

Capital Campaign FAQs

1. As an alumnus of BA and the parent of a current student, am I going to be asked to give twice? **No, each family will be asked to make one gift.**
2. I already pay the \$100/year capital improvement fee, why am I being asked to give to the capital campaign? **By the nature of its dollar amount, this fee could never cover the cost of major construction. In recent years, that fee has generated about \$30,000 a year to help maintain and repair our current physical structures (air conditioners, plumbing, electrical, carpet in grades K4-2, new desks, etc., and most recently the purchase of a new white bus). This fee (\$100/student/year) has never been increased since it was implemented in 2008.**
3. Will tuition or the capital improvement fee be raised next year to pay for the new building? **No, the Board and Administration are committed to securing all \$1.7 million through our capital campaign. Tuition dollars are used exclusively to cover the cost of day-to-day operations of the school which is primarily payroll. Periodic increases in tuition are necessary to meet those expenses.**
4. Why is every family being asked to give \$5,000? **This is an ask amount used to budget how to reach our goal of \$1.7 million. We know that every family cannot support the campaign at that level. What we need is for every family to participate by making the very best gift they can.**
5. Why is participation important? **Not only will participation help us reach our campaign goal, high participation rates will help us secure funds from foundations and corporations. These organizations look at participation rates from the Board of Trustees, parents, faculty & staff, alumni, grandparents and students to determine the strength and future viability of a school.**
6. If the school raises more than \$1.7 million, what happens to the additional money? **Depending on the amount in excess of \$1.7, consideration is being given to adding the new cafeteria in this phase of our growth plan. Any additional funds will be secured in a maintenance endowment to cover the future maintenance costs of the new building.**
7. If I do not support the campaign, does that mean my child cannot enroll at Briarwood next year? **No. Gifts are voluntary and should be based on your desire to strengthen the future of Briarwood Academy for the next generation of students.**
8. What is the difference between a gift and a pledge? **A gift is a cash equivalent that is given at one time. A pledge is a written commitment or promissory note to make payments in the future.**
9. How do I make a gift or pledge? **Letters with a pledge form and a return envelope were sent to all parents. Gifts can be made at any time and can be sent by check in the provided envelope or through our new online giving option at this link on the Briarwood website: <http://briarwoodacademy.com/capital-campaign/donate/>. Pledges can be documented on the provided Pledge Form (be sure to sign and date it at the bottom) and returned in the provided envelope. Payments for pledges can be made during 2016, 2017 and 2018. Customized payment plans can be created by contacting Mary Lester, Briarwood's Development Officer.**
10. My personal expertise may benefit the capital campaign. May I offer an "in-kind" service as my contribution? **Yes, please contact Mary Lester (lesterm@briarwoodacademy.com) or call the school at 706-595-5641 for more information.**

The Board of Trustees has been diligently working the past several years to strengthen the academic program at BA. This is the foundation of any school. Our recent academic accomplishments of expanding the AP program and the success of our students, measured by standardized test scores and college acceptance rates, demonstrates the progress that is being made on that front. Now the Board is committed to updating and upgrading our physical campus to provide the same exceptional academic opportunities to the next generation of Buccaneers. We ask for your support in this endeavor. Remember, every gift, no matter its size, is greatly appreciated!