October 16, 2014

We hope everyone's new academic year is off to a great start!

Today we are excited to launch the 2014-2015 Stanford OHS Annual Fund campaign, *Show Your Pixel Pride!* As parents, this is our opportunity to provide additional financial support to Stanford OHS, helping to close the 18% gap between tuition and the actual cost of educating our children at the highest level. We have each chosen Stanford OHS for reasons unique to our family—whether it be the academic rigor, flexible online environment, core philosophy classes, high caliber of faculty, a motivated group of peers, or one of many other reasons. Celebrate why you chose Stanford OHS, and join the campaign today—show your Pixel Pride!

Our number one goal for this year's campaign is participation by our entire community. That's right: participation! It's about tangible support for this remarkable educational opportunity, at whatever giving level is meaningful for your family. Not only is a high level of participation like a giant hug to our faculty, staff, and students, but to outside foundations, where future grants reside, it is essential proof that our school has the unwavering support of its community.

Of course, the more we raise, the more priorities Stanford OHS can fund. The enclosed brochure provides you details about Stanford OHS this year, along with results from last year’s drive, and our key priorities for this year’s campaign.

You may be wondering, what is the appropriate giving level? The answer is different for every family. Traditionally, private schools target ~10% of your tuition as an Annual Fund gift. For some, that is reasonable. For others, it’s out of reach. And some may have the capacity to give significantly more. The decision is personal to each family, and we are just excited that you are asking the question in anticipation of joining the campaign.

You might also be thinking, Hey didn’t we just have an Annual Fund Drive in the Spring? Right you are! Last April, Stanford OHS launched its first Annual Fund campaign in support of the 2013-2014 school year. There was overwhelming feedback from parents that they prefer the Annual Fund drive to occur in the Fall, aligning it with more traditional year-end giving. Please understand, this new campaign is for the 2014-2015 school year, and is the only fundraising drive to show your support for OHS this academic year. We understand your giving plans may be impacted by this timing, which is another reason our primary goal for 2014-2015 campaign is participation.

1. If you gave all that’s reasonable for your family last Spring, thank you! Please consider showing your Pixel Pride with a small donation to help us reach our participation goals. Lots of small gifts can add up to one great program!
2. Maybe there is a gap between your spring donation and the 10% of tuition goal—if so, that difference would be a great contribution.
3. Of course, we appreciate larger gifts of support too.
Truly, whatever is appropriate for your family, it's the participation that counts.

Should you have any questions, please feel to contact either of us, or Brad Gano at ohsbusiness@stanford.edu. The campaign runs through December 19th, the start of winter break. But why wait? Lead the community instead. Join us in showing your Pixel Pride, and give to the Annual Fund today!

With thanks,

Kathryn Besemer
Ayla ‘15

David Cordeiro
Jacob ‘15 and Adam ‘19