

November 1, 2011

Dear Friend,

As proud parents, we are excited to invite you to participate in Geneva Day School's 19<sup>th</sup> Annual Fundraising Auction. This special evening is our school's main fundraising event for the year and is attended by extended families, staff and friends. The auction will be held on Saturday, March 24, 2012 at the Kenwood Country Club in Bethesda, Maryland with all proceeds directly benefitting Geneva Day School, who has been providing the area children with a top-quality education in a nurturing environment for 46 years.

The Auction Committee is now offering you the opportunity to promote your business by advertising in our auction catalog. We hope you will appreciate the value of gaining exposure to our community of over 230 pre-school families in the Potomac, Bethesda and Rockville areas. Our printed auction catalog is distributed to every Geneva Day School family and staff member and we encourage our families to patronize businesses that support our school.

The money we raise helps fund scholarships and financial aid to ensure that students in need can continue attending Geneva Day School. Your support of this year's auction will help ensure its success, which would not be possible without the generous support of our wonderful community and those that support Geneva's educational mission.

Please complete the enclosed Advertising Agreement and return it to the Geneva Day School at by February 17. You may return the completed form by email to [GDSAuction2012@gmail.com](mailto:GDSAuction2012@gmail.com), fax it to 301.340.0265 or mail it. Geneva Day School is a non-profit organization under the IRS Code Section 501(c)(3) and all advertisements in our auction catalog are tax-deductible to the extent permitted by the law.

On behalf of the students, parents, teachers and Auction Committee, we thank you very much in advance for your time and generosity. We look forward to hearing from you and look forward to including you as a supporter of the Geneva Day School.

Sincerely,

Kristine Willard  
2012 Auction Co-Chair

Kristen Weinman  
2012 Auction Co-Chair

Enclosures: 2012 Advertising Agreement