



2009-2010 ANNUAL FUND CAMPAIGN FACT SHEET

As with other independent schools in the United States, Austin International School (AIS) operates without financial support from local, state, or national governments. Because tuition alone does not cover the entire cost of each child's education and of continuing improvements to AIS, we seek support from our Board members, current and past parents, faculty, staff, and friends of AIS. In the coming years, we plan to seek support from AIS alumni as they grow into adults and appreciate the value of their unique education. This Fact Sheet should answer questions that you may have, but if you have additional questions or concerns, please contact a member of the Annual Fund campaign committee (contact information is at the end of this sheet).

OVERVIEW OF THE ANNUAL FUND

Gifts to the Annual Fund help to support and enhance AIS's unique trilingual educational experience. In the United States, independent schools (including many French-American and international schools) do not cover their expenses through tuition alone—indeed, it is often said by independent school administrators that to some degree, every student is in essence receiving a partial scholarship. Many highly regarded independent schools cover only 75% of their costs through tuition. As a result, most schools turn to an Annual Fund to help offset the costs not covered by tuition. Currently, AIS tuition and fees cover nearly 86% of the annual operating budget. The remaining 14% of the budget will be paid for with funds raised through after-school care, extracurricular activities, hot lunches, summer camp, and the Annual Fund. The goal for this year's Annual Fund campaign is \$50,000. In the coming year we again plan to seek contributions from corporations, nonprofit groups that support education, and private foundations. Completion of another successful Annual Fund campaign is essential as we look to outside donors for support.

COMMON QUESTIONS AND ANSWERS ABOUT THE ANNUAL FUND

Q: Is 100% parent and community participation really that important?

A: YES! Getting 100% participation in the Annual Fund is as important as meeting our overall financial goal. Before outside funding sources such as foundations will consider donating their dollars to AIS, they want to know that AIS families, faculty, Board members, and staff are supporters as well. After all, if the people who directly benefit are not willing to support the school, why would outsiders want to do so? With the increasingly competitive philanthropic market in Austin, showing a high percentage of participation in the Annual Fund is extremely important. For that reason, it is really true that every gift counts. Regardless of size, your contribution to the AIS 2009-2010 Annual Fund makes a powerful statement to foundations and outside donors who look for strong participation from the school community as they make giving decisions. The only gift that is too small is no gift at all.

Q: Why not run the school like a business and charge the full cost for the services provided?

A: A school, whose primary mission is to provide children with a good education, cannot be compared to a business, whose primary mission is to make money. By their very nature, excellent schools are labor-intensive and people-oriented. Moreover, the costs of faculty salaries and benefits to a large degree drive the cost of an independent school education. In order to offer competitive salaries to faculty and staff and to provide desirable programs, AIS has to do the following: raise tuition; offer summer camps, after-school care, hot lunches, and extracurricular activities; pursue corporate and foundation gifts; and ask you for a gift. We value a mix of cultures and backgrounds at AIS, and to the degree possible, we do not want the cost of tuition to prohibit qualified students from attending our school. At the moment, AIS is unable to offer financial aid, so it is especially important that tuition remain as affordable as possible in order to maintain the economic diversity of our student body. As a result, we must work hard to keep tuition costs down so that the school remains affordable to as wide an array of students as possible.

MAKING YOUR DONATION

Q: I have no idea how much to contribute—what is the suggested donation level?

A: AIS has a limited donor base compared to a university or a large charity, or even a larger well-established independent school, so each gift to AIS counts more because the need is large but the number who will give is small. As a result, it is hoped that many families will choose to make their children's school their philanthropic priority. An average donation of approximately \$500 per family will allow us to reach our goal of \$50,000, but it cannot be emphasized enough that every donation is important and appreciated, no matter the amount.

Q: Is it possible to spread out my payments?

A: To make a donation that is spread out over several months, we ask that you fill out the Donation Form, including on it the total amount you wish to donate for this year and the increments in which you wish to make your donation. Return it with monthly post-dated checks that will be held by AIS until the stated date and will then be deposited. You may divide the amount up however you see fit. We do request that all donations be completed by May 31, 2010. For example, if you wanted to donate \$1000 spread out through May 31, you could submit four checks of \$250 each (October, December, February, and April). Alternatively, you might choose to submit two checks of \$250 and one of \$500, one in each of November, February, and May (or whichever months you select). That decision is up to you; we only ask that you indicate your choice on the Donation Form and that your donation be completed by May 31, 2010.

Q: Will I receive a tax benefit from my donation?

A: Yes. AIS is a registered 501(c)(3) nonprofit corporation under the laws of the United States; your gift will be tax deductible to the full extent allowed by law. Contact your tax professional for further information. Written recognition of your gift will be provided for tax purposes within 30 days of deposit of your donation. Please note that the amount donated is tax deductible in the year in which it is deposited by AIS—thus, if you choose to submit post-dated checks for 2010, those amounts will be deductible on your 2010 taxes, not your 2009 taxes.

Q: Is there anything I can do to encourage my employer to contribute to the school?

A: Yes, many employers offer matching gift programs. In some cases, gifts from spouses, directors, and retired employees will be matched as well. Please take the time to determine whether your employer offers such a program—it could serve to double your donation! Do not hesitate to ask us for whatever documentation you might need in order to facilitate a matching gift. If you think your employer (or any other corporation to which you have ties) might be interested in making an additional financial gift or an appropriate gift of goods or services, please note that on the Donation Form and you will be contacted to discuss the opportunity further.

Q: What other options are available for supporting the school?

A: The general rule in the not-for-profit world is that everyone with an interest in the organization should contribute at least one of the so called “Three T’s—Time, Talent, or Treasure”. Undoubtedly each of us can make a contribution to the school in one or more of these areas, each of which is essential to the success of the school. However, please note that it is still extremely important that we have 100% participation in the Annual Fund. Some other ways to help AIS include: (1) Gifts of Securities: Gifts of appreciated securities can represent a two-fold tax saving opportunity because donors may avoid paying any capital gains tax on the increased value of the stock (and may be contributed towards the Annual Fund); (2) Planned Giving and Bequests: There are many ways you can help the school through planned giving—options include bequests, annuities, and trusts, to name just a few; (3) In Kind Gifts: Certain types of in kind gifts may be extremely useful to the school; (4) Building Outside Support for AIS: Spread the word about AIS; ask your family, friends, and employers to make donations, or simply give us their contact information and we will ask them for you. (In particular, many grandparents of AIS students continue to be generous supporters of the school.); and (5) Volunteer: If you see a need that you can help fill, don’t hesitate to speak up and let us know on the Donation Form.

MORE QUESTIONS? CONTACT A MEMBER OF THE 2009-2010 ANNUAL FUND COMMITTEE

Christina Barnes, AIS Parent	crbslc@hotmail.com
Laura Scanlan Cho, AIS Board Member	lcho@vervelabs.com
Anne Leonetti, AIS Board Member*	anne.leonetti@btinternet.com
Judy A. Moore, AIS Faculty Member	judya.moore@gmail.com
Rissa Potter, AIS Parent	rapotter@ix.netcom.com
Valentina Ortiz, AIS Parent+	datsmi@hotmail.com
Eric Thuau, AIS Executive Director*	eric@austininternationalschool.org
Andrea Wardrop, AIS Parent	andrea.wardrop@gmail.com

* If you prefer to inquire in French, please contact Anne Leonetti or Eric Thuau.

+ If you prefer to inquire in Spanish, please contact Valentina Ortiz.