



August 17, 2023

Dear School Families,

We were excited to speak at the Mercy Parent Nights this week as we were honored when Father Cleo and Ms. LaBorde asked us to chair this year's school Annual Appeal.

Our house is abuzz with back-to-school activity these last couple weeks. Our 2nd grader Jack; our twin kindergarteners George and Andrew, and even our 2-year-old, Benjamin love our school as much as we do.

The largest and most important ministry of Our Lady of Mercy Church is Our Lady of Mercy School. And it shows! In the history of Mercy, various volunteer groups focused on projects that have yielded amazing results. Capital campaigns raised funds for buildings and facilities. Weekly offerings fund the on-going activities of the Church. And of course, our tuition dollars are the base revenue in our school budget.

Leadership here wanted to transform our great school into an exceptional school, and they focused on big, visionary stewardship of this ministry. A decade back, they established a once-a-year solicitation called our "Annual Appeal." It represented an alternative to large tuition increases, and it reduced a barrage of small fundraisers throughout the year. It also gave parents the tax benefits of making a single donation to our school, a 501(c)(3) public charity. Simply by inviting a gift once a year, we have raised over \$2 million and put those resources to use in our classrooms with remarkable results.

We see the tangible upgrades and improvements that last year's annual campaign helped to fund, including our Innovation Lab (how Mercy does S.T.E.M.); 51 new security cameras and fencing. As we look ahead for this year, we are excited about these priorities:

- **Technology and Media Lab (formerly Computer Room).** As technology continues to advance, so does the way our students implement technology into learning. Today's students will be creating media, coding and designing robotics. We need to make this space a place to grow and prepare for the future.
- **Campus security.** We are always focused on security on campus, and we will continue making improvements. Staying at the forefront of improving technology allows us as parents to know our children are safely learning at school.

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OUR LADY
of MERCY

- Enhanced controlled-access entry
- Protective film on high-traffic exterior doors and windows
- A new school website. It's the equivalent of our front door, and it needs to be inviting and informative for

parents, for students – and for prospects. We launch our newly designed website before end of year.

- Teachers' professional development. Additional resources allow our teachers opportunities to grow in their professions. We gladly invest in these professionals who spend so much time investing in our students.

At the end of this campaign, we hope to have 100% participation from all families, from all faculty and staff, and from everyone associated with our important ministry. Our mission is too important for us to fall short.

We ask that you prayerfully consider a tax-deductible gift that will help move Mercy atop the exceptional list. Please visit our website to let us know your response. Thank you!

Sincerely,

Robyn and Scott Daugherty

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