

*"Almost always, the creative dedicated minority has made the world better."*

--Martin Luther King, Jr

Dear Parents and Friends of Core Knowledge Charter School,

Back in 1997, a small group of dedicated, forward-thinking parents and teachers in the Verona Area School District had a vision for a new school. A *charter* school based on the radical idea (at the time) that some students could learn better using a very structured core knowledge curriculum and Direct Instruction.

13 years later, Core Knowledge Charter School has proven to be an overwhelming success.

I'm writing today as a fellow CKCS parent to invite you to be a part of something special: CKCS's first ever Capital Campaign. Over the next five years, we have a goal to raise \$31,000 so that CKCS can continue to provide innovative, superior educational instruction. Budgets are getting cut everywhere and many schools are struggling to stay afloat. We want CKCS to stay on the cutting edge with new technology like Smart Boards and mobile science labs. We'd also like to keep family out-of-pocket costs down by offsetting workbook and textbook fees.

You can help. I know economic times are tough, and many of us are stretched thin. You probably get asked to give to a lot of causes (and many of you give generously to CKCS with your time, talents and resources.) Our goal in this first year of the Capital Campaign is to raise \$3,000, so we're not looking for a few wealthy donors (we won't turn down any Rockefeller-sized gifts, though!)

Each and every one of you can play an important role in making this Capital Campaign a success. If you feel, like I do, that CKCS offers your children...

- **A superior education** through ability grouping, Direct Instruction, the Core Knowledge curriculum, and a challenging environment.
- **Incredibly dedicated teachers and staff.** I've seen first-hand the devotion of our teaching assistants in providing one-on-one instruction. And have you ever heard of teachers offering parent conferences in the evenings or on a Saturday morning?
- **Talented, top-notch professionals in every position.** Did you know that when we post open positions here at CKCS, we often get *hundreds* of applicants? Just like we have a waiting list for students, we have educators clamoring to come to our school, because they know our reputation. We're fortunate to have the cream of the crop teaching our children.

...then please consider a gift to the CKCS Capital Campaign. We are all reaping the benefits of the foundation laid by a small group of visionaries back in 1997. Your contribution will ensure that our children, and children for many years to come, will reap those same benefits.

Thanks for being part of the CKCS family and for your participation.

Sincerely,

XXXXX XXXXXX  
CKCS Parent

P.S. Your donation to the CKCS Capital Campaign is tax-deductible. Your gift of any size will have an impact! Please fill out the enclosed reply card today.

