Dear East Lake Academy Families,

Our East Lake Academy 2016-2017 Annual Fund has officially kicked off! The Annual Fund provides a way for ELA families to help bridge the gap between tuition costs and the actual cost associated with educating each child. Please refer to our website for a more detailed explanation of the fund. In summary, our goal for the Annual Fund is $145,000 with 100% participation from our ELA families. This financial goal equates to approximately $1,250 per student enrolled. While the gap between expenses and tuition is far greater than the Annual Fund goal, we ask all our parents to consider a gift of at least $1,250 per child enrolled to help offset operating expenses.

If your family is capable of supporting a higher level of giving, we ask you to prayerfully consider donating more than the stated goal. Our desire is for each family to make an equal sacrifice and not necessarily an equal contribution. Your higher contribution level will help offset families who are not able to meet the average financial goal. Just as important as achieving our financial goal, is that we reach 100% participation from our families as this directly impacts our ability to apply for certain loans and grants which are needed to support our school.

Please let us know if your employer provides matches, as these corporate matches are an important component of our Annual Fund. Last year corporate matches represented nearly 15% of the total annual fund contributions. If you are not sure whether your employer provides a corporate match, you can check at our website: https://ela.ejoinme.org/AnnualFund.

In addition to cash donations, we can accept donations of stock. By donating appreciated stock, you may be able to avoid capital gains tax while realizing the deductibility of the current value of your stock donation. If you have any questions regarding company match programs or the transfer of stock to ELA please contact me.

Gifts to the Annual Fund can be made from now until February 1, 2017. We thank you for your continued support of East Lake Academy, as we work together to form the next generation of authentic Christian leaders. Should you have any questions, please feel free to reach out to me at dchristoffel@eastlakeacademy.org. To help our Annual Fund Committee please complete the bottom portion of this letter and return it to school in the attached envelope.

Yours in Christ,



Dan Christoffel

Treasurer

East Lake Academy

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Family Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_ The Annual Fund Committee will be making phone calls to each household starting the week of January 1, 2017. I would like to receive a call from the committee for more information regarding the fund.

\_\_\_\_\_\_\_\_\_\_\_\_\_ I am able to help with a gift to the Annual Fund and do not need a call from the committee. I will be donating $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The committee should look for my donation in: (please circle one)

November 2016 December 2016 January 2017

\_\_\_\_\_\_\_\_\_\_\_\_\_ I have enclosed a check or have made my donation online via the secure website - https://ela.ejoinme.org/annualfund