 or russbri@edgewood.k12.wi.us.



Northwoods Golf Getaway (Annual Fund/Financial Aid)
Each June, supporters of Edgewood High School gather in the north woods of Wisconsin at one of the state's premier resorts for two-and-a-half days of golf, tremendous food, exceptional accommodations, networking and a great deal of fun all in support of Edgewood. Participants pay \$1,000 to attend the Getaway, which includes greens fees, food, lodging, event transportation and event gifts. Headquarters for the event is the Red Crown Lodge in Minocqua, and golf takes place at three of northern Wisconsin's finest courses. For more information on the Northwoods Golf Getaway, contact Director of Institutional Advancement Mary Link at 257.1023 x168 or linkmar@edgewood.k12.wi.us.

CONSIDER A LEGACY GIFT AT ANY TIME OF THE YEAR

Musical Note

In 2007, the Walker Music Center renovation reinforced the high school's commitment to the arts by providing updated facilities for its choral and instrumental programs. Now, the music program requires a means of keeping its facilities, music library, uniforms and instruments in the best condition possible. For \$500, you can commemorate the name of someone special on one of the notes in the Edgewood Hymn displayed on the donor wall in the Walker Music Center hallway. Funds raised through commemorate notes will be included in the operating needs of Edgewood's music program and be used for purchasing "wish list" items.

Auditorium Chair

The Sr. Kathleen O'Connell Auditorium is one of the venues at Edgewood that is visited by thousands of people every year. This special setting makes a lasting impression on all who attend a play, musical or ceremony. A gift of \$1,000 will allow you to commemorate the name of someone special on one of the auditorium chairs. Funds raised through the sale of commemorate chairs will be included in the operating needs of Edgewood's fine arts programs.

E-Wall Brick

In 1995, the opening of the Krantz Center auxiliary gym strengthened Edgewood's commitment to provide a high quality physical education curriculum and strengthened the opportunities for students interested in sports at all levels. A gift of \$2,500 (\$1,000 for parents of current seniors) will allow you to commemorate the name of someone special on one of the bricks on the wall outside the entrance to this facility. Funds raised will be included in the operating needs of Edgewood's athletic programs.

For more information on these legacy gifts, contact Director of Institutional Advancement Mary Link at 257.1023, x168 or linkmar@edgewood.k12.wi.us.

VOLUNTEER YOUR SKILLS

Another way to give to Edgewood is to consider joining one of the parent-operated organizations. Your time and talent are just as welcome and necessary as your treasure!

Edgewood Alumni Advisory Council (AAC)

Edgewood's Alumni Advisory Council is always looking for dedicated alumni (many EHS families have been with the school for three or even four generations!) to sustain the Edgewood connection long after graduation. The council offers opportunities throughout the year that help connect alumni and support the current students of EHS. For more information contact Director of Alumni Relations Tammy Ehrmann at 257.1023 x185 or ehrmmtam@edgewood.k12.wi.us.

Edgewood Parent Community

Edgewood's Parent Community (formerly the Auxiliary) is composed of parents/guardians and friends of Edgewood who provide volunteer support and communication beneficial to students, staff and parents. It exists to encourage and foster a spirit of cooperation with and support for the students, faculty and staff, and to promote understanding and goodwill on behalf of Edgewood High School. For more information contact Director of Admissions Alyssa Kotzian at 257.1023 x131 or kotzaly@edgewood.k12.wi.us.



Edgewood Athletic Association (EAA)

The Edgewood Athletic Association is a group of parents/guardians and friends of Edgewood who support Crusader athletics. The members meet monthly to discuss ways to enhance the athletic experience for student athletes. The EAA hosts several fundraising events and programs throughout the year. For more information contact Athletic Director Chris Zwettler at 257.1023 x144 or zwetchr@edgewood.k12.wi.us or Fundraising Special Events and Volunteer Coordinator Brie Russell at 257.1023 x133 or russbri@edgewood.k12.wi.us.

E Club

The E Club serves as an endowment fund to support the long-range needs and plans of Edgewood High School athletics. Proceeds donated to the E Club are placed in an investment portfolio and managed by investment professionals. A portion of the interest earnings may be removed annually to address



specific projects/needs of the men's and women's athletic programs and/or facilities. For more information on the E Club, contact Director of Athletics, Chris Zwettler at 257.1023 x144 or zwetchr@edgewood.k12.wi.us.

Encore

Encore is Edgewood's newest fund-raising group, with a dedicated mission of providing long-term support for the fine arts. Proceeds donated by Encore members are used to address specific projects/needs of the performing, writing and visual arts programs. For more information on Encore, contact Director of Institutional Advancement Mary Link at 257.1023 x168 or linkmar@edgewood.k12.wi.us.

Music Boosters Association

The Music Boosters Association is a group of parents and friends dedicated to enhancing EHS fine arts programs, including theater productions and musical ensembles. The group helps host the very popular Trivia Night each fall. For more information contact Fundraising Special Events and Volunteer Coordinator Brie Russell at 257.1023 x133 or russbri@edgewood.k12.wi.us or Carrie Backman at 257.1023 x148 or backcar@edgewood.k12.wi.us.

Auction Committee

The Auction Committee is an opportunity to get together to plan the largest annual EHS fundraiser while having a great time meeting other parents. The Auction Committee meets to brainstorm theme ideas and then carries out decorating, auction item solicitation, set-up and all that goes into the event. For more information contact Fundraising Special Events and Volunteer Coordinator Brie Russell at 257.1023 x133 or russbri@edgewood.k12.wi.us.

SECURING THE WAY FOR FUTURE CRUSADERS

Planned gifts are a way for many donors to remember Edgewood in their estate and to make a larger gift than they might have thought possible. Making a planned gift may be as simple as remembering Edgewood in your will or naming the school as a beneficiary of an insurance policy. Donors who include Edgewood in their estate plans are enrolled as members of the school's Heritage Society and are recognized annually at events and in the high school's *Annual Report*.

Gifts to the Sr. Kathleen O'Connell Endowment or through the creation of a named endowed scholarship fund (\$10,000 minimum) can provide support to EHS in perpetuity. The principal of the endowment is preserved and only a portion of the earnings and interest are used. The endowment is carefully managed for growth as well as current income, and serves as the foundation for EHS's long-term stability and fiscal success.

Different types of trusts can serve as a means to provide long-term support for Edgewood while also providing for your specific long-term retirement needs or for other beneficiaries. If you have interest in creating such a financial mechanism, we recommend you consult with a financial advisor.

For more information on long-term giving, contact Director of Institutional Advancement Mary Link at 257.1023, x168 or linkmar@edgewood.k12.wi.us.