Philanthropy and Engagement at Cranbrook Schools
Investing in a Lifetime of Opportunity
In 1904 George and Ellen Booth established Cranbrook, as both their family home and an enduring cultural enterprise that would broaden access to and extol the vital role of education, art and science in all our lives. Cranbrook Schools are at the heart of the Booth vision and exist because of the Booth’s profound generosity.

Today, the resources that help Cranbrook Schools fulfill its mission as an independent school come from just a handful of sources. The most significant of these are tuition, endowment and the Schools’ Annual Fund.

**Tuition** covers 85 percent of the Schools annual expenses. Like so many independent schools, we set tuition intentionally below cost because that allows us to keep a Cranbrook education within reach of as many families as possible and to attract the most promising students from every economic background.

Revenues from the Cranbrook Schools’ endowment help offset part of this shortfall. Currently, the Schools’ endowment is approximately $60 million. While growing endowment is a vital part of our master plan, ours is, in fact, substantially lower than many are aware and markedly lower than that at schools of comparable programmatic excellence.

This is why every constituent’s participation in the Schools Annual Fund is a critical element of our financial sustainability.
The Cranbrook Schools Annual Fund is the primary means for all members of the Cranbrook community to financially support Cranbrook Schools. Along with tuition and endowment, a strong annual fund is indispensable in maintaining Cranbrook’s tradition of excellence as it provides unrestricted support for daily school operations.

Tax-deductible donations to the Schools Annual Fund are put directly into the same year’s operating budget and used to help cover a broad range of essential items such as academic programs and supplies; new technology; financial aid; athletic equipment, arts and library materials; student activities; faculty salaries and professional development; and facilities maintenance.

Each year, we ask for every family’s participation in the Schools Annual Fund; every gift counts, no matter the amount. Your participation signals—to current and prospective faculty, to foundations, and to prospective families, alumni and other constituents—your confidence in our comprehensive program and that you, too, believe that a Cranbrook education is an invaluable experience. To remain a leader, we “aim high”—for 100 percent participation by our current families.

Participation in the Schools Annual Fund is an important benchmark that helps our school during accreditation and when applying for foundation grants. Simply put, outside entities use the annual fund participation rates as a proxy for the strength of the Schools’ program. Your support sustains all we do at Cranbrook Schools and puts you in good company: those who are most invested in maintaining the highest possible value of a Cranbrook education today and of the Cranbrook Schools diploma tomorrow.

The members of Cranbrook Schools faculty have distinguished themselves nationally by their 100 percent participation in the Schools Annual Fund for nearly two decades. We know of no other independent school with a stronger faculty participation record.

Because these gifts are spent in the year they are donated, we solicit for the Annual Fund every year. And because Cranbrook depends on the Annual Fund to support the school’s core programs, our Schools Board of Governors has identified the Annual Fund as the school’s top philanthropic priority.

While there are many opportunities to support Cranbrook throughout the year, we ask our families to make the Annual Fund their first gift every year.

At Cranbrook Schools, the Annual Fund runs from July 1 to June 30 each year. Solicitations are mailed to families in September at the start of the academic year, with follow-up calls and emails by Annual Giving Ambassadors in the fall.
ANNUAL FUND
The Twenty-First Century Club

Since 1996, the Twenty-First Century Club (TFCC) has been the leadership giving program of Cranbrook Schools Annual Fund. Members of the Twenty-First Century Club—at all levels—have made a significant impact on the lives of students and faculty at Cranbrook Schools by contributing approximately 80 percent of all gifts to the annual fund each year.

TFCC DONOR CIRCLES

Donors who make their gift or pledge prior to January 31 each year will be considered members of the Twenty-First Century Club.

Twenty-First Century Friends will be recognized with a special set of note cards, invitations to special events, a subscription to Tradition magazine and acknowledgment in the donor honor roll.

Twenty-First Century Leaders will also receive an invitation to the annual TFCC reception, hosted by the Director of Schools and President of the Cranbrook Educational Community.

Twenty-First Century Innovators will also receive invitations to private tours and lectures (varies annually) and a subscription to the Crane Clarion.

Twenty-First Century Director’s, President’s and Founder’s Circle members will receive an invitation to an intimate event with the Director of Schools.
ANNUAL FUND
The Simple Facts

Cranbrook Schools IS a non-profit 501(c)(3) tax-exempt organization.

Cranbrook Schools DOES rely on tuition and fees for 85 percent of its budget.

Cranbrook Schools DOES rely on the Annual Fund for approximately 5 percent of its annual budget or $2,500 per student.

Cranbrook Schools fiscal year is July 1–June 30.

Cranbrook Schools DOES NOT receive government or public funding.

Gifts to auxiliary groups such as Booster, BRAVO and Kaleidoscope DO NOT count as Annual Fund gifts.

Raising tuition to full cost would undermine the Schools commitment to making a Cranbrook education affordable to as many families as possible and to attracting the most promising students.

A high participation rate reflects a vote of confidence in the Schools and exemplifies a deep commitment to our students and faculty. In turn, this translates into high rankings for the school and major gift donations from others, such as corporations and foundations.
**ANNUAL FUND**

**Frequently Asked Questions**

- **How much should I give to the Schools Annual Fund?**
  
  Contributions can vary by family circumstance. We ask only that families make the Annual Fund their first philanthropic priority while their children are enrolled at the Schools and that they make their best possible gifts to the Fund.

  Since tuition covers about 85 percent of each student’s education, we hope that those families who are able will make gifts that will at least fill that gap, approximately $2,500 per student. Families who are able to contribute even more are asked to consider helping to offset the need from families whose giving cannot make up the difference.

  Each year, individual gifts range from $25 to over $250,000. Every gift is important. Every gift counts, no matter the amount. Above all, we strive for 100 percent participation.

- **I can’t make a large gift. Does my contribution really matter?**
  
  Yes! Whether your gift is large or small, your gift counts toward our goal of 100 percent participation. Strong community participation in the Schools Annual Fund is an important benchmark that helps our school during accreditation and when applying for foundation grants.

- **Why should I make a gift to the Annual Fund first?**
  
  Gifts to the Schools Annual Fund go directly towards our operating costs, helping to offset the difference between tuition revenues and expenses incurred in running the school.

  Without an annual fund, the school would be required to cut programs or increase tuition. Annual Fund can therefore be considered a tax-deductible alternative to higher tuition increases. Most institutions of secondary and higher education count on annual giving as a primary source of operating revenue. Although there are many worthwhile charitable causes, the Cranbrook Schools Annual Fund is one of the very few that directly benefit current students and families.

- **Why is Annual Fund participation so important?**
  
  Your participation signals—to our current and prospective faculty, to foundations and accrediting organizations, and to prospective families and faculty, alumni and other constituents—your confidence in our comprehensive program and that you, too, believe that a Cranbrook education is an invaluable experience.

  Many of our peer institutions regularly reach over 90 percent parent participation for their Annual Fund.

- **Why doesn’t Cranbrook just raise tuition to cover the full cost of educating a student?**
  
  The tuition that would be necessary to fund our current level of education would restrict even further the number of families who could afford to attend. This would undermine our commitment to enrolling the most promising and able students from every economic background. A socio-economically diverse student population ultimately enriches the programs and experiences for the entire school community.

  The only way to avoid raising tuition in place of raising annual funds would be to reduce faculty or programs. This would make us unable to provide the individual attention and quality of education that everyone expects for Cranbrook students.

  In addition, a gift to the Schools Annual Fund is tax-deductible and tuition is not.

- **How can I give to the Annual Fund?**
  
  Cranbrook operates as a 501(c)(3) nonprofit foundation and gifts are tax-deductible as allowed by law. We accept donations of cash, check, credit card and appreciated securities. Donors may contribute at schools.cranbrook.edu/supportannualfund. We also encourage donors to take advantage of matching gift programs and receive gift recognition at an increased level.

  Cranbrook Schools operates the only fundraiser in place of raising annual funds would be to reduce faculty or programs. This would make us unable to provide the individual attention and quality of education that everyone expects for Cranbrook students.

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Does it matter when I make my Annual Fund gift?
Yes, a gift or pledge made early in the school year is a great advantage to the Schools because it enables us to know how much money will be available to support the current year’s operations.

Because of this, we ask donors to make their pledges by December 31. Pledges can be fulfilled over the course of the school year with final payment due June 30.

A hard copy appeal is mailed in early September, with follow-up emails and calls from Annual Giving Ambassadors in the fall. These contacts will continue until you have made your commitment to the Annual Fund.

Once you have made your annual gift or pledge, you will not receive another Annual Fund solicitation until the next academic year. Families who do not want to be contacted more than once know that it is best to respond to the Annual Fund appeal as soon as possible.

May I designate how my gift will be used?
The most useful gifts to the Annual Fund are always unrestricted and applied to the Schools’ greatest needs within the operating year. These gifts are always spent in the school year in which received.

However, because the Annual Fund supports the Schools full range of operating expenses, donors may indicate preferences as to how their gifts are used: faculty compensation, campus and classrooms, scholarships, arts, athletics or area of most need.

Whom do you ask for donations?
Each year Cranbrook Schools seeks support from countless individuals including Trustees, Governors, parents, alumni, parents of alumni, grandparents, faculty and staff. In addition, the Schools periodically seek funding from foundations and corporations.
What if I don’t like something at Cranbrook and feel the only way to be heard is to withhold support from the Annual Fund?

Withholding support from the Annual Fund is not a productive vehicle to show your disapproval of something happening at the Schools. If you are concerned about something programmatic, please contact the appropriate division head immediately. Cranbrook Schools relies upon such open and candid communication to improve our program.

Do gifts to the CK Athletic Booster Club, BRAVO or Kaleidoscope, go to the Annual Fund?

No. While we appreciate all generosity, gifts to auxiliary groups like Booster Club, BRAVO and fundraisers like Kaleidoscope do not count as part of our Annual Fund and do not afford us the same flexibility to meet our general operating expenses.

What about other programs, such as classroom funds?

There are smaller, voluntary, giving initiatives throughout the year. For example, you may be asked to send in coins for “change drives” or other community service activities. You may also be asked for snacks or gifts for classroom or grade activities.

How will my Annual Fund gift be recognized?

All gifts to the Annual Fund are listed in our parent honor rolls. Gifts to restricted funds may be listed in programs at their events or displayed at events. Tax-deductible gifts are acknowledged by letter. Recognition for gifts that qualify for the Twenty-First Century Club are described above.

How do I volunteer my time to support the Annual Fund?

Volunteers can support the Annual Fund by becoming an Annual Giving Ambassador. Ambassadors work in partnership with the Office of Advancement to promote the importance of the Annual Fund, attend committee meetings, help establish direction and strategy for raising funds, recruit volunteers, attend school events and assist in planning special events.
Since participation in the Annual Fund is vital to our success as an independent school, we ask for every family’s participation in the Annual Fund first, at any level, with the goal of 100 percent participation. We want every family to have a philanthropic relationship with Cranbrook that is as significant, worthwhile and positive as the rest of their Cranbrook experience. There are many ways for parents to get involved. Whether volunteering your time or contributing to our fundraising efforts, no gift is too small. You may decide to volunteer on behalf of the Annual Fund or support one or more of our auxiliary groups.

Volunteer Opportunities at Cranbrook Schools

**ANNUAL GIVING AMBASSADOR**
Ambassadors work in partnership with the Advancement Office to promote the importance of the Annual Fund, attend committee meetings, help establish direction and strategy for raising funds, recruit volunteers, solicit gifts from peers, attend school events and assist staff in planning special events.

**MOTHERS’ COUNCIL AND DADS’ CLUB**
Mothers’ Council and Dads’ Club are division-specific parent-led organizations that hold regular meetings to share updates on school activities and assist in the organization and planning of school events.
Auxiliary Fundraising at Cranbrook Schools

CK ATHLETIC BOOSTER CLUB
All Cranbrook families are members of the Booster Club. The Booster Club is an all-schools parent volunteer organization that supports and raises funds to benefit athletic programs, student athletes and coaches. In addition to their Gold Booster membership drive, the Booster Club raises funds through various events, including Lax Jam, a multi-school lacrosse tournament, in the spring.

BRAVO
BRAVO is an all-schools parent-driven volunteer organization that supports and raises funds to benefit the Performing Arts Department through concerts, raffles and other events.

KALEIDOSCOPE
Kaleidoscope is a community-building and fundraising event held in the spring at Brookside School. Kaleidoscope brings parents, faculty and other supporters of the Cranbrook community together to celebrate and raise funds to support initiatives at Brookside as well as all other Schools divisions.

AMAZON SMILE/KROGER
Parents can help raise money for Cranbrook Schools through shopping rewards programs. Participation costs nothing, but when you enroll in the program, retailers like Kroger and Amazon Smile give a percentage of sales back to Cranbrook Schools.
Cranbrook Educational Community (CEC) is the title for the entire community which consists of Cranbrook Schools, Cranbrook Institute of Science, Cranbrook Art Museum, Cranbrook Academy of Art, Center for Collections and Research, and Cranbrook House and Gardens.

The CEC is a non-profit organization. Like the Schools, each program area raises funds to support its needs, including their own annual funds. Your family may be invited to support other program areas.

We do ask that you, as a Cranbrook Schools family, support the Schools first.

As a Cranbrook Schools family, you receive a complimentary membership to both the Cranbrook Institute of Science and Art Museum.

» The Cranbrook Institute of Science (CIS) holds various fundraisers throughout the year including its annual Women Rock Science event. The CIS also raises annual funds to support daily operations, programs, special exhibits and more.

» The Cranbrook Academy of Art (CAA) and Cranbrook Art Museum (CAM) also host various fundraisers throughout the year including its STUDIO gala and auction which support scholarships benefiting Cranbrook Academy of Art students and the Cranbrook Art Museum.

» The Center for Collections and Research (CCR) raises funds through hosted tours of Cranbrook and its properties and events such as its House Party gala, Edible Landscapes dinner parties and tours.

» Cranbrook House and Gardens raises funds through its tours and events such as the annual plant sale and holiday events.

Cranbrook Educational Community (CEC) is a non-profit organization, and the title for an entire community consisting of Cranbrook Schools, Cranbrook Institute of Science, Cranbrook Art Museum, Cranbrook Academy of Art, Center for Collections and Research, and Cranbrook House and Gardens.

Each program area raises funds to support its needs. Your family may be invited to support other program areas. Know that the Cranbrook Schools Annual Fund is the area that most directly benefits your child and that a strong annual fund is vital to the success of Cranbrook Schools.
CALENDAR OF SCHOOLS’ PHILANTHROPIC AND VOLUNTEER OPPORTUNITIES

Fall
» Welcome and back-to-school activities/events
» Schools Annual Fund appeals begin
» Mothers’ Council and Dads’ Club meetings
» CK Athletic Booster Club Golf Outing

Winter
» Faculty Tribute appeal in support of Schools Annual Fund
» Performing Arts events, including holiday concerts
» Twenty-First Century Club Party for Leader circle donors and above
» Mothers’ Council and Dads’ Club meetings
» BRAVO Raffle

Spring
» Final Schools Annual Fund appeals
» Kaleidoscope
» Performing Arts events
» Mothers’ Council and Dads’ Club meetings
» CK Athletic Booster’s Lax Jam
» Year-end activities/events, including moving-up and graduation ceremonies
» Final Faculty Tribute appeal in support of Schools Annual Fund
» Alumni Reunion

*Please refer to the school calendar for the full list of activities and events this year.
If you have any questions about philanthropy or engagement at Cranbrook Schools, please contact the Office of Advancement at 248.645.3140.

We are happy to describe the Schools Annual Fund, as well as other opportunities in capital projects, endowment support, and support of scholarship and financial aid.

Thank you for your support and commitment to Cranbrook Schools!

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