Dear Hayden Community,

Over the past two years, beginning with the planning phase of our Continuous Improvement Plan (CIP), Hayden Catholic High School leadership and numerous stakeholders have worked together to identify extraordinary needs requiring significant funding above and beyond our operational budget.

This past spring, we conducted a campaign planning study to gather feedback regarding three key areas of need: infrastructure repairs and upgrades, educational enhancements and tuition assistance. Based on the positive results of the planning study, and with the support and encouragement from the archdiocese, we began preparations for the Honoring our Tradition-Investing in our Future stewardship campaign.

For the past two months, Hayden leadership, along with members of the faculty and staff, buildings and facilities committee, Board of Trustees and the Foundation Board, have worked together to provide greater definition of our needs, and prioritize our project goals and timeline for completion.

This campaign is an opportunity for us to come together, as good and faithful stewards, to ensure the Hayden traditions of faith, academic excellence, community and service continue to thrive for generations to come. Enclosed is a preview of our campaign goals as well as answers to some frequently asked questions.

You will hear much more in the coming weeks about this important effort and how you can participate. In the meantime, please contact us if you have any questions or would like to discuss the campaign.

Thank you for all you do to support Hayden Catholic High School!

Blessings,

[Signature]

Shelly Buhler
President
Honoring our Tradition
Investing in our Future
A Stewardship Campaign for Hayden Catholic High School

OUR GOALS

The campaign planning study indicated Hayden can raise between $2 million to $2.5 million over a three-year pledge period. We will address our needs in a tiered approach:

$1.5 MILLION CELEBRATION GOAL
Reaching this milestone will provide $1.25 million toward infrastructure repairs and upgrades and provide $250,000 toward educational enhancements.

$2.0 MILLION CHALLENGE GOAL
At this milestone, we will be able to complete an additional $250,000 in necessary infrastructure repairs and upgrades across the campus. We will also be able to provide an additional $250,000 in educational enhancements.

$2.5 MILLION VISIONARY GOAL
After fulfilling the first two campaign milestones, reaching this tier will give us the opportunity to increase our endowment by $500,000. Our intention is to continue to grow this fund through legacy and planned gifts beyond the campaign to a $10 million endowment over the next 10 years.

OUR PROJECTS

Infrastructure Repairs and Upgrades
Through the Honoring our Tradition-Investing in our Future stewardship campaign, we will address deferred maintenance projects and facility upgrades. Hayden leadership, along with the buildings and facilities committee, which is comprised of representatives from faculty, staff and the Board of Trustees, has prioritized the list based on three criteria: safety, energy efficiencies and future savings, and impact on student life.

Some of the projects that will be completed as campaign milestones are met include interior and exterior building repairs, outdoor site improvements, and stadium and field improvements.
A detailed comprehensive list of projects will be included in the campaign case statement.

Educational Enhancements
Cultivating excellence in academics is a vital part of our mission at Hayden Catholic High School. To ensure our students and faculty have the tools they need to succeed, funds raised in the Honoring our Tradition-Investing in our Future stewardship campaign will allow us to provide educational enhancements including technology upgrades, classroom enhancements and opportunities for individualized faculty professional development and training.
A detailed comprehensive list of projects will be included in the campaign case statement.

Tuition Assistance
Tuition assistance makes it possible for any child who desires a Catholic high school education to attend Hayden. While we are diligent about keeping our tuition as affordable as possible, one-in-three families qualifies for tuition assistance. Currently, tuition assistance dollars are supported through two sources. The Hayden Foundation provides approximately $75,000 of the $400,000 awarded annually through the endowment, while the $325,000 difference is supplemented by our annual operating budget.

Directing operating dollars to supplement tuition assistance negatively impacts our annual operating budget. Through the Honoring our Tradition-Investing in our Future stewardship campaign, we can ensure a sustainable funding source for tuition assistance by growing our endowment. In time, larger annual distributions from the endowment will allow money from the operating budget to be available for other educational needs.
Increasing the endowment is essential to the future sustainability of Hayden Catholic High School.
Why doesn’t the Honoring our Tradition-Investing in our Future stewardship campaign include new facilities such as a second gymnasium or theater?
Through our Continuous Improvement Plan (CIP) planning phase, Hayden leadership and numerous stakeholders identified extraordinary needs that require immediate attention and will be addressed through our stewardship campaign. Our intention is to create a campus master plan which will include new and upgraded facilities that can be addressed in future fundraising efforts.

Why can’t the Hayden Foundation currently provide the full amount needed for tuition assistance?
The Hayden Foundation currently has $2.3 million in assets comprised of endowed family scholarships and an unrestricted fund. Each year, the Foundation allocates up to, on average, 4% of the total assets for tuition assistance. The endowment will need to reach $10 million in assets before the Foundation can provide the full amount of tuition assistance.

What is the Hayden Annual Appeal? How does it support tuition assistance?
As with all Catholic schools, our tuition does not cover the full cost of educating a student at Hayden. Funds raised during the Hayden Annual Appeal help close the gap and directly support the annual operating budget. Every gift to the Hayden Annual Appeal is essential in helping us offset the funds needed to supplement the amount needed for tuition assistance and ensuring we have the resources available to support salaries and professional development for our talented faculty and staff, provide classroom resources and equipment, support arts and athletic programming, and maintain our facilities.

Will I be asked to support both the Honoring our Tradition-Investing in our Future stewardship campaign and the Hayden Annual Appeal this year?
This is an extraordinary time for Hayden Catholic High School. With the support of the archdiocese, we have the opportunity to address critical maintenance projects, enhance our curriculum and build up our endowment through a stewardship campaign. However, at the same time, we must continue to fund our annual operational needs through the Hayden Annual Appeal.

Who is being asked to support the campaign?
Every stakeholder – alumni, current parents, past parents, grandparents, faculty, staff, school leadership, foundations and friends – will be asked for consideration of a gift to the campaign.

Is my pledge legally binding? Will it be confidential?
A pledge is not legally binding, but rather a commitment made in good faith. We ask that you advise us of any financial changes that may impact your pledge. All gifts and pledges will be kept confidential with only the people responsible for maintaining campaign records having access to your commitment.

How do I know my gift will be used as intended?
Every dollar donated to the campaign will be designated to a restricted account and used to fund the projects outlined in the campaign case statement. Hayden leadership is committed to full transparency and will provide frequent updates throughout the campaign regarding fundraising and expenditures.

Can I designate or restrict my gift to a certain area of the campaign?
While unrestricted gifts provide immediate funding for our highest priority needs, you may designate your gift toward a specific area of need. To designate your gift, simply indicate your intention on the pledge card.

Are campaign gifts tax-deductible?
As a qualified 501(c)(3) non-profit organization, gifts made to Hayden Catholic High School for the Honoring our Tradition-Investing in our Future stewardship campaign are tax deductible.

How can I make a gift to the campaign?
There are many ways to contribute to the Honoring our Tradition-Investing in our Future stewardship campaign, including:
- Gifts made by cash, check or credit card
- Gifts of securities
- Donor advised funds
- IRA distributions
- Estate gifts
- Corporate matching gifts

Selecting the ideal method is a personal decision based on each person’s unique financial situation and goals. As tax laws frequently change, donors are encouraged to consult with a qualified financial advisor to determine which method of contributing is most beneficial.