



# ROSARY ACADEMY

## Fundraising Plan 2022-2023

### Mission

As a college preparatory diocesan Catholic high school, Rosary Academy empowers the mind, body, and spirit of each young woman in a transformative educational experience. Guided by the Blessed Mother, Rosary Academy embraces and challenges its students with an innovative instructional curriculum to achieve academic success and ignite the call to serve the dear neighbor without distinction.

### Case for Support

Rosary Academy is empowering the next generation of women leaders with a holistic, multifaceted, Catholic education. Rosary's all-girl advantage supports its diverse young women to make a societal impact and serve the dear neighbor without distinction.

At Rosary Academy, a young woman deepens her faith, finds her voice, discovers her value, leads fearlessly, and strives to make a difference in her community. Since 1965, Rosary produces young women aspiring to leave their legacy on campus and in our world. Rosary alumnae include doctors, engineers, architects, teachers, entrepreneurs, selfless and inspiring mothers, police officers, actors, pilots, screen writers, officers in the military, college coaches, attorneys, authors, CEOs, artists, religious sisters, and the list goes on and on. Supporting Rosary Academy is supporting the school's legacy and our future faith-filled thought-leaders and change agents.

1. **Inspirational Environment** Single-sex programs...create an institutional and classroom climate in which female students can express themselves freely and frequently, and develop higher order thinking skills. – *Dr. Rosemary C. Salomone, Columbia University's Teacher College Record*
2. **Academic Achievement** The robust learning environment... [provides] unequivocal support for the value of an all-girls educational environment. – *Dr. Cornelius Riordan, Providence College*
3. **Builds self-confidence** As a college professor I could identify students from girls' schools...on the first day of class. They were the young women whose hands shot up in the air, who were not afraid to defend their positions." – *Dr. Rosemary C. Salomone, St. John's University, Same, Different, Equal: Rethinking Single Sex Schooling.*
4. **Develops Leadership Skills** 93% of girls' school grads say they were offered greater leadership opportunities than peers at coed schools and 80% have held leadership positions since graduation from high school. – *Goodman Research Group, The Girls' School Experience: A Survey of Young Alumnae of Single-Sex Schools.*
5. **STEM (Science, Technology, Engineering & Math)** Compared to coed peers, girls' school grads are 3 times more likely to consider engineering careers. – *Dr. Linda Sax, UCLA, Women*
6. **Graduates of Single-Sex and Coeducational High Schools: Differences in their Characteristics and the Transition to College.**



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7. **Dedicated to How Girls Learn** More positive academic and behavioral interactions [were observed] between teachers and students in the single-sex schools than in the comparison to coed schools. – *U.S. Department of Education, Early Implementation of Public Single-Sex Schools: Perceptions and Characteristics*
8. **Higher Aspirations** Girls' school students have higher aspirations and greater motivation than their female peers at coed schools. Nearly 99% of students at girls' schools expect to earn a four-year degree. More than 2/3 expect to earn a graduate or professional degree. – *Dr. Richard A. Holmgren, Steeped in Learning: The Student Experience at All-Girls Schools*
9. **Engaged in the Learning Process** Over 95% of students in all-girls' schools report participating actively in class discussions compared to 80.4% at coed public schools. – *Dr. Richard Holmgren, Steeped in Learning: The Student Experience at All-Girls Schools*
10. **More comfortable being themselves and expressing their ideas** An atmosphere of respect provides girls' schools students the opportunity to share their views openly, and learn from their peers. – *Dr. Richard Holmgren, Steeped in Learning: The Student Experience at All-Girls Schools*
11. **Preparation for the Real World** [At an all-girls' school], her world will continue to include boys and men — in extra-curriculars, at home, on weekends and holidays. And, finding her voice, collaborating on projects and excelling in academics will prepare her for a purposeful life. – *National Coalition of Girls' Schools.*

## Staff/Support

Head of School  
Executive Director of Advancement  
Special Events & Parent Programming Coordinator  
Database Manager & Donor Relations  
Alumnae Relations & Annual Fund Manager  
Hospitality Coordinator  
Consultative School Board  
Advancement Committee  
Parent Council  
Fundraising event chairs and committee  
Alumnae Association

## 2021-2022 TOTAL

\$2,606,281 \*includes \$1.1 million planned gift

## 2022-2023 GOAL

\$2,000,000.00



# ROSARY ACADEMY

## ***Tuition Assistance***

Rosary Academy distributes approximately \$1.5M of tuition assistance annually, awarding financial aid to 46% of students enrolled in the 2021-2022 school year. In order to ensure a Rosary education is possible to all who desire it, we must continue to increase fundraising dollars.

## ***Facility Improvements***

- 1. Rooms 1 – 3 Lab rooms – need updating***
  - a. Lighting***
  - b. Flooring***
  - c. Painting***
  - d. Fume hoods***
  - e. Furniture***
- 2. Room 4 art room –***
  - a. Lighting***
  - b. Flooring***
  - c. painting***
  - d. work tables***
  - e. kiln***
  - f. ceramics wheel***
- 3. Room 6 & 7 - need updating***
  - a. Lighting***
  - b. Flooring***
  - c. Painting***
  - d. Furnishings***
- 4. 3 Female Bathrooms – need updating***
  - a. Stalls replaced***
  - b. Flooring***
  - c. Lighting***
  - d. Skin updating***
  - e. Painting***
- 5. Faculty Lounge***
  - a. Need general refresh***
- 6. School Building***
  - a. Needs to be repainted***
- 7. Athletic Fields***
  - a. Our athletics need home fields to be more competitive in the Trinity League***
- 8. Karcher Center***
  - a. Replace and update gym floor***
  - b. Replace bleachers***



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## **9. Athletics**

- a. Larger weight room with more diverse exercise options
- b. Golf practice area on the lawn
- c. Dedicated space for wrestling practice
- d. Practice fields for soccer, lacrosse, softball, flag football
- e. Beach volleyball courts

## **10. Update & Expand Kitchen**

## **11. Chapel**

- a. *Update sacristy, cabinets, lighting & ceiling*

## **12. Esports Facility**

## **13. All plumbing needs to be reviewed and ensured it is updated**

## **14. Additional Security Cameras to ensure the safety of the campus**

## **15. Additional safety gating for Winter Center**

## **16. Guard Shack front of campus – safety issue**

## **17. If we can replace the training/locker room with a new building**

### **a. New building would house**

- i. *Activities*
- ii. *Athletics*
- iii. *Campus Ministry*
- iv. *Wellness*
- v. *Innovation Center*
- vi. *Culinary Classroom*
- vii. *Dance room*
- viii. *Weight room*
- ix. *Music room*
- x. *Additional classrooms*
- xi. *Coaches area*

### **b. Remove modular and replace with concrete slab/quad for outdoor gatherings**

## **Operational Expenses**

Donors may give to the Rosary Fund to help offset this cost to support our students, faculty, and staff throughout the school year.

Additional menu of giving options:

- Student activities
- Campus Ministry
- Pavers
- Rosary Support Program
- Athletics, Cheer & Dance



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## Engaging Constituents

- Current parents
  - New parent dinner
  - Parent Council
  - Back to School Night
  - Fundraising Events
  - Parent-to-parent outreach
- Current Students
  - Senior Class gift
  - Include in Day of Giving competition
  - Incentives for donations to Cracked Crab & Red Wine & Gold
- Alumnae Families
  - Fundraising events
  - 1:1 outreach
  - Monthly alumnae newsletter
- Alumnae
  - Speak to Inspire, G.I.R.L. (Guiding & Inspiring Royal Leaders) Mentor Program
  - Sophomore Professional Development Day
  - Rosary Day alumnae presenting rings
  - Paint night
  - Wine night socials around campus
  - Monthly electronic alumnae newsletter
  - Social media recognition – accomplishments and milestones
  - Recognizing alumnae accomplishments on social media
  - Class reunions
  - Alumnae Facebook page
  - Wall of Fame



# ROSARY ACADEMY

## Rosary Annual Fund

Rosary Academy's annual giving program and most significant fundraising effort. The Rosary fund supports student enrichment and support, campus enhancements, faculty and staff professional development and tuition assistance. Solicitations are via mail, email, social media, phone calls, in person and at school events.

## Giving Level Membership

A donation of \$100 or more to our Annual Fund places you in a group of individuals dedicated to the vitality of the Rosary Academy. Your gift connects people to education, service, faith and community!

## Courtesies per Gift

Courtesies offered to members of The Academy may include special invitations to leadership donor activities and events (Donor Recognition Reception), specially-designed Rosary Academy swag, public recognition in printed publications and the satisfaction of knowing you are empowering the next generation of women leaders.

## The Academy

Membership in The Academy is open to all alumnae, parents, grandparents, faculty, staff and friends of Rosary Academy who make gifts to the Rosary Fund of at least \$100 during the fiscal year of July 1-June 30. These gifts are separate from event attendance and/or ticket purchases and membership is renewable annually. Membership in The Academy at any level makes a great tax-deductible birthday, anniversary or graduation gift to the Royal family member in your life!

## The Academy Giving Levels

Our Lady of the Rosary Leadership Circle: \$50,000+ \*^

Laureate Leadership Circle: \$25,000-\$49,999 \*^

Mother St. John Fontbonne Society: \$10,000-\$24,999 ^

Sisters of St. Joseph Society: \$5,000-\$9,999 ^

Head of School Society: \$1,000-\$4,999

Loyal Royal Society: \$500-\$999

Red & Gold Society: \$250-499

Friend of Rosary: \$100-\$249

\* Pledges of \$25,000 and above are payable over 4 years and may include naming opportunities

^ Donors at this level and above will be offered one complimentary ticket to a Rosary Academy special event, per request by the RSVP deadline





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## \$100 to \$999

Academy Membership  
Acknowledgment Card- Handwritten  
Academy Membership Decal  
Tax Donation Letter - Mailed \*  
The Regium Annual Report - Digital Copy

## \$1000 to \$4,999

Academy Membership  
Acknowledgment Card- Handwritten  
Academy Membership Decal  
Academy Membership Notepad  
Invitation to Donor Recognition- Digital invite  
Included in Mass of Thanksgiving- Digital invite  
Tax Donation Letter - Mailed \*  
The Regium Annual Report - Mailed Print Copy  
Personal phone call from **Donor Relations Manager**

## \$5000 to \$24,999

Academy Membership  
Acknowledgment Card- Handwritten  
Academy Membership Decal  
Academy Membership Notepad  
Invitation to Donor Recognition- Digital invite  
Included in Mass of Thanksgiving- Digital invite  
Tax Donation Letter - Mailed \*  
The Regium Annual Report - Mailed Print Copy  
Offered one complimentary ticket to Red & Gold Matinee  
Personal phone call from **Executive Director**

## \$25,000 and above \*\*

Academy Membership  
Acknowledgment Card- Handwritten  
Academy Membership Decal  
Academy Membership Notepad  
Academy Membership keychain  
Invitation to Donor Recognition- Digital invite  
Included in Mass of Thanksgiving- Digital invite  
Tax Donation Letter - Mailed  
The Regium Annual Report - Mailed Print copy  
Offered one complimentary ticket to Red & Gold Matinee  
Personal phone call from **Head of School**