November 5, 2015

Dear Parents and Friends of Bing Nursery School,

As Bing Nursery School begins to celebrate its 50th Anniversary, there is no better way to ensure that the school remains a vital and flourishing program for our children and for generations of children to come than by supporting our Annual Fund. Your support of and commitment to the school is a big part of what makes Bing so exceptional.

For 50 years, Bing has not only stood the test of time, but our play-based, child-centered program has been shown to be exactly what is needed to best prepare young children for our rapidly changing world – to be inquisitive, confident, creative, flexible, collaborative, and to develop a love of learning. These are the attributes that will be most important for our children to succeed in facing the ever-changing world of the next 50 years.

At Bing, we are guided by the belief that our young children are our most valuable assets and we remain committed to providing the best programs and the finest environment for them to thrive. We trust that you share our sentiment and hope that you will join us in supporting our 2015-2016 Annual Fund.

Your gift to the Annual Fund directly helps Bing Nursery School bring the best possible early childhood education programs to our young children and their families.

The Annual Fund is absolutely critical to the financial health of Bing, as it helps to close the gap between tuition revenue and the true cost of providing a high quality, play-based educational experience. Yearly overhead costs that your gift will support include:

- Additional teachers in our classrooms
- Staff development
- High quality materials
- Special events for families
- Parent seminars and coffee talks
- Yearly maintenance of the facilities

Each year we count on the generous contributions from the Bing community of parents, grandparents, alumni families and friends. Please consider giving today! Enclosed is an Annual Fund envelope or you may make a gift online at bingschool.stanford.edu/giving/annual-fund.

In addition to our yearly Annual Fund, we count on our Endowment to ensure that Bing Nursery School is strong for generations to come. As part of our 50th Anniversary, an anonymous donor has established a matching gift up to 3 million dollars to help us meet our goals. Gifts to the Bing endowment will be matched 1:1, up to $500,000, through August 31, 2016. Our generous donor is committed to seeing Bing continue its outstanding work for children, families, research and teaching in perpetuity. For information on our 50th Anniversary Endowment drive, please feel free to contact me at jwinters@stanford.edu or Scott Sugiura at ssugiura@stanford.edu.

The Annual Fund and Endowment efforts will ensure we continue setting the standard for excellence in all we do. Thank you for being a part of our Bing community and for your support.

Warmest regards,

Jennifer Winters
Director