



St. Vincent Martyr School | 26 Green Village Road | Madison, NJ 07940 | 973-377-1104

January 2021

Dear School Families:

Happy New Year from your Home School Association! As we begin 2021, I am writing to you to share some updates on the work of HSA.

First and foremost, **many thanks for your participation and support of our Fall and early Winter programming. In the most challenging of years, during which we collectively continue to navigate the global Covid-19 pandemic, we are so grateful that we were able to successfully reimagine many of our community events.** Thank you to everyone who supported our faculty appreciation initiatives, school photos, eighth grade programming, School Spirit Shop, Cherrydale fundraiser, Drive Through Trunk or Treat, Christmas Shop, Drive Through Breakfast with Santa and Christmas plant sale. In a year in which our school administration reasonably could have required us to cancel all such programs, we were given the opportunity to creatively offer programs in a compliant, socially distanced way, thus enabling our students and staff to enjoy some of the traditional programs we would offer in a typical school year. We are most grateful for the leadership of Sister Noreen, Ms. Gisoldi and Father George for partnering with us and trusting us to offer our programs, while taking great care for the safety of our students, faculty, staff and families. We are so grateful to Mrs. Mantone, Mrs. Maguire, Randal and Tom for being “our feet on the ground” in the school building when we can’t be physically present.

As we enter into the second half of the school year, a few words about HSA’s finances and our partnership with our school families and our parish. The HSA budget has two revenue sources. The first supports our operating budget and provides funding for many of our programs, teacher appreciation outreach and school needs. This funding comes to us in the form of your HSA dues, your participation in the SCRIP gift card program, School Spirit Shop purchases, and from families that opt to buy-out of their SCRIP and volunteer commitment. The second revenue source is our fundraising outreach, which we use to support St. Vincent Martyr Parish’s subsidy of our school. HSA is expected to generate at least \$125,000 in funds annually to help the parish subsidize our school’s efforts to provide quality Catholic education in Madison, NJ.

A word about the parish subsidy, since it is not a topic with which everyone in our community is familiar. **Did you know that the \$7,200 tuition that each family pays to educate each of their K-8 children only covers 91% of the actual costs associated with educating each student? In school finance and fundraising circles, we refer to the funds needed to balance the budget as “bridging the gap.”** Here at SVMS, there are a number of ways the parish bridges this gap. Each year, as part of our school enrollment contracts, families have the ability to make a

stewardship gift to help bridge this gap. HSA is also responsible for generating revenue to help do our part in conjunction with the parish. How do we do it? In large part, our fundraising is dependent upon the success of our annual Spring Fundraiser and Grand Raffle. However, recognizing that the 2020-2021 school year is like no other, HSA stepped up some early fundraising efforts to help ease the challenge of raising \$125,000 in a year in which members of our community are struggling to navigate financial challenges and the complexities of work life, school life and home life. During the Fall, HSA was able to raise \$4,500 in addition to the \$50,000 already raised through the pre-purchase of 2021 Grand Raffle Tickets at the time you signed your school contracts for the year. So where does this leave us? We must raise a minimum of an additional \$70,000 this spring to fulfill the HSA parish subsidy commitment. How will we do it?

On Friday, March 19, 2021, the St. Vincent Martyr School, parish and community will gather together virtually for our annual Spring Fundraiser. Even though Covid-19 continues to prevent us from gathering together in person, we are committed to making this year's fundraiser a success and we are hoping you will support our efforts. We will once again use the Click Bid platform to help us offer the event virtually. **I would like to thank Annette Dreager, Nicole Van Slyck and Lisa Sansano for generously donating their time and talents to chair this year's Spring Fundraiser.** It is no small request and I am most grateful for their leadership. In the coming weeks, you will hear from Annette, Nicole and Lisa, and I am hopeful that you will respond to their request for help.

Our goal is **100% participation in the Spring Fundraiser from our school families.** What do we mean by that? You can help us reach our goals in the following ways:

- Donate your time to help us make the virtual event a reality. This is a great opportunity if you have not fulfilled your volunteer commitment for the school year or if you will find it challenging to support the event financially. A new Sign Up Genius will be available in the coming weeks;
- ask family, friends and neighbors to buy additional Grand Raffle tickets;
- donate a Pick-A-Prize and/or Silent Auction Prize through a new Sign Up Genius and Amazon Wish List available in the coming weeks;
- buy Tag Day and No Homework Passes for each of your children on Click Bid during the event;
- volunteer to host an event and/or buy tickets to an event hosted by school families on Click Bid during the fundraiser;
- bid on (and win!) the many fabulous prizes, experiences and packages our team is developing with your donations on Click Bid during the event; and
- consider having your family or business become an event sponsor if you are able to do so.

Thank you for all your support of our school. You and your children are the life and heart of St. Vincent Martyr School and for you, and them, we are most grateful.

Sincerely,
Jennifer Nolan
HSA President 2020-2021 School Year