

2017-2018

# Report of Giving

Thanks to your support, our  
community continues to **thrive.**



BROOKWOOD  
SCHOOL

## Dear Brookwood Community,

At Brookwood, we prepare students to thrive as confident, capable and compassionate leaders ready for an ever-changing world. For over six decades, our beloved school and its students have grown and flourished due, in part, to the generous support of the community. The investment you—and donors across the years—have made in Brookwood has directly impacted the success of our school and has helped our students become their best selves.

We are thrilled to share with you the 2017–2018 Report of Giving that showcases another exceptional year of philanthropy at Brookwood. In 2017–2018:

- ▶ Current parents contributed \$442,718 of the \$588,993 raised in annual giving funds, with an outstanding 83% parent participation.
- ▶ Brookwood Alumni Class of 2017 had the highest participation (31%).
- ▶ 83% of the Brookwood Fund was comprised of leadership gifts of \$1,500+ thanks to the generous support of 86 Leadership Donors.
- ▶ 104 new donors joined our giving community.

We are grateful for all that you do to support Brookwood School. Whether through time, treasure or talent, your gift truly made a difference—thank you! We invite you to view the complete list of donors from the 2017–2018 year at [brookwood.edu/donors18](https://brookwood.edu/donors18).

With appreciation,



*Laura Caron*

**Laura Caron**  
*Head of School*



*Bronwyn McCarty*

**Bronwyn McCarty**  
*Interim Director  
of Advancement*

# Participation matters

Brookwood Fund participation is on the rise. Thank you for your commitment to Brookwood and the school's success, we are so grateful for your support.

**100%**

TRUSTEES

**100%**

EMPLOYEES

**94%**

NEW FAMILIES

**83%**

CURRENT FAMILIES

## Brookwood Loyalty Circle

Consistent and continuous giving is critical to Brookwood's success. Membership in the Loyalty Circle means that you are part of a unique community of donors devoted to shaping the future of Brookwood. Donors become members by making a gift, of any size, to the Brookwood Fund for three or more consecutive fiscal years.

**220**

DONORS WHO HAVE GIVEN **3-9**  
CONSECUTIVE FISCAL YEARS

**69**

DONORS WHO HAVE GIVEN **10-19**  
CONSECUTIVE FISCAL YEARS

**8**

DONORS WHO HAVE GIVEN **20+**  
CONSECUTIVE FISCAL YEARS





# Philanthropic overview

## GIFTS TO BROOKWOOD SCHOOL 2017-2018

The total reflects paid contributions received during the fiscal year July 1, 2017 to June 30, 2018.

► **Brookwood Fund:**  
**\$588,992.53**  
*Funds raised in support of the operating budget*

► **Endowed and Capital Gifts:**  
**\$27,846.50**

**TOTAL: \$616,839.03**

## PARTICIPATION

Brookwood School is fortunate to have the tremendous support of so many members of its community. Participation is paramount to the school's success.

### ► Current Parent Brookwood Fund Giving Participation

2012-2013: **73%**  
2013-2014: **56%**  
2014-2015: **53%**  
2015-2016: **74%**  
2016-2017: **87%**  
2017-2018: **83%**

### ► Alumni Brookwood Fund Giving Participation

2012-2013: **7%**  
2013-2014: **11%**  
2014-2015: **10%**  
2015-2016: **13%**  
2016-2017: **12%**  
2017-2018: **12%**

# Thank you donors!

The philanthropic support of Brookwood alumni, parents, grandparents, employees and friends allowed the school to enhance faculty support, provide more student financial aid, and offer program support that otherwise would not be possible. The broad base of support signals a strong future and belief in the leadership of the school. Brookwood gifts this year, and every year, make a tangible difference in the everyday life of the school.

It is our pleasure to share the names of the people who contributed to a strong tradition of philanthropy by making gifts to Brookwood School between July 1, 2017 and June 30, 2018.

Please visit:  
[brookwood.edu/donors18](http://brookwood.edu/donors18)

## True cost of a Brookwood education

Each year independent schools, private colleges and universities face a shortfall between tuition and the actual cost of educating a student. This deficit is relieved partially by unrestricted gifts made to the Brookwood Fund. **Tuition only covers 80%** of the true cost to educate a Brookwood student. Gifts to the Brookwood Fund, in addition to endowment and interest, make up an additional 11%, the school receives around 8% income from other sources and the Parents' Association contributes around 1%. Together, these funds complete the full cost to educate a Brookwood student.

## What is annual giving?

Brookwood's annual giving program, the Brookwood Fund, is a yearly fundraising effort to support the school's operating expenses. Gifts to the Brookwood Fund have a direct impact on all aspects of our program—the students, employees and the academic, athletic, artistic, technological and everyday life of the school. These unrestricted funds are central to a Brookwood education and make it possible for Brookwood to offer students and teachers the finest resources available.



## Why contribute?

Beyond helping Brookwood meet its immediate financial needs, participation in the Brookwood Fund demonstrates one's confidence and belief in a Brookwood education. The strength of the Brookwood Fund is based on the school's longstanding tradition of excellence. This tradition will continue with ongoing support from all members of the Brookwood community.

## The Gynna and Angier Ames Endowment for Faculty Support

*Established in the spring of 2018 through collective support from the community in memory of Gynna and Angier Ames.*

Gynna Ames was a fifth grade teacher who retired in 2015 after 22 years of teaching at Brookwood. We will cherish our memories of Gynna and the profound impact she has had on our community, both as a faculty member and, along with Angier Ames, as a parent to Brookwood alumni Ellen Ames Smith '87, Angier Ames Jr. '90, Taryn Hartnett and Britten Hartnett Tyler '92.

The Gynna and Angier Ames Endowment for Faculty Support aims to assist faculty in their teaching, creative expression, and discoveries. Brookwood School works hard to recruit and foster the careers of transformative faculty who continue to be at the forefront of best practices in academia. This endowment will provide Brookwood faculty with the funding they need to enhance their areas of expertise and to bring that knowledge into their classrooms, ultimately impacting the Brookwood community as a whole.

Thank you to those who have chosen to support the Ames Endowment for Faculty Support. We are so grateful to Gynna's family and their forward thinking in creating a legacy and celebrating her life by giving back to the school that she loved so much. Brookwood welcomes additional donations to this fund in support of faculty.

For more information on supporting The Gynna and Angier Ames Endowment for Faculty Support, please contact Bronwyn McCarty, Interim Director of Advancement at (978) 526-4500.

- Anonymous (1)
- Oliver Ames
- Harriet Jacobsen Baird and James Baird
- Bernard M. Sullivan Insurance Agency, Inc.
- Philip Chapman
- Jennifer and Jay Cornforth
- Susan Brown Davis and Samuel Davis
- Catherine and Alexander Felton
- Jamie Forte '14
- Martha and Paul Forte
- Annie Johnson
- Lisa Johnson
- Mary Tyler Johnson and Jessie Johnson
- Kersten Lanes
- Kyra Lindeman
- Emily and Daniel Murphy
- Sarah and Tom Neff
- Virginia Flynn Orthwein
- Susan Ogden
- Jane and John Pirie
- Claudia and Chat Reynnders
- Janet and Jack Stevenson
- Mary and Bud Weiler
- Linda Wilson-Gamage and Peter Gamage
- Patricia and Alan Witkin

## Your generosity at work

**2,247**  
GRADUATES

**3**

ART CLASSROOMS AND 1 CLAY STUDIO WITH KILN

**7:1**

STUDENT-TO-TEACHER RATIO

**3**

DRONES, 50 PROGRAMMABLE ROBOTS, 7 3D PRINTERS AND 1 GLOWFORGE

**150**

PAIRS OF BUDDIES



**160**

COMPUTERS AND 110 iPADS

**500**

PIECES OF ARTWORK ON DISPLAY



**18,413**

BOOKS IN LIBRARY

**88%**

OF THE CLASS OF 2018 ACCEPTED AND ENROLLED IN THEIR FIRST CHOICE SECONDARY SCHOOL



# Celebrating volunteerism at Brookwood



Each year, our Parents' Association volunteers provide gifts of time and treasure that help strengthen both the Brookwood student *and* parent experience. Each volunteer brings his or her own talents to a range of committees and school wide events for which the school is so grateful.

◀ Our **COMMUNITY DAY OF SERVICE** was an opportunity to give back to our local communities while strengthening relationships with fellow Brookwood families. **Together, 112 of us supported 8 organizations located throughout our neighborhoods.**

◀ At **TRIVIA NIGHT**, **113 parents** enjoyed delicious food and friendly competition. In addition to our evening of fun, an online auction comprised of Brookwood favorites provided a great fundraising tool for the Parents' Association, **raising \$9,205** towards the Parents' Association annual budget.

**THANK YOU** to all of the volunteers who contribute to and support our community:

- PA Board
- Grade Social Coordinators
- Eighth Grade Play
- Parent Coordinators
- Buddy Families
- Admissions Liaisons
- Art Department Volunteers
- Cultural Enrichment
- Student Book Fairs
- Library Volunteers
- Birthday Book Coordinators
- Community Outreach
- Mailing Committee
- Parent Education
- School Store
- Shop to Support
- Employee Appreciation
- Faculty Grants
- Employee Wish List

## 60%

OF OUR FAMILIES OFFICIALLY  
VOLUNTEER AT THE SCHOOL, AND SO MANY  
MORE ARE WILLING AND AVAILABLE  
TO HELP THROUGHOUT THE YEAR

## 19

COMMITTEES WORK  
COLLABORATIVELY TO CELEBRATE  
AND ENHANCE OUR  
VIBRANT COMMUNITY

▼  
Current parents contributed

**\$442,718**

of the \$588,993 raised in  
annual giving funds this  
year, with an outstanding

**83%** parent  
participation.

**THANK YOU!**

## Questions?

**Bronwyn McCarty**

Interim Director of Advancement

[bmccarty@brookwood.edu](mailto:bmccarty@brookwood.edu)

(978) 526-4500



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PRST  
FIRST CLASS  
MAIL  
U.S. POSTAGE  
PAID  
GALLERY