



Frequently Asked Questions

Q: What is the Cougar Pride Annual Fund?

A: The Cougar Pride Annual Fund supports Clariden with unrestricted funds for use during the current school year. While the budget is planned in advance and ensures our school may continue to grow our strong financial foundation, The Cougar Pride Annual Fund allows our faculty and staff the ability to address specific needs and provide unique opportunities as they arise during the school year. This financial flexibility allows for the School's long-term financial strength and ensures our students continue to be nurtured and supported no matter the challenges that may occur.

Q: My family is already paying tuition. Why is it important to give to the Annual Fund?

A: Bottom line: Your gift supports the people and programs that make Clariden special, such as talented teachers, new athletic programs, the new language program, and up-to-date technology. This all translates to more individual attention for your child.

"No independent school charges what it actually costs to teach a child. Most parents want their children to receive everything they can. The more you give, the more your children are going to receive." (Soles, NAIS Guide for Families, pg. 5)

Q: What impact will my gift have?

A: Each gift has a direct and immediate impact on our students. It allows for off-campus field studies, teacher-requested items like flexible seating to promote better attention for our youngest Cougars, cutting-edge equipment needed for advanced academic and co-curricular instruction for our Upper School students, and provides so much more every day!

Q: Why doesn't Clariden just charge me the full cost and avoid asking for gifts?

A: A for-profit business, whose mission is to make money, differs from a nonprofit school whose mission is to provide a good education. High-quality nonprofit schools, like Clariden, are labor-intensive and people-oriented in order to be competitive and provide the excellent programs it offers.

Q: What is the right amount to give?

A: There is no one right amount. Participating in The Cougar Pride Annual Fund with a gift that is meaningful to you and makes you feel good about supporting your school is most important. We receive gifts at every level and each gift, whether it's \$25 or \$2,500 makes an immediate impact. While leadership level gifts begin in the Partner Circle (\$2,500-\$4000 the difference between tuition and actual operating costs per child), every gift makes a difference!

Q: Who participates in the Cougar Pride Annual Fund?

A: All members of the Clariden community – Board of Directors, current and former parents, alumni, faculty/staff, grandparents and special friends – are encouraged to participate. Every year, Clariden typically has 100% Board and faculty and staff participation.

Q: Are there more reasons to give?

A: Of course. Many people enjoy giving as a way to become an active stakeholder in helping the school achieve its goals. Others take pride in the recognition that comes with appearing on the list of the school's supporters. Lastly, unlike tuition payments, gifts to Clariden are always tax deductible.

“When schools ask for funds beyond tuition, they’re asking stakeholders to ensure that the best-trained, most committed adults are available to help students become everything they can be. Without that extra push from donors, virtually no independent school can financially achieve its goals.” (McManus, NAIS Guide for Families, pg. 8)