

ANNUAL CAMPAIGN FAQ'S

Q: My family is already paying tuition for my kids, why are you asking for more money?

A: The cost of educating every child at Hillel is significantly larger than the tuition charged. In other words, even full-tuition-paying children are on scholarship. This is very different than many other Jewish schools, where the sticker price exceeds the cost of education so that tuition-paying families subsidize scholarship families. At Hillel, every dollar of your tuition is used to educate your child. Hillel relies on government programs and donors like you to fill out the vast majority of its budget. Your donations will improve the education that Hillel can provide.

Q: Why is Hillel starting an annual campaign?

A: Hillel has historically relied on various fundraising events and requests throughout each school year to raise money. The annual campaign will streamline the fund raising process, eliminating the need for contributions to many different events. Instead, the annual campaign's goal is for each donor to have one conversation a year with a staff member or lay leader about their contribution for the year. The donor will receive a package, depending on the size of the contribution, which includes tickets to Hillel's major events, ad in the annual dinner journal, and a Purim basket. The expectation is that this will result in more predictable donations that can be counted on in the school's budget.

Q: Who is going to ask me for money?

A: The annual campaign will primarily rely on lay leadership to reduce the burden on the school staff. These are parents, grandparents, and friends of the school that have volunteered their time to help improve Hillel Academy. In some cases, staff members will ask for contributions directly.

Q: What dollars are included in the match?

A: Any donation from a new donor, plus any increased donation from a donor to last year's campaign.

Q: I gave more/less than \$X last year, why are you asking me to increase from \$X?

A: EITC, SPE, tuition, fees, capital gifts are not included in annual campaign totals. All other contributions should be included in your calculated baseline. If you think the calculation is wrong, please contact Dan Kraut by emailing him at dkraut@hillelpgh.org or calling him at 412-901-8022.

Q: Do I have to be listed in the adbook?

A: Of course not! Any donor who wishes can be listed as Anonymous in the adbook.

Q: Will you ask me for money again after I give you a gift?

A: No. We plan to have just one conversation a year about your contribution to Hillel's future.

