

*Edge for Excellence . . .***New SAS Annual Fund can be a cornerstone for our school's future**

*Editor's note – Last week's 'Inside SAS' column introduced our new Annual Fund as "one part of a comprehensive development plan that the School Board has initiated to ensure the long-term vitality of our school." This week, Stephanie Kao, Board member and Chair of the Board's Development Committee, answers some frequently asked questions about this first annual fund campaign at SAS.*

**Q&A****Stephanie Kao**

Board member, and Chair of the Board's Development Committee

**Q: Just what is the new Annual Fund?**

The Annual Fund has been established by the Board of Directors as a strategic direction for SAS.

Ours will be like annual fund campaigns at other international schools across Asia, such as Singapore American School, The American School in Japan and the International School of Bangkok. Like those schools, we want our students to have all of the tools that can turn an excellent education into world-class preparation for learning after SAS. We have organized the SAS Annual Fund to do just that.

**ParentTalk: What is the goal for this first-ever SAS Annual Fund?**

In our first-ever Annual Fund campaign we are aiming to raise U.S.\$300,000. With it we want to move forward, by two years, the implementation of a technology plan that our school's technology committee has researched and written.

There is another important reason to launch our initial campaign at this time and that is a special matching grant, given to SAS by the Starr Foundation. If we can raise \$150,000 as a community during this initial SAS Annual Fund campaign it will be matched by \$150,000 from that foundation grant.

**Q: Is that the only goal?**

The amount of money we raise is important but it is only a part of the story. During this first annual fund drive our SAS community participation will also be an important goal. The ideal would be 100% but for this first year we are looking for as high a participation rate as possible.

**Q: What benefits will be gained through the SAS Annual Fund?**

Our first-ever SAS Annual Fund will focus on supporting the accomplishment of the SAS vision for 2012 and the technology program.

We've chosen to call this campaign the *Edge for Excellence* because it will support a plan that will give our students a technological 'edge' in guiding their learning. By integrating

emerging technology in classrooms across the K-12 curriculum, students and teachers will benefit from an enhanced learning environment.

**Q: Don't confuse me now. What is the Edge for Excellence?**

We are tying this first-ever Annual Fund to an important theme – *Edge for Excellence*.

The monetary goal of this campaign will be used to accelerate the implementation of a school-wide technology plan that will give SAS students a technological 'edge' to guide their learning.

The funds we raise for the *Edge for Excellence* will ensure that rapidly-emerging technologies and the skills related to using them will be integral parts of every classroom at Shanghai American School.

**ParentTalk. But how will my child benefit?**

As a school serving the international community and students who aspire to post-secondary study at universities throughout the world, our teachers and administrators say that emerging technologies are catalysts for change and vehicles to help future generations become life-long learners. We want them to be well-equipped with the skills needed to compete in a global society.

**SAS Annual Fund Parent Committee**

Implementation of this first Annual Fund at SAS will be guided by the SAS Parent Committee.

Chair of the Parent Committee is Stephanie Kao, a member of the Board of Directors; vice Chairs are PTSA Presidents Karen Chow, Puxi Campus, and Katie Ferguson, Pudong Campus. Together, they are organizing the Parent Committee membership and overseeing its efforts.

If you are a member of the SAS community and would like to join the Parent Committee (members are asked to support and endorse the Annual Fund) it's easy to find out more. Send an email with your contact details to [annualfund@saschina.org](mailto:annualfund@saschina.org) and you quickly hear back from the committee.

By integrating emerging technology in all curricula, a major goal of the technology plan and this *Edge for Excellence* campaign will be to help students and teachers benefit from an enhanced learning environment in their classrooms.

**Q: Why can't our tuition fees pay for this?**

Our annual operating budget is prepared so that tuition, investments, and other sources of income, what we call hard income, cover the basic costs of providing an exemplary education at SAS and to support the Board's vision statement that was written, with community involvement, two years ago.

Hard income pays for staff salaries and benefits, desks and chairs, textbooks and supplies, utilities and insurance. The funds raised by the Annual Fund will serve two specific purposes.

First, the funds will provide increased access to technology for students and teachers by supplementing tuition funding.

Second, these additional funds will allow us to move the technology plan forward in a shorter time frame, thereby providing learning tools now that otherwise would not be available for at least two years in the future.

**Q: Will Board members contribute to this year's SAS Annual Fund?**

Yes. As a matter of fact, our Board members have been the first to pledge. Their participation is 100%.

**Q: Who else will be asked to contribute?**

We are asking for support from the entire SAS community. In addition to the people who work here, we will contact alumni, corporations, and other friends of Shanghai American School to be a part of this important initiative for the future of our school.