ENDOWED GIVING

The endowment at Cannon School builds the foundation for long-term stability and success. An individual or family may choose to establish a named fund that will support an area of the school most important to his or her family, support Cannon’s general endowment, or support an existing endowed fund. The principal from these funds is held in perpetuity and invested for long-term growth.

Gifts to the endowment will leave a legacy in which future generations of Cannon students, faculty, and families can experience the value of a Cannon education. These funds enable Cannon to rely on more than revenue from tuition for the school to support such needs as providing financial aid for students, attracting and retaining dynamic faculty members, improving and enhancing educational, athletic, and artistic programs, enhancing the campus, and supporting school operations.

CAPITAL GIVING

Cannon will periodically hold capital campaigns to raise funds to provide new facilities, undergo necessary improvements, or to help grow the school’s endowment. Examples of capital projects that have been supported through the generosity of our school community include the Cannon Performing Arts Center, the Dining Hall Expansion, and the Randy Marion Field.

PLANNED GIVING

A planned gift is a wonderful way to make a meaningful contribution to support the mission of Cannon School. By including Cannon School in your estate plans, you can add your legacy to help plan the future of the school while encouraging others to follow your example. By informing us of your decision to include the school in your estate plans, you ensure that we properly align your gift to your interests. When you make a planned gift to Cannon School, you become a member of the Legacy Society and join others who help in our future growth.

SPECIAL INTEREST GIVING

This category falls under the category of special interest giving, and helps cover expenses or serves as the impetus for creation of a new program.

VOLUNTEERING: THE GIVING OF YOUR TIME

Cannon School offers meaningful volunteer opportunities through our PAC: Parents at Cannon program. Membership in PAC helps fund social, cultural, athletic, and arts events for our community. PAC is comprised of four individual organizations that work together to organize events: Cannon Connections, Cannon Culture, Cougar Club, and Cannon Advocates For The Arts (CAFTA). For more information about how you can get involved, visit www.cannonschool.org/PAC.

WAYS TO PARTICIPATE

- Give online at www.cannonschool.org/give using your Visa, MasterCard, American Express, or Discover
- Pledge a gift online at www.cannonschool.org/pledge. Pledges are to be made by December 31 and fulfilled by June 30.
- Set up an electronic funds transfer online at www.cannonschool.org/waystogive
- Send a check to: Cannon School Attn: Office of Advancement 5801 Poplar Tent Road Concord, NC 28027
- For gifts of stock, contact the Gifts Manager at 704-731-7189

FOR MORE INFORMATION, VISIT US AT WWW.CANNONSCHOOL.ORG/GIVE
Since 1969, Cannon School has cultivated a tradition of excellence, preparing students to become intellectually engaged, collaborative leaders. Caring and committed faculty, curious and thoughtful students, dedicated families, and visionary leadership has helped shape a culture which is supportive and stimulating.

In order to provide a superior education for each and every student, Cannon relies on the philanthropic support of the entire Cannon community—our parents, alumni parents, grandparents, trustees, alumni, faculty, staff, and friends. We hope you will consider making a gift.

**OUR MISSION**
CANNON SCHOOL NURTURES RELATIONSHIPS AT THE HEART OF LEARNING AND ENGAGES THE LEARNER IN A JOURNEY OF GROWTH.

**EVERY FAMILY. EVERY YEAR.**

**THE CANNON FUND**

The Cannon Fund is Cannon’s most critical yearly fundraising effort because it covers the difference between tuition and the cost of each student’s education. Our motto, “Every Family. Every Year” means just that: the support of every Cannon family is critical, and we ask that each and every family give to the Cannon Fund.

**YOUR CANNON FUND DOLLARS ARE USED IN THE FOLLOWING WAYS:**

- Stipends for coaches
- Professional development for faculty and staff
- New furniture in classrooms
- New iPads and laptops for students and faculty
- New textbooks
- New smartboards
- New playground equipment
- New textbooks
- New iPads and laptops for students and faculty
- Stipends for coaches
- Professional development for faculty and staff
- New furniture in classrooms
- New smartboards
- New playground equipment
- New textbooks

Each year, we strive to reach 100% parent participation. In order to best serve our students, we ask that families make their pledge by December 31 and have it fulfilled by June 30. Cannon Fund Gifts are tax-deductible. Those who give at the $1,500 level and above are recognized as members of the Cannon Society. Members are recognized in the Annual Report and presented a gift or invited to special events during the school year.

<table>
<thead>
<tr>
<th>CANNON FUND GIVING LEVELS</th>
<th>LEADERSHIP</th>
<th>$10,000 AND UP</th>
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</thead>
<tbody>
<tr>
<td>Patrons of Cannon</td>
<td>$7,500-$9,999</td>
<td></td>
</tr>
<tr>
<td>Cornerstone</td>
<td>$5,000-$7,499</td>
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</tr>
<tr>
<td>Cupola</td>
<td>$2,500-$4,999</td>
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</tr>
<tr>
<td>1969 Society</td>
<td>$1,850-$2,499</td>
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<tr>
<td>Level of Excellence</td>
<td>$1,500-$1,854</td>
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<td>Honor Roll</td>
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<tr>
<td>Scholar</td>
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</tr>
<tr>
<td>Cougar</td>
<td>$250-$499</td>
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</tr>
<tr>
<td>Maroon and Gold</td>
<td>$1-$249</td>
<td></td>
</tr>
</tbody>
</table>

**WHAT DOES THE CANNON FUND SUPPORT?**

**AREAS OF GREATEST NEED**

- **ACADEMIC PROGRAMMING**
- **ARTS**
- **ATHLETICS**
- **STUDENT FINANCIAL AID**
- **FACULTY PROFESSIONAL DEVELOPMENT**
- **ALUMNI PROGRAMMING**

**OUR MISSION:**
CANNON SCHOOL NURTURES RELATIONSHIPS AT THE HEART OF LEARNING AND ENGAGES THE LEARNER IN A JOURNEY OF GROWTH.

**EVERY FAMILY. EVERY YEAR.**

**INVESTING IN OUR STUDENTS.**

**EVERY FAMILY. EVERY YEAR.**