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 78% 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, since 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 neither pays for teaching assistants, certain enrichment programs and electives, Chrome laptops, supplies, and other priorities nor provides extra funding for Q300's gifted and talented status. Further, Q300 is not eligible to receive Federal Title 1 funds for schoolwide programs.

2. **What will the Direct Appeal funds be used for?** The funds will help pay for the following:

Schoolwide:

- Up to $500 per teacher, social worker, and guidance counselors for wish list items, educational supplies, and resources.
- Teacher professional development, such as Responsive Classroom, differentiated instruction, personalized learning, and team building workshops.
- Educational resources such as Chromebooks, class library books, recess and gym equipment, and Lego robotics kits.
- Events such as Welcome Breakfast for new families, Back-to-School Meet-Up, Costume Party, and International Potluck.
- Support for the Diversity, Wellness, and Green Committees.
- Need-based financial aid (based on availability) for trips and other activities.

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https://tinyurl.com/DAFAQ2627

Lower Division (K-4th Grades):

- Subject to successful hiring and onboarding, a teaching assistant for each class in kindergarten, 1st grade, and 2nd grade and a grade-specific teaching assistant shared between each class in 4th grade.
- Teacher-led visual arts for Kindergarten thru 4th grades; Jazz Dance with Alvin Ailey American Dance Theater, Musical Theater with Rock Rising, and Chess with NY Chess Academy for kindergarten thru 2nd grade; and Architecture with the Center for Architecture for 2nd grade.
- 3rd and 4th grade electives such as Jazz Dance by Alvin Ailey. Ukulele by an outside provider, and teacher-led electives, such as Cultural Arts, and Lego Building.
- Support for the Kindergarten Stepping-Up and 4th Grade Moving-Up Ceremonies.

Upper Division (5th-8th Grades):

- Support for clubs and electives, such as Jazz Dance with Alvin Ailey Dance Theater, Chess with NY Chess Academy, Chorus with Togetherhood, Film Production with Astoria Film Festival, Math Team, Debate Team, Model Building, Origami, Brain Games, Memory Makers, Shakespeare Festival, and Soccer.
- Support for special curriculum-based field trips and educational resources.
- Guitar with Togetherhood for 5th grade and support for 8th grade trip and Graduation.

3. **How is the PTA budget determined?** In the Spring, 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 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.

4. **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 at the beginning of the school year. The total amount we hope to raise this school year from all sources is $293,450.

   For K-4th grades, the suggested give or raise amount is **$1,700 per student ($170 monthly for 10 months).**

   For 5-8th grades, the suggested give or raise amount is **$1,200 per student ($120 monthly for 10 months)**.

   Of course, you may donate more or less than the suggested amount. **Families have donated a range of amounts. A donation of any amount is greatly appreciated.**

5. **Why has the suggested give or raise amounts increased?** In 2025, we increased the suggested donation amounts for the first time since the school's founding in 2014, due to the rise in the cost of funding teaching assistant salaries, enrichment programs, and other educational services, and resources

6. **Can my family contribute in monthly installments?** Yes. 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.

To Make an Online Donation:

7. **Why is it important to get high family participation?** We strive for high family participation in the Direct Appeal. **About 68% 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 foundations and other potential grant makers that we have an active, engaged, and committed community.

8. **How can my family, friends, and colleagues donate to the Direct Appeal?**
   - **CHECK.** Please send a check payable to Q300 PARENT-TEACHER ASSOCIATION INC. and the completed contribution form via your child's communications folder or U.S. mail to our mailing address.
   - **ONLINE**. Make a one-time donation or recurring monthly installment payments by using the QR Code to the right or the link at https://www.zeffy.com/en-US/donation-form/direct-appeal. You will receive a receipt confirming your donation.

9. **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 link to the Direct Appeal info.

10. **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 and/or the following website: https://www.charitynavigator.org/index.cfm?bay=content.view&cpid=1799. Please provide us with the necessary forms from your employer at the following email address: directappeal@q300pta.org.

11. **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 donations.