

If you are selected as a winner, are you prepared to launch your campaign before December 31st, 2019? YES

If you are selected as a winner, are you prepared to obtain more matching donors, so that you can run a 3x-4x matching campaign? YES

Tell us why your organization is best suited to run a first-time crowdfunding campaign.

Torah Day School is best suited to run a first-time crowdfunding campaign because we are poised to prove a simple and powerful truth: we, as parents, school, and community, are better together! The school has positioned our first Annual Campaign to demonstrate the success of our new cooperative leadership approach of Share, Participate, Connect. Strangely, both people's belief in this shift and people's doubts about this shift have generated a buzz over this campaign that cannot be replicated at another time.

Parent volunteers for the Annual Campaign include professional marketing managers, videographers, and social media marketing consultants. Other resources in place include a parent body which has worldwide social and professional networks, a religious tradition which places high value on education, and a tradition of charity in our extended community. Local solicitation has already yielded  $\frac{4}{5}$  of our goal for matching funds.

Torah Day School (TDS) is a boutique school of community leadership. We educate our students in academic excellence, community participation, and acts of service. TDS is part of a small, highly interconnected community, where many parents once were students, and many teachers are neighbors and friends. With the school's original students sending their own children to TDS, and with newcomers moving in, our community has grown. Our previous method of seeking individual major donors has become inadequate for our needs. Torah Day School's first Annual Campaign comes at a time when, after 40 years of existence, we have recognized that it is time to modernize our approach, and recognize that we are more powerful together than any one of us could be on our own.

After several years of preparation, we are ready to move from a "big donor" model of funding to a system which empowers families to add value to the school community. Leadership is excited to make this shift to relieve funding bottlenecks. Parents are excited to make this move

because it will lead to TDS better meeting the community's needs, create more financial transparency in the school, and allow all families, regardless of circumstances, to take pride in contributing substantially to the cost of their children's education.

Into this wave of improvement and optimism, Torah Day School is launching its first matching campaign. \$40,000 in matching funds have already been designated by community members. A head of development has been designated, and other staff members have taken on supporting development efforts. The Charidy platform has been chosen. Several meetings and official communications with the parent body have set expectations for the upcoming campaign. Campaign dates have been set. What remains is to enlist parents and educate them to do their part in raising funds for the school through their social networks.

Receiving matching donations from outside our community would grant our new campaign extra leverage and importance. Moreover, the parents will be inspired to greater efforts when they see the school utilizing every avenue to make the campaign successful. We all know that our big opportunity to shift our culture and expand our horizons happens now. This campaign will define our leadership style, our school culture, and our financial success for years to come. Success is the only option.

What is your annual operating budget? \$1,650,000

What types of fundraisers do you hold?

In a typical year, TDS will raise money through a student Art Show and Auction, a Chanuka Dinner and Raffle, sales of honeycakes, holiday cards, and Purim baskets, and soliciting for teacher gift donations. A recent additional fundraiser was a Facebook "Grow TDS" campaign.

Total number of donors in the last year 20

Total number of donors in the last five years 73

How much do you believe you could raise from companies/organizations/individuals who may be willing to make a significant philanthropic gift? (Significant meaning a donation large enough to be used as a match in your campaign) \$50,000

Please expand on this answer in regards to funds and budget allocation:

As this is our first annual campaign, we have no pre-existing allocations related to these funds. The proceeds of the campaign are designated for our scholarship fund.

How many individuals does your organization currently service? 161

Do you have support or potential support from companies/organizations/individuals/ grant-making foundations, who may be willing to make a large philanthropic gift?

Yes. Our current effort is to secure donors who are already familiar with the work we do. We already have \$40,000 in commitments from approximately eight donors, and are cultivating several more donors whom we hope will commit in the next two weeks.

Our new head of fundraising is building relationships with individuals who may become donors once they are more familiar with our work. We expect these donor relationships to fruit in 2-3 years.

If you do receive annual grants or support from companies/organizations/individuals, can you use these funds as matching money for your Charidy campaign?

No, the funds which would be appropriate to use for matching are regrettably unfunded this year.

How much do you believe that you can procure in matching funds from your existing donor base? \$50,000 (\$40,00 already committed)

How many employees/staffers does your organization have? 40

What is the link to your website? [www.tdshouston.org](http://www.tdshouston.org)

## Anything else you'd like for us to know?

Matching donations from outside our community have a special power this year to rally participation. As our first annual campaign ushers in a new era of community participation in making a TDS education affordable for all, potential fundraisers and donors are evaluating how significant their efforts can be. To put forth effort, parents must be convinced that we can achieve our objective.

A matching grant from Charidy would give our first Annual Campaign a level of credibility that little else could match. After all, Charidy could give to almost anyone! If we are chosen, the award will not only enhance our yield from the campaign, it will inspire both faculty and parents to look beyond our community setting and view TDS as a global success. With that vision, our continuing efforts to support academically rigorous education that creates community leaders will succeed better and faster, building a solid base for improving TDS and improving outcomes for all of our students.