

## **Frequently Asked Questions about the “Tip the Scales” Campaign:**

### ***Why do we need an Annual Campaign for a public school?***

The goal of the Tip the Scales annual campaign is to cover expenses that are not included in the CMS budget for Dilworth Elementary School. CMS provides funding at the beginning of each school year for yearly materials and supplies based on the number of students in the school. Fundraisers, such as this campaign, support the additional needs of our teachers and staff, ensuring the best possible academic environment for all students at Dilworth.

### ***Where are the Annual Campaign dollars going?***

The annual campaign is primarily directed toward supplementing the school with equipment and supplies. Donors are asked to contribute funds directly to the PTA annual campaign fund. All funds are then turned over to the school, with purchasing decisions made by the school administration. The PTA will facilitate the process but will hold no decision-making role. According to NCPTA guidelines, no funds from this campaign can be used for human resources within our school (i.e., providing additional teachers, assistants).

### ***When will these campaign dollars be spent?***

The campaign dollars will be spent between July 1, 2022 and June 30, 2023.

### ***How long do I have to pay my contribution/pledge?***

The Tip the Scales campaign closes **March 31, 2022**.

### ***I cannot give a lot so how will my gift make a difference?***

All gifts make an impact. For example, it costs an average of \$30 to send each student on their grade level local field trips. Please give what is meaningful and manageable for your family. All gifts make a difference for our school.

### ***I already volunteer so why should I care about the financial stuff?***

We want to ensure that each child receives a quality education and that we preserve the current high academic standards we have come to expect at Dilworth Elementary. In order to accomplish this goal, two key areas we must continue to focus on are our volunteer and fundraising efforts. The generosity that our parents have shown with both their volunteer time and financial support has been a tremendous asset for Dilworth. Without this support on an annual basis, Dilworth would not be able to continue to excel and offer the best education for our children. It is critical for all families who are able to engage in our school community with time, talents, and financial resources every year for our school to continue to thrive.

### ***What if I am interested in corporate giving through my personal business?***

Please contact campaign chairs Ginny Sloan, Anna Haustein-Spanheimer, or Haley Arellano to discuss the different opportunities and sponsorship levels available for corporate donors.

[Ginnysloan@yahoo.com](mailto:Ginnysloan@yahoo.com), [anna.haustein@gmail.com](mailto:anna.haustein@gmail.com), [haley.arellano@gmail.com](mailto:haley.arellano@gmail.com)

***What methods will I have to give to the Annual Campaign?***

You can give by check or online at <https://tip-the-scales-2022.cheddarup.com>.

All checks should be made payable to **Dilworth PTA** and can be mailed to 405 East Park Ave, Charlotte, NC 28203, attention: Tip the Scales.

***Does the Tip the Scales Annual Campaign qualify for matching gifts?***

Yes! Dilworth Elementary is a 501(c)(3) and is recognized by matching companies as a charitable entity. Utilizing a corporate matching gifts program is an easy way to increase, and in many cases double, your contribution dollars! Some of the companies that have previously matched gifts to the Tip the Scales campaign include:

- Abbott Labs
- ADP
- Ally Financial
- Bank of America
- Countrywide
- Duke Energy
- Hartford Insurance
- IBM
- Microsoft
- PNC
- Premier
- RBC
- Russell Investments
- Sanofi
- TIAA CREF
- Truist
- Verizon Wireless
- Wells Fargo

There are many more companies that also have matching gifts programs, so please investigate whether your company provides this support. Any questions regarding corporate matching gifts should be directed to [dilworthschoolpta@gmail.com](mailto:dilworthschoolpta@gmail.com).

***What is the difference in SPARK and Tip the Scales? Why should I give to both?***

SPARK is our summer reading, math, and academic program that encourages Dragons to continue their academic work over the summer. Parents, grandparents, friends, etc. sponsor our Dragons for the number of hours read to raise funds for our PTA operating budget. SPARK fundraising supports our entire PTA operating budget every year. This budget includes activities such as PTA events, InReach, and Staff Appreciation. Tip the Scales is our capital campaign and fundraiser. Every dollar raised goes directly to Principal Crawford to purchase materials needed, fund professional development, handle campus improvements, etc. that goes above and beyond what CMS provides. These two fundraisers are completely separate and support Dilworth in two very different ways.

***Whom should I contact if I have questions about the Annual Campaign?***

If you have any questions regarding your participation in the Tip the Scales annual campaign, you may contact the campaign co-chairs.

2022 Tip the Scales Campaign Committee Chairs  
Anna Haustein-Spanheimer ([anna.haustein@gmail.com](mailto:anna.haustein@gmail.com))  
Ginny Sloan ([ginnysloan@yahoo.com](mailto:ginnysloan@yahoo.com))  
Haley Arellano ([haley.arellano@gmail.com](mailto:haley.arellano@gmail.com))