

BROOKWOOD

2016–2017 REPORT OF GIVING



THANK YOU



Laura



Jennifer

Dear Brookwood Community,

We are thrilled to share with you the 2016–2017 Report of Giving that showcases an exceptional year of philanthropy at Brookwood.

Not only were we strong in our donor counts, but we also exceeded our fundraising goals and achieved record participation.

This report recognizes and celebrates so many of you who have given your time, treasure, and talent to our school. The investment you chose to make in Brookwood directly impacts the success of our school and enriches the experience of all of our students, from our youngest PreK learners to our eighth grade leaders.

Last year, through your contributions, we were able to:

- Support the Brookwood Fund with generous contributions of \$626,010—surpassing the goal for the first time, in renewable annual dollars, in nearly a decade!
- Achieve record Brookwood Fund participation of 87% from our current families. We are especially proud to report 100% Board participation, 100% employee participation, and 97% participation from new families.
- Complete the *Today. Tomorrow. Together* Capital Campaign.
- Raise over \$144,000 from the *Off to the Races* Parents' Association Auction.

Most importantly, we are able to offer the kind of education that our founders, 61 years ago, envisioned for Brookwood—a school that is a warm, child-centered community of exuberant learners with an extraordinary commitment to both the development of the mind and the development of the self.

We are so grateful for all that you do to support Brookwood School. Although we aren't able to relay each and every story that illustrates your impact, we feel it is important for you to know that you truly made a difference, and for that, we thank you.

With warm regards,

Laura Caron, Head of School

Jennifer Lowrey, Director of Advancement

PHILANTHROPIC OVERVIEW

GIFTS TO BROOKWOOD SCHOOL 2016–2017

The total reflects paid contributions received during the fiscal year July 1, 2016 to June 30, 2017.

Brookwood Fund	\$626,010
<i>Funds raised in support of the operating budget</i>	
Endowed & Capital Gifts	\$769,804
Brookwood Parents’ Association	\$115,000
TOTAL	\$1,510,814

PARTICIPATION

Brookwood School is fortunate to have the tremendous support of so many members of our community. Participation is paramount to the school’s success.

Current Parent Brookwood Fund Giving Participation				
2012–2013	2013–2014	2014–2015	2015–2016	2016–2017
73%	56%	53%	74%	87%
Alumni Brookwood Fund Giving Participation				
2012–2013	2013–2014	2014–2015	2015–2016	2016–2017
7%	11%	10%	13%	12%

YOUR GENEROSITY AT WORK

2,198
Graduates



81%

of the Class of 2017
accepted their **first**
choice secondary
school

60%

of our families have a
VOLUNTEER ROLE
at the school,
*and so many more are
willing and available to
help throughout
the year*



The philanthropic support of Brookwood trustees, alumni, parents, grandparents, employees and friends allowed the school to enhance faculty support, provide more student financial aid, and offer program support that otherwise would not be possible. The broad base of support signals a strong future and belief in the leadership of the school. Brookwood gifts this year, and every year, make a tangible difference in the everyday life of the school. **It is our pleasure to share the names of the people who contributed to a strong tradition of philanthropy by making gifts to Brookwood School between July 1, 2016 and June 30, 2017.** Please visit: brookwood.edu/donors17.

50

pairs of boots for
SCIENCE fieldwork



18,513

BOOKS
in the library



74%

of our **FACULTY** have
advanced degrees



50

programmable
ROBOTS



3

ART classrooms &
1 **clay studio** *with kiln*



6

OUTDOOR
classrooms



160

computers, **110**
iPads, & **7** 3D printers



6

DRONES
& **2** Glowforges



A LEGACY OF GIVING



Sheila Geraty has been part of the Brookwood community for almost 20 years. She is a past parent, a current grandparent, Brookwood's librarian and has been supporting the school for 18 consecutive years.

We sat down with Sheila to hear about her family's commitment to Brookwood, and here is what she said.

Why do you continue to give to Brookwood?

I believe so strongly in supporting Brookwood because I see how funds are used here. They are used for teaching and for enhancing the experience for children. When our family gives to Brookwood, we know it's going to make a difference. And that makes us feel good.

How does your role as Brookwood's librarian allow you to see the daily impact of giving?

There is something so special about Brookwood, and I believe that it is the school's wonderful embrace of childhood. That's what I love, that we honor the kids and who they are. They always come first. My approach in the library is to do the same. I listen to what students are interested in and watch what they gravitate to. When they come in the next time, I have more of those books ready for them. If we don't have the books the students are looking for, we add them to our collection. Our library collection is a reflection of the generosity of our families.

You have three generations of involvement at Brookwood, tell us more.

There were always families in our neighborhood at Brookwood, and after visiting the school, we thought it was perfect for our eldest daughter, Kara. She really loved her time here. After she graduated in 1984, I came to Brookwood first as a substitute in the library, and then in 2004 I became the director. And now my grandson, Tommy, is a 2nd grader here. He came as a kindergartner and loved his teachers. I feel lucky to have Brookwood be a part of my family's life over three generations.

To hear more from Sheila and learn about Brookwood's library, visit: brookwood.edu/sgeraty.

PARENTS' ASSOCIATION SUPPORTS BROOKWOOD IN BIG WAYS



Each year, our Parents' Association volunteers provide gifts of time and treasure that help strengthen both the Brookwood student and parent experience. Each volunteer brings his or her own talents to a range of committees and school wide events for which we are so grateful. Last year, the PA hosted another successful auction, *Off to the Races*, which raised needed funds for operational support, Faculty Grants, Faculty Wish List items, and Cultural Enrichment. Learn more: brookwood.edu/pasupport17.



Faculty Grants Enrich Classroom Experience

The Parents' Association Faculty Grants program financially assists Brookwood teaching faculty in their pursuit of enriching experiences, which broaden the horizons of their classroom and/or subject matter specialty as well as the Brookwood community as a whole. Learn more: brookwood.edu/facultygrants17.



Katie Alexander, Kindergarten Teacher: *Global Experiences for Educator's Network*

Katie visited Ireland with the Global Experiences for Educators Network (GEE) where she had the opportunity to travel with a small group of educators. With GEE, Katie, along with her peers, become experiential learners and brought that knowledge back to the classroom, taking the outdoor classroom experience well beyond the Brookwood campus.



Annie Johnson, Grade Six Science Teacher: *Everglades and Florida Keys: Natural Science Adventure*

Annie was able to bring back to her classroom information on: unique ecosystems, specially adapted animals and knowledge of educational programs from a range of organizations.



Sarah Perkins, Grade Four Teacher: *Travel to Greece: Visit Athens and Crete with Focus on Greek Mythology*

Sarah's trip allowed her to broaden the major concepts she teaches in grade four mythology and supported the children's performances and conceptualization of Greek myths.



Dan Riles, Technology Integration Specialist: *Technology History: The England Experience*

Because of this trip, Dan was able to showcase England's history as a center of technology growth prior to and during the Industrial Revolution.

PARTICIPATION ON THE RISE



BROOKWOOD FUND
participation is on the
RISE

With initiatives like
100% in 100 Days and
Make it Happen in May—you are
helping to **MAKE** it happen!

Thank you for your commitment to
Brookwood and the school's success;
we are so grateful for your support.

100% Trustees
100% Employees
97% New Families
87% Current Parents

True Cost of a Brookwood Education

Each year, independent schools, private colleges and universities face a shortfall between tuition and the actual cost of educating a student. This deficit is relieved partially by unrestricted gifts made to the Brookwood Fund. Tuition only covers 80% of the true cost to educate a Brookwood student. Gifts to the Brookwood Fund, in addition to endowment and interest, make up an additional 11%. The school also receives 8% income from other sources and the Parents' Association contributes around 1%. Together, these funds complete the full cost to educate a Brookwood student.

What is Annual Giving

Brookwood's annual giving program, the Brookwood Fund, is a yearly fundraising effort to support the school's operating expenses. Gifts to the Brookwood Fund have a direct impact on all aspects of our program—the students, employees and the academic, athletic, artistic, technological and everyday life of the school. These unrestricted funds are central to a Brookwood education and make it possible for us to offer students and teachers the finest resources available.

Why Contribute

Beyond helping Brookwood meet our immediate financial needs, participation in the Brookwood Fund demonstrates one's confidence and belief in a Brookwood education. The strength of the Brookwood Fund is based on the school's longstanding tradition of excellence. This tradition will continue with ongoing support from all members of the Brookwood community.





BROOKWOOD SCHOOL

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NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT NO. 10
MANCHESTER,
MASS.

QUESTIONS?

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