



Dear Academy Families & Friends ~

As you read on the reverse side, the Foundation exists to provide funds for whatever our students and teachers need. We are so very grateful that our parents and area businesses contribute to the Foundation and make these important resources possible!

IF WE COULD DO ONLY ONE THING, IT WOULD BE THE BLACKSMITH ANNUAL FUND (BAF). Blacksmith contributions cover daily operational costs like teacher salaries and benefits (we must take care of our teachers!), technology upgrades, art materials, science lab supplies...all the important must-have's to run Westlake Academy. Because the BAF is such a critical initiative, it's worth a closer look at what you may think vs. what really is!

MYTH: *I have to give by October 31st.*

FACT: BAF kicks off with Giving Day on Sept. 14, with the "official" campaign running from Oct. 1-31. However, contributions and pledges are welcome year-round. We have the month-long "push" early in the school year, so the Academy has an idea of how much it can count on and plan accordingly. Give whenever works best for you!

MYTH: *My entire gift needs to be paid now.*

FACT: Pledge now, pay later – just let us know! Spread it out and make monthly credit card or auto bank drafts...give when your work bonus or tax refund comes in...use whatever method is most convenient for your family (simply fulfill by August 31, 2018).

MYTH: *I have to give \$2,500 per student.*

FACT: That is the requested amount, but ALL gifts in ALL amounts are IMPORTANT and APPRECIATED! Contribute the greatest amount that you would feel really good about putting toward your student's education! Parent participation at some level is expected; 100% parent support is always our goal!

MYTH: *Everyone will know how much we donate.*

FACT: Gift amounts are CONFIDENTIAL; just the WAF office staff (i.e., Julie and Shelly) knows how much each family donates. Only your name will be included on our donor lists published in weekly eBlasts, carline signage, *Simply Westlake*, the WA yearbook, and other formats (unless you elect to remain anonymous, but we hope you'll allow us to recognize and celebrate you!).

Our school truly needs every family to donate. An Academy education would be so very different without parent contributions! But we want to make supporting WA fun!

- Return your BAF donation form early for more chances to win in our WEEKLY DRAWINGS throughout October!
- Help your grade be the first to reach 100% parent participation and your student will WIN A WEEK of wearing spirit gear! Plus, parents and kids will celebrate at a **CLASS PARTY catered by Meat U Anywhere BBQ!**
- Donate on Giving Day (Sept. 14) and get in on HOURLY DRAWINGS for great prizes. GRAND PRIZE includes luxury "Staycation Package" from **SEWELL!!!**



**Here's to pulling together and raising \$1 million for this year's school budget.
It's an ambitious goal, but imagine what we can do together.
Imagine what we can make possible for our students and teachers!
Our sincere thanks in advance, Academy families!!!**