



## **2022 ~ 2023 Peak to Peak Annual Fund Frequently Asked Questions**

[www.give.peaktopeak.org](http://www.give.peaktopeak.org)

The Peak to Peak Annual Fund Drive has been a fundraising tradition at the school for 20+ years. In the early years of Peak the Peak, the financial contributions of founding parents helped get the school off the ground and

up and running. In 2001 when Peak to Peak moved to our current location and acquired debt to build campus buildings, fundraising became more structured and intentional as the financial needs of the school were determined.

### **Q: Why do we have a funding gap?**

A: In 2001 Peak to Peak took on a debt to pay for the original set of buildings (original Elementary School and High School buildings, cafeteria, auditoria and east gym). The payment on this debt is approximately *\$1.4 million annually* and will be for the next 13 years unless it's able to be paid back earlier.

### **Q: Does Peak to Peak receive the same funding as other local public schools:**

A: YES. Peak to Peak does receive the same state funding as other local public schools. It is a myth that we receive less funding because we are a charter school. It's important that people understand that we have a funding deficit because of a significant approximate \$1.4M expense we pay each year (funding gap).

### **Q: So Peak to Peak maintains a high level of performance even with that deficit?**

A: YES! Another reason to support the financial stewardship of our administration and teachers who have always been able to keep Peak to Peak at a high level of performance without having full funding available.

### **Q: How much money do we raise each year to help with the funding gap?**

A: Friends of Peak to Peak (501©3 set up to support the school) works with the parent/guardian and local community to raise a goal of \$350,000-\$400k (net) to transfer to Peak to Peak Charter School each June to support general operating costs.

### **Q: Where do donations to the Annual Fund go?**

A: Funds raised through the Annual Campaign go to the General Operating Fund to help pay the 1.4M annual debt payment Peak to Peak owes for the original school buildings. By offsetting the debt payment, your donation allows the Fund to directly support many school needs including classroom materials, technology updates, athletics and activities, competitive teacher/staff salaries, facility maintenance, and more. Each donation received helps our school stay competitive with other local public schools who do not experience this annual debt

### **Q: How much money is raised through the Peak Annual Fund Drive?**

A: Over the past 5 years, the Annual Fund drive has raised about \$200,000 with approximately 40% participation from Peak to Peak families. In 22/23 over \$205,000 was raised (with over 45% participation).

### **Q: Why is the Annual Fund Drive the most important fundraiser we do?**

A: The Annual Fund Campaign is an easy opportunity for every Peak to Peak family to support the school. Unlike special events, there are no expenses with the Annual Fund Campaign resulting in an opportunity for

donations to have a direct impact on the school. Each year, marketing materials are provided pro-bono by a Peak to Peak parent. Not everyone enjoys (or can attend) special events so the Annual Fund offers an easy way to be involved and show a K-12 commitment to our students and teachers. Also, direct giving campaigns provide stability for fundraising planning whereas special events can be inconsistent due to external factors. Our other main fundraisers families can plan to participate in this year are the **March 15th Peak Gala** (online auction, special appeal) and **May 11th Run for the Peak** (K-12 grade level fundraising competition with classroom prizes and fun run/walk). Other smaller fundraisers vary year by year.

**Q: How does “Colorado Gives Day” in December fit into all this?**

A: We are very pleased to participate in Colorado's statewide giving day every December. This year it will be **Tuesday, December 5th**. Both the Peak to Peak Annual Fund and Scholarship Fund are donation options through [www.cogives.org](http://www.cogives.org). Each year, Colorado Gives offers an incentive to participating charities in which donations are matched by a corporate incentive fund. We love when donors select our annual fund or scholarship fund on this day, however, we also know this is a day to support all Colorado charities so while we encourage giving on Colorado Gives Day, we know some families may prefer to give their donation to Peak to Peak earlier, and support other loved charities in December. Peak to Peak typically receives approximately \$2,000 of the incentive fund, with on average 60 donations made to our school on that day.

**Q: Is every family expected to give \$1,000?**

A: No! We understand our families come from a wide variety of economic backgrounds. It's our hope that each family reflects on their experience at Peak to Peak and makes a contribution that is **significant and meaningful** to them. We want families to feel great about their support of Peak to Peak and not feel over-pressured or overextended. We do have many families who do give \$1,000 (or more) – some who make significant sacrifices to make that happen.

**Q: What is the average gift to the Peak Annual Fund?**

A: Approximately \$500, although a handful of large donations help raise that number. Most families give in the \$400 - \$600 range. Historically approximately 60-70 families give in the \$1,000-\$2,000 range.

**Q: What are the options to supporting the Annual Fund? Can I write a check?**

A: Most families give directly through our giving site. Several families also donate stock which is a simple process facilitated through our finance department. Please contact [p2p.friends@bvsd.org](mailto:p2p.friends@bvsd.org) for the steps to activate a stock donation. Check donations can be dropped off in the main office at any time, or mailed to: Peak to Peak Charter School. 800 Merlin Drive. Lafayette, CO 80026

**Q: My company has a Matching Program for nonprofit donations. Does Peak to Peak Qualify?**

A: Yes! Over \$30,000 each year comes in from corporate matches to Peak to Peak parent/guardian donations. *We encourage families to talk with their employers about matching gift programs.* Families can enter their employer on this [search bar](#) to see if their company participates or contact [p2p.friends@bvsd.org](mailto:p2p.friends@bvsd.org) for assistance.

**Q: Can we spread out our donation over several months instead of making one big donation at once?**

A: Yes! Many of our families set up a “recurring donation” which means they select any amount and duration for their credit card to be charged. For example, setting up a \$45 per month donation over the year (12 months) would result in \$540 donation to the Annual Fund! This can be set up while checking out.

**Q: Does Peak to Peak publish donations publically?**

A: No. We have never publicly published the donations from our community and donors can also remain “anonymous” in our database system. Donor *names* are recognized on our fundraising page but no donation *amounts* are listed.

**Q: What other events and activities support the general operating fund (Funding Gap)?**

A: In a traditional year, The Peak Annual Fund, Peak Gala, Run for the Peak, % of sales programs (King Soopers/Amazon Smile), non-earmarked corporate sponsors, smaller miscellaneous events, and any gift card/spirit wear sales support the general fund. These items collectively raise between \$35,000 - 400k each year. It's a Peak to Peak tradition to never ask our students to sell anything and we try to keep our fundraising asks to our parent/guardians to a minimum.

**Q: I've recently heard Peak to Peak is looking to purchase land adjacent to the campus. Why would we spend school dollars on land instead of supplementing the funding gap?**

A: The pending land purchase, if completed, will be funded with financial reserves and not our operating budget. The operating budget will not be adversely impacted; our academic, compensation and operational programs will remain unaffected by this purchase. By purchasing this property, with "one-time" money pulled from our reserves, the school creates an important buffer between our campus and the light industrial zone, which encompasses the listed property. Our reserved funds are sufficient to cover the purchase because the balance exceeds the amount required by our bond and as suggested by best practice. The school has sufficient financial reserves to cover the cost of the purchase, with enough remaining to address *emergencies or additional one time purchases*. For over two decades, Peak to Peak's fiscal practices have made it possible to address one-off opportunities such as this.

**Q: Can families " earmark " their Annual Fund donation to a specific area of the school?**

A: We will always honor and appreciate any donations given to the school. Whereas we love for families to find and support their area of passion, it's important that all our families understand that we have a funding gap and throughout the history of Peak to Peak we've depended on the contribution of our parent's time, talent and treasure to help fill that gap. It is our hope that parents will first make a contribution to the funding gap (General Operating Fund) and then also find their area(s) of passion to further support the school whether that be volunteering their time, purchasing specific items for a sports team, making a connection for pro-bono services for the school, donating an auction item at the Peak Gala or any combination of the many available ways to be involved.

**Q: What else do we want families to know?**

A: Every year is going to be different for every family when it comes to time and treasure contributions. We've heard families say they've had years where they've donated more time and less money, and vice versa. It's our goal that families find their perfect fit to support the school each year in a way that's meaningful to them. Some families give only to the Annual Fund campaign, some just to the Peak Gala, some just volunteer – most families have some blend and it changes almost every year. The most important thing for them to know is whatever their contribution is in any given year ~ *all of it is equally appreciated and recognized*.

**Peak to Peak has remained strong for over 20 years thanks to the many contributions of our parents, guardians and community supporters. Providing this important financial support ensures our school remains financially strong year after year, and continues the long legacy of giving at Peak to Peak.**

**\* Please contact our friendly **Family Ambassadors** with any questions about this year's Annual Fund:\***

**202~ 2023 Annual Fund Ambassador Families:**

**Elementary:** Graham and Emily Smith. [emily.russell.smith@gmail.com](mailto:emily.russell.smith@gmail.com)

**Middle:** Nicole Harrison. [Harrisonnicole@me.com](mailto:Harrisonnicole@me.com)

**High:** Brian and Laura Uzzle. [luzzle@msn.com](mailto:luzzle@msn.com)

**Board Liason:** Chirag Shah. [chirag.shah@peaktopeak.org](mailto:chirag.shah@peaktopeak.org)

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