

what's your WHY?

Dear St. Edward-Epiphaney Catholic School Families:

This week we kick off our 4th annual **100 for 100 Campaign**. For those of you who are new to the SEES family or who are unfamiliar with this initiative, the 100 for 100 Campaign is our annual appeal made to current SEES families to financially support our Annual Fund for Excellence - **NO MATTER THE AMOUNT, each and every gift counts towards our goal of 100% participation.**

Did you know that while tuition is just \$5760 per student, the actual cost to educate each student is around \$6600? Our Annual Fund is the unrestricted account that allows us to close the gap between tuition fees and operating expenses - all while keeping our tuition low so that as many families as possible can choose a private, faith-based education for their children.

This year, as you consider making a gift to this mission-critical campaign, I would like you to ask yourself, **"WHAT IS YOUR WHY?"** We all have our own personal reasons as to why we choose SEES for our children and ultimately our family. What is your WHY? Your WHY can be simple and uncomplicated, or rooted deeply in personal values and beliefs. The best thing about your WHY is that it is your own, and while a quick glance around our community will most likely result in seeing other parents that have a similar reason why they choose SEES, **your WHY is authentically yours.**

Your WHY is what makes SEES an amazing place for our children to learn and grow. It's what makes our interactions with other parents develop in to strong partnerships and sometimes, life-long friendships. It is why our teachers believe in our mission and why they stay even when they are given the opportunity to go elsewhere.

When you make your gift this year, please take a moment to share with us your WHY. You can use the slip provided here with this letter, or share it with us in the space provided when making your online gift. Please take a moment to indicate if you would like your WHY to be anonymous. We will be compiling all of our WHY statements and sharing them in various ways throughout the year with our community.

As always, thank you for your love, trust and support in us. We are honored to serve you and your children each and every day.

Warmest Regards,

Abby McDonald

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Director of Advancement