



Education can
prepare your
student
for a career;
Christ-centered
instruction will
prepare them
for life.



WHEREVER
YOUR TREASURE
IS, THERE THE
DESIRES OF
YOUR HEART
WILL ALSO BE.

MATTHEW 6:21 NLT

Dear Cumberland Families, Alumni, Friends and Supporters:

I hope you saw the letter last week from our school board chairman, Boyd Wages. He introduced you to our **Dare to Explore** annual fund campaign which we will kick off in mid-October. Our campaign is called EXPLORE 100 for 100. We are seeking 100% participation for \$100k....and WE can do it.

Most of our Cumberland families are aware of the purpose of the annual fund. We all know that it is to raise money for Cumberland. While that is true, the annual fund differs from typical fund-raisers and capital campaigns which raise money for specific needs—brick and mortar. Colleges and most private schools pursue additional revenue to meet financial demands, so they create an opportunity for their families, alumni, friends, grandparents, corporate sponsors and other supporters to be the heroes in meeting that need.

Our campaign this year will allow us all to be heroes as Cumberland supporters and bridge the gap between our annual expenses and the total revenue that tuition provides. In making every effort to keep tuition as low as possible, *our budget will only work with the generous giving of stakeholders like you.* Our move to our own upper school facility and strategically recreating a K-12 school program that incorporates 21st century learning and teaching strategies came with a significant price tag. We do our best to be good stewards of every dollar we receive, and here is the best and most recent example. We did a \$950k renovation of our new upper school facility for less than \$450k, and we moved in just six weeks ago! There is much left to do, and that is our challenge in meeting new budget demands. This is where the “WE” comes in.

Many of you may not be aware of all that has been happening over the last year. There have been many challenges that we have faced in rebranding and recreating Cumberland to become more strategically effective and efficient in pursuing our corporate mission. We are committed to integrating best practices and innovative teaching into our entire program, growing our fine arts and athletic offerings, and improving our emphasis on high academic standards. This all takes commitment, strategic planning, leadership, and of course, FUNDING...and lots of it! You can check our new website at www.cumberlandschool.org and click on my **letter to parents** to see all that has happened in the last 15 months. We think you will be amazed with all that has been done.

We are doing so much this year with less revenue. We are working hard in pursuing excellence in Christian education for the benefit of you and your family. We need you to be a hero along with the board, faculty, staff, students and friends as we forge ahead to impact this generation and culture for Christ.

Please consider a generous gift to Cumberland today. See the enclosed pledge card and the self-addressed envelope or you can give online. Please help us as we strive for our goal of 100% participation and \$100k. Please consider something extraordinary this year as God leads you.

Four ways to help:

- 1) Give with check, FACTS debit or online. It is easy and fast to give online. Go to www.cumberlandschool.org/giving.
- 2) Share our story with family and friends and ask that they help Cumberland.
- 3) Give a shout out by using our Facebook and Instagram social connection.
- 4) Finally, PRAY that we can reach our goal together.

We are thankful for your vital role in partnering with us to shape the future of a new generation of students through Christian education. Let us all **Dare to Explore** what can happen when we all participate to reach a common goal!

Byron R. Greene, Ed.D.