



# Guide to Giving

**aurora**  
school

**Because tuition alone does not cover what it actually costs to teach each child,** by donating to Aurora you'll be sparking learning and creativity in our students, opening up professional development opportunities for our teachers that enrich each student's overall experience, and helping us provide for those who otherwise might not have the means to attend Aurora.

*"Aurora is grateful for the financial support we receive beyond tuition. It's essential to realizing our mission and ensuring the quality and longevity of our school."*

– Abbie Koss  
Head of School

## Frequently Asked Questions

### 1. What is the Fund for Aurora?

The Fund for Aurora is our most important annual fundraising campaign. It launches in September and runs through the end of January, with a goal of raising \$100,000 and securing 100% participation from current families. Each family's generous support of the Fund is what helps us provide the very best educational programs, attract and retain talented teachers and specialists, and maintain a socially and economically diverse student body through financial assistance.

### 2. Why is giving to the Fund important?

Aurora, like other independent schools, is a non-profit institution that relies on a combination of tuition and donations—rather than government funding—to operate. Each Aurora student receives educational opportunities above and beyond what tuition alone can provide, so we need to find additional ways to generate income. We are very grateful for the generosity of our community that helps us bridge the gap between tuition and expenses. Donations to the Fund enhance your child's education by supporting teacher salaries and benefits, purchasing teaching materials and technology, and maintaining our beautiful building and grounds.

### 3. Why is 100% participation so important?

Last year, we reached our goal of \$100,000 with just over 92% participation from current families, along with gifts from alumni, grandparents, faculty, and staff. High participation is not only a sign of parent confidence and belief in the Aurora mission, it inspires others to give. Our goal of 100% participation is not limited to current parents. We expect the same from our Board, faculty, and staff.

### 4. What is the Online Auction?

In the spring Aurora holds an online auction that brings together donations from local businesses and restaurants, along with donations from our own generous and talented families, faculty, and staff. To widen our reach, we use an online platform that captures bids from beyond the Aurora community. This year the auction opens on March 23, 2020, and runs through April, with lots of opportunities to help out. We hope all parents will help us secure items to auction and bid generously!



Your participation—  
at any level—is vital.

*"Our family gives to Aurora's Annual Fund because we know that every dollar will support the students and teachers of our amazing learning community."*

– Lily Huang  
Board Member & Parent

## Frequently Asked Questions *continued*

### 5. Why is it important for current parents to give to the Fund for Aurora and participate in the Auction?

The Fund for Aurora and the Spring Online Auction support the current school year's operating expenses, so every current family is encouraged to give at a level that is meaningful to them. In order to reach our goal of \$100,000 and run a successful auction, we need participation from every family. We receive gifts in every amount—from \$5 to \$5000 and beyond—and we appreciate each one. Unlike larger schools or non-profits, our smaller size makes the impact of each gift that much more significant, so we ask families to make Aurora and student's education a philanthropic priority.

### 6. Do people other than current families give to Aurora?

Yes. We receive gifts from our alumni, grandparents, and other extended family, as well as local business partners. **We are grateful for this generous help.**

### 7. Are donations to Aurora tax-deductible?

Yes. Aurora is a non-profit, 501(c)(3), and all donations are deductible to the extent allowed by law. After making a donation, you will receive a tax receipt with our thanks for your support.

### 8. How do I request more information?

If you have any questions or would like to volunteer to help with either the Fund or the Online Auction, please email Jennifer Lombardi, Development Coordinator, at [jennifer@auroraschool.org](mailto:jennifer@auroraschool.org).

### 9. How do I give?

**Giving is easy!** All gifts to Aurora are tax-deductible. Aurora's Federal Tax ID is 94-3080476.

#### Online

Visit [auroraschool.org/give](https://auroraschool.org/give) and click the donate button.

#### In Person / Mail

Drop off or mail a check to **40 Dulwich Road, Oakland, CA 94618**. Please note that you are contributing to the Fund for Aurora on the front-left memo of the check.

#### Employee Match

**Double the impact of your gift!** Many employers are eager to help by matching your gift to your student's education. Just ask your Human Resources Office for a matching gift form. In the past we have received matching gifts from families who work at Kaiser, Apple, Disney, and Pixar, to name a few.

#### Pledge

Make a pledge now and work out a payment plan by sending an email to our Development Coordinator, Jennifer Lombardi, at [jennifer@auroraschool.org](mailto:jennifer@auroraschool.org)

**Thank you!**