

# Peoples Christian Academy



October 21, 2010

Dear PCA Parent,

Now that the zoning issue has been settled, we are about to begin the process of ramping up our promotional activity as we get ready to occupy 245 Renfrew Drive in Markham for September of 2011! This is an exciting prospect, but we must look to you, our school community, as we prepare for the move. In order to do the necessary planning, we must now begin to determine what our projected student population will be for next year. To do this, we need your help in three ways. Please read the following carefully:

1. Complete and return the attached form by **Monday, November 8**. This is not our official registration process but an attempt to confirm your intent to register your child for September 2011 so that we may place you on our **priority list**. Actual registration will take place later in the school year. Please include a retention fee of \$50.00 when you return your completed form. This amount will be applied against the regular \$400 deposit which is received at the time of registration.
2. Here's a unique, yet effective way that you as a family can be involved! Use the enclosed form to let us know of any potential new family, including the number of children, whom you have influenced (or will influence) to enroll at PCA when we move to Markham. We encourage each of our current families to recruit at least one new family. For each family recruited, a \$500 rebate will be given (up to the full amount of your tuition) once the recruited students have completed a year of attendance at PCA. In this way, you our PCA family, may benefit from monies that we would normally have invested in mass media advertising. Of course, if you wish, you may donate back each \$500 as a tax deductible gift and doubly bless the school! This plan will be in effect for one year only.
3. Also, if you know of a young family in need of Day Care services (for children aged 31 months plus) in the Markham area, please have them fill out the form as well, indicating their intention to register with PCA Day Care in September. The same \$500 recruitment rebate will be applied.

At this final, yet crucial, leg of the journey to our new home we must have community-wide participation. To assist you in speaking to other families about our school, promotional brochures are available in the school offices. **Please complete and return the attached form to the school office on or before November 8.**

Finally, one other important piece of information as you consider next year and speaking to other families --- due to the move to the new school facility our Board of Directors is anticipating a tuition increase of between 8% to 10% of the current rate, depending on enrollment numbers.

Thank you for your support and for your immediate response to these requests.

Sincerely,

Reg Andrews,  
Director of Operations and Ministry.

Peoples Christian Academy is committed to providing excellent Christ-centred education by partnering with families in a nurturing environment, resulting in students whose lives glorify God.

*But they that wait upon the Lord shall renew their strength; they shall mount up with wings as eagles; they shall run and not be weary; and they shall walk and not faint. Isa. 40:31*

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