Cannon School’s endowment builds the foundation for long-term stability and success. The endowment allows Cannon to enhance its educational programming, attract and retain dynamic faculty members, and ensure students continue to be educated in the Cannon School tradition. Through an endowed gift, a donor may provide future generations with the exceptional experience of a Cannon education.
What is an endowment?
An endowment is a permanent fund that supports what matters most to you, whether it is helping students thrive, supporting faculty and curriculum enhancements, or enriching our innovative programs. The principal is held in perpetuity and invested for long-term growth. A percentage of the endowment’s total market value is made available each year to support the purpose as mutually agreed upon by you and the school.

Why are endowments important?
The earnings from endowments provide a permanent source of income that allows Cannon School to fulfill its mission of instilling academic excellence and personal responsibility, inspiring athletic and artistic accomplishment, and promoting a respect for diversity within a challenging and safe educational environment. The general endowment spending allocation is combined with tuition revenue and Cannon Fund gifts to operate the school on a day-to-day basis. Strong endowments enable schools like Cannon to rely on more than tuition revenue.

How can endowment gifts be designated?
You can choose to support what is most meaningful to you. Some areas of interest might include:
- Need-based tuition assistance
- Faculty
- Programs
- Campus
- General endowment for advances in the school’s core mission

How are endowed funds managed?
Cannon School works closely with its Board of Trustees to select an outside financial institution to manage its endowed funds. Based on spending limits established by the Board, a portion of the total market value is made available to support the school, and any remaining funds are reinvested to ensure the school’s financial stability for generations to come. For a named endowed fund, according to those same spending guidelines, a portion of the total market value of the fund is made available to support the purpose of the fund as defined by the donor.

How do I establish a named endowed fund?
New endowment funds may be created with gifts of $25,000 or more. Establishing a named fund provides a personally meaningful way for you to support Cannon. You can establish the fund through a multi-year pledge payable within five years or a one-time gift. The Advancement Office will work with you to prepare a written endowment agreement outlining the purpose of the fund and Cannon School’s commitment to administering the fund according to your intentions.

A strong Cannon School endowment at work:
- Innovative teaching and faculty retention
- Need-based tuition assistance
- Board directed special projects
- Reinvestment back into the endowment