**SOS Campaign FAQs**

Dear Friends of River Roads Lutheran School:

We are deeply touched by the generosity of so many who have already given so much to help our school! Your encouragement, gifts, and prayers are truly precious in our Lord’s sight and ours. And this is why we wish to provide feedback to questions we have received regarding the following: 1) Why do we need these funds; 2) How did we arrive at our great need; 3) What are we planning to do to reduce expenses and increase revenue apart from our generous donors; and 4) How do we plan to allocate donor funds raised from our SOS campaign.

1. **Why do we need these funds?** Over several years, due to significant shortfalls in tuition payments, coupled with a decline in attendance, our wherewithal to meet our several obligations have become a challenge. The plain truth, we have fallen behind and continue to fall behind, which is why your help is so timely and appreciated! Your help will allow us to remunerate our most precious resources, our educators and staff; besides, meeting our obligations including unpaid loans, unpaid amounts to service providers and vendors, and payroll taxes.
2. **How did we arrive here?** Laying out all of the factors that have led to our circumstance would take far more space than we have, but there are a few that stand out most prominently. First, our Lutheran Church parochial schools came into existence as an extension of local Lutheran churches. As demographics shifted and Lutheran communities shifted increasingly northward and westward, urban churches began a steady decline in attendance and resources, which had been the lifeblood of the parochial schools. Second, as budgets became strained, parochial schools like River Roads, became increasingly dependent on tuition paid from families outside the Lutheran Church in surrounding neighborhoods with markedly different demographics having decidedly less affluence. Coupled with the rise of non-tuitional alternatives to public schools (*e.g.,* charter schools), parochial schools have experienced a steady decline in enrollment. Third, as our families’ budgets became increasingly challenged, family decisions concerning where their dollars would be allocated became a significant issue. As they fell behind on their tuition payments, significant holes opened-up in our budget and, in a spirit of generosity, we made the choice to continue working with our families, even though, in many cases, the arrearages grew beyond their ability to repay. Consequently, significant gaps developed between our revenue and expenses with the result that meeting our own obligations (as mentioned above), has become a consistent challenge; again, we are thankful for your gracious help.
3. **What are we planning to do to reduce expenses and increase revenue apart from our generous donors?** River Roads administration along with the Board have begun work on a Reduction-In-Force (RIF) plan with the hope of reducing our payroll expenses by at least 30%. With respect to revenue, we will commence a more comprehensive and engaged effort to collect unpaid tuition from those families in arrears along with a more stringent (though compassionate) enforcement of our policy concerning delinquent tuition and continued enrollment. Also, we are planning additional fundraisers along with financial planning workshops that will creatively involve our families in order to foster a more cooperative and sustainable financial model going forward. None of these measures guarantees our viability into next year and all options are on the table as we continue to seek our Lord’s will; we are working diligently with all of our partners to develop a financially sustainable model allowing us to continue providing a quality Christian education in the Baden community.
4. **How do we plan to allocate donor funds raised from our SOS campaign**? All funds net of the administrative expenses of “GoFundMe,” will be allocated to our various needs by the Board in consultation with the Missouri District of the Lutheran Church Missouri Synod.