



## 2023-2024 DIRECT APPEAL: Frequently Asked Questions

The Direct Appeal is the PTA's **annual fundraising campaign** that encourages you and your family members, friends, and colleagues to give or raise funds to pay for crucial enrichment programs, services, and resources that deepen your students' learning experience at Q300. The Direct Appeal accounts for over 85% of the net amounts raised. Nearly **100% of your tax-deductible donation** goes directly to enriching education at Q300.

1. **Why should I contribute to the PTA, given that Q300 is a public school?** The PTA raises money to help **cover the funding gap** between the **cost of the enriched education** your kids receive and Department of Education (DOE) funding. The DOE does not pay for certain enrichment programs and electives, certain laptops, supplies, and other priorities and does not provide extra funding for Q300's gifted and talented status. Further, unlike many other public schools, Q300 is not eligible for Federal Title 1 funds (which are provided to schools with a certain percent of households that are at or below the federal poverty level).
2. **What will the Direct Appeal funds be used for?** The funds will help pay for the following:
  - a. **Schoolwide:**
    - Up to \$550 per teacher, social worker, and guidance counselors for wish list items, educational supplies, and resources.
    - Teacher professional development, such as Responsive Classroom training, differentiated instruction and personalized learning workshops, and team building.
    - Classroom library books, field day megaphones, and other educational resources.
    - Events like the Welcome Breakfast for new families, Back-to-School Meet-Up, and other events.
    - Support for the Diversity, Wellness, and Green Committees.
  - b. **Lower Division (K-4th Grades):**
    - Subject to successful hiring and onboarding, a teaching assistant for each class in kindergarten through 3<sup>rd</sup> grade and a teaching assistant shared between each class in the 4th grade.
    - Visual Arts for K-4th grades taught by Studio in a School, Music for K-4th grades by LEAP, Chess for K-2nd grade by New York Chess Academy, Architecture for 2nd grade taught by the Center for Architecture, and Robotics for 3rd-4th grades taught by Engineering for Kids.
    - 3rd and 4th grade electives such as Hip Hop Dance taught by Alvin Ailey Dance, Musical Theater taught by Arts Horizon, Cooking taught by Allergic to Salad, Newspaper Club, and Math Games.
    - Support for the Kindergarten Stepping-Up and 4th Grade Moving-Up Ceremonies.
  - c. **Upper Division (5th-8th Grades):**
    - Support for clubs and electives, including Chess with NY Chess Academy, Chorus taught by LEAP, Dance taught by Alvin Ailey, Cooking taught by Allergic to Salad, Film Production taught by Astoria Film Festival, Robotics taught by Engineering for Kids, Soccer taught by Togetherhood, Shakespeare Festival taught by Creative Arts Team-CUNY, and teacher-led programs such as Debate Team, Math Teams, Digital Photography, Memory Makers, Minecraft, Multicultural Club, Origami, and Ultimate Frisbee.
    - 5th grade digital music production taught by LEAP.
    - Support for maintenance of the hydroponic lab and special curriculum-based field trips.
    - Support for 8th grade trip and Graduation.

Q300 Parent-Teacher Association, Inc.

Lower Division: 28-37 29th Street, Astoria, NY 11102 • Upper Division: 31-51 21<sup>st</sup> Street, Long Island City, NY 11106

[www.q300pta.org](http://www.q300pta.org) • [directappeal@q300pta.org](mailto:directappeal@q300pta.org)

3. **How is the PTA budget determined?** In the Spring semester, the PTA identifies the needs of each grade in consultation with Q300 administration, teachers, families, and students. Once the PTA budget is created, the PTA budget is voted on by the PTA's general membership at its June meeting and is amended from time to time, based on community needs. For a copy of our PTA budget, please contact [treasurer@q300pta.org](mailto:treasurer@q300pta.org).
4. **Why is it important to get high family participation?** We strive for high family participation in the Direct Appeal. **Prior to the pandemic, an annual average of 69% of Q300 families donated to the Direct Appeal and other fundraisers.** By giving to the Direct Appeal – at whatever level is right for your family – you show funders that we have an active, engaged, and committed community.
5. **How much should my family give or raise?** For those who are able to help support the school through the Direct Appeal, **please give or raise an amount that makes sense to your family.** As in previous years, we have provided suggested amounts, which will help fund our programs and services, cover those families who are unable to give or raise, and help us hit the ground running. **For the Lower Division (K-4th grades), the suggested give or raise amount is \$1,500 per student (\$150 per month for 10 months). For the Upper Division (5-8th grades), the suggested give or raise amount is \$1,000 per student (\$100 per month for 10 months).** Of course, you may donate more or less than the suggested amount – please give what you can afford. **Families have donated a range of amounts.** A donation of any amount would be greatly appreciated.
6. **Can my family contribute in monthly installments?** The online contribution form (see below) provides an option for you to arrange for scheduled contributions based on your family budget. An example is a 10-month installment plan that coincides with the school year.
7. **How can my family, friends, and colleagues donate to the Direct Appeal?**
  - a. Make a one-time donation by check or credit card. Please send the completed contribution form and check, if applicable, in your child's communications folder or by mail to: Q300 PTA, Inc., 28-37 29th Street, Astoria, NY 11102. Checks are payable to: Q300 PARENT-TEACHER ASSOCIATION, INC. **For one-time donations, check is preferred, as the PTA incurs fees on credit card payments.**
  - b. Donate online by credit card, PayPal account, or other methods online through <https://www.q300pta.org/fundraising/da/>. You can set up recurring donations via credit card, or PayPal. For ACH transfers from your bank account, please contact [treasurer@q300pta.org](mailto:treasurer@q300pta.org).
8. **How can I fundraise and think creatively about my contribution to the Direct Appeal?** Q300 families have sent an email or letter to friends and families with a copy of the Direct Appeal documents/.
9. **Can I participate in my corporate matching program?** The PTA may be eligible for your employer's corporate matching program. Please check with your employer's human resources department. Your employer's matching program may be listed in this search engine: <https://www.charitynavigator.org/index.cfm?bay=content.view&cpid=1799>. Please provide us with the necessary forms from your employer. If you have any questions about corporate matching, please contact the Direct Appeal Co-Chairs at [directappeal@q300pta.org](mailto:directappeal@q300pta.org).
10. **Are donations tax-deductible?** Yes. The PTA (EIN: 47-2258209) is a 501(c)3 non-profit organization. Your charitable contribution is tax-deductible to the extent allowed by law. The PTA will issue tax receipt for all receipts.