

Some Frequently Asked Questions About Jesuit's PAG Drive

What is the purpose of the PAG drive?

The Parents' Annual Giving drive, or PAG, is a unique fundraising campaign. The purpose of the drive is to raise funds to help bridge the deficit between the total operating income and expenditures of Jesuit High School for the 2008-2009 school year.

What makes the PAG drive unique?

It is driven entirely by Jesuit High School's parents communicating with other parents about the importance of participating in PAG. The leaders of the drive are the general chair and the tri-chairs of each grade level who recruit captains to assist them in contacting all of Jesuit's parents. Administrative support is provided by Jesuit's development office. The drive resonates with intensity because it is compactly designed with the goal of securing commitments (pledges) from as many parents as possible by the time PAG Sunday (September 21) takes place.

How much is Jesuit's deficit for the 2008-09 school year?

Total operating income is \$8,385,000 against total operating disbursements of \$11,440,509. This leaves an operating deficit of \$3,055,509.

What is the school's major operating expense?

Faculty and staff salaries are the largest operating expense.

What is the "gap"?

The gap for the 2008-09 year is \$2,350, which represents the difference between what Jesuit charges for tuition and the actual cost of educating a student. Jesuit's budget is built on a population of 1,300 students. The gap is determined by dividing the operating deficit of \$3,055,509 by 1,300 students.

Is my donation to the PAG drive tax deductible?

Yes, your donation is tax deductible. You may also donate shares of a company's stock to fulfill your pledge. You are entitled to a charitable income tax deduction for the full market value of your gift. As an added benefit, you may avoid the capital gains tax on your stock or other appreciated property. For more information on the process of transferring stocks directly to Jesuit, contact the finance office at 504-483-3843.

What are some sources of Jesuit's non-operating income?

- The contributed services of the Jesuits, who, like the faculty, receive salaries but return a substantial portion to the school;
- Investment income from Jesuit's endowment fund;
- Annual events such as the Celebration-Auction and the Blue Jay Bazaar;
- Donations from alumni, parents, parents of alumni, and friends.

What is Jesuit's endowment fund?

In 1926 Mr. Henry Prevost donated \$500,000 in memory of his son Francis, who died while a student at Jesuit. His gift was used as seed to establish an endowment. Through the decades, alumni, parents, and friends of Jesuit have made contributions to the endowment, which totals approximately \$17.6 million.

What does Jesuit do with investment income derived from its endowment?

The interest from the endowment's investments is primarily used to provide financial aid to families that cannot afford to pay part or all of the tuition, but whose sons are academically qualified to attend Jesuit. Last year, investment income from the endowment resulted in more than \$350,000 in financial aid to Jesuit families. Your donation to the PAG drive helps reduce Jesuit's operating expenses and is not used for tuition assistance.

How much should I contribute to the PAG?

No gift is too large or too small. Jesuit needs as many parents as possible to donate the gap, but not every family is financially able to do so. Jesuit relies on the generosity of those parents who are able to contribute the gap and amounts greater than the gap. In the 2008 drive, 121 families donated the gap (\$2,189) and an additional 150 parents contributed amounts greater than the gap, including four \$10,000 gifts. Last year, the average PAG donation was \$1,289.

What have been the results of other recent drives?

Since the drive's inception in 1975, Jesuit's parents have understood its importance in relation to the financial health of the school. That's why Jesuit emphasizes that PAG Sunday is the most important date on the school calendar. Donations have exceeded \$1 million in each of the past five drives. Last year, 933 parents donated a record \$1,202,929. Typically, more than 90% of Jesuit's families participate, which is a critical component of the drive's success.

What are the responsibilities of a class Captain?

Captains serve as ambassadors of the school and are an important reason why the drive is so successful. Captains are the liaisons between parents, the Tri-Chairs, and the school. Captains are chosen by the class Tri-Chairs, but any parent may also volunteer for this role. Captains are typically assigned two or three parents (who are not captains themselves) with whom to stay in touch with in the weeks and days leading up to PAG Sunday. The main responsibility of the Captains is to encourage their parents, especially new Jesuit parents, to participate in the drive. **Captains never solicit money and they do not know the amounts of their assigned parents' pledges or donations.**

When do I make my pledge?

For returning parents, pledge cards may be turned in on or before PAG Sunday, September 21. Pledge cards are not provided in advance to new parents.

When do new parents receive their pledge cards?

New parents are asked only once to participate fully in PAG Sunday by coming to Jesuit on September 21 for Mass at 9 a.m. in the Chapel of the North American Martyrs. Following Mass, new parents will be given their pledge cards in a designated area in the Student Commons. The full participation of new parents in PAG Sunday helps to foster a sense of community with other Jesuit parents.

I'm a new Jesuit parent who cannot attend PAG Sunday but still wants to participate. What should I do?

If circumstances prevent you from personally attending PAG Sunday, arrangements can be worked out. You should first notify your Captain that you will not be able to attend. You will also need to contact

Jesuit's development office at 483-3815. The development office will work with you to resolve any problems.

Am I expected to pledge and donate at the same time?

Returning your pledge card on or before PAG Sunday indicates your commitment to participate in the drive. The timing of your donation is entirely up to you. For income tax purposes, some parents make it a point to contribute before the end of the calendar year. You may write a check for the full amount of your pledge at anytime. You may also choose to contribute in monthly, quarterly, or semi-annual installments, either by check or through Jesuit's online donations system. Your pledge should be fulfilled before the end of Jesuit's fiscal year, which is June 30, 2008.

Can I make my PAG pledge and donation online?

Yes, it is easy and secure to do both on Jesuit's web site, www.jesuitnola.org. Click on the appropriate PAG link (Pledge or Donate) underneath Jayson in the upper left corner of the home page to start the process. Your gift can be a one-time donation for the full amount of your pledge, or you may stretch it out in equal installments, from two to a maximum of nine months. If you choose to donate in installments, your initial contribution will be charged immediately to your credit card. Future installments will be automatically charged to your credit card on that same date you made your first donation. It is important to use a credit card that does not expire prior to completing your installment contributions.

Does my company's matching gift program benefit the PAG drive?

Numerous companies have a matching gift program in place that benefits secondary education. If your company is one of them, a matching contribution can maximize your donation to Jesuit, and you get credit for both gifts.