

HIES PARENT ORGANIZATIONS

- ▶ **PARENTS' ASSOCIATION (PA)** supports campus-wide needs such as academic programming, program “extras” that enrich the lives of our students and parents, and promotes meaningful communication between our parents and Administration.
 - Parents of all current HIES students are members of the HIES PA.
 - The Parents' Association Gala is the PA's largest fundraiser that will seek auction donations as well as sponsorships and ticket sales.
 - This year's Golden Bear Gala is on Saturday, March 20, 2021, at 7 p.m. at the Coca-Cola Roxy.
 - The Parents' Association also coordinates a number of fundraisers: Bear WearHouse, Bingo Night, Bear Benefits Card and Tuition Raffle.
- ▶ **FINE ARTS ALLIANCE (FAA)** works with HIES music, visual and performing arts faculty to support and enhance the School's Fine Arts programming.
 - FAA typically hosts Movie Night in the fall. They are currently working on a socially distanced plan for this event.
 - A Bi-Annual Art and Fashion Show will seek sponsorships and sell tickets for the event. The next Heart for the Arts event is in the 2021-2022 academic year.
- ▶ **CRIMSON AND GOLD (HIES BOOSTER CLUB)** serves as a support group for all Holy Innocents' athletic teams. Crimson and Gold has three fundraisers each year:
 - The annual golf tournament will seek both sponsors and players and serve as the major fundraiser for Crimson and Gold. This year's tournament is Monday, April 12, 2021, at 9:30 a.m. at the Capital City Club Brookhaven.
 - The annual sports program will sell ads and showcase athletic teams.
 - Crimson and Gold will seek membership contributions.

If you are interested in volunteering with any of these organizations, please contact the following presidents of each group: Laura Mace, PA President, at lauramace1@me.com; Bergen Haworth, FAA President, at bergen949@yahoo.com; and Shannon Cullens, C & G President, at shannon_cullens@yahoo.com.

HOW TO GIVE TO HIES

- ▶ Make a **pledge** and/or make your **gift** with cash, check, credit card or donor-advised fund.
- ▶ Ask your company to **match your gift**.
- ▶ **Donate stocks, securities, life insurance, real estate** or **other assets**.
- ▶ Include **Holy Innocents' Episcopal School** in your **estate plan**.

MAKE YOUR CONTRIBUTION AT www.hies.org/gifts



2020-2021

GUIDE *to* GIVING

at Holy Innocents' Episcopal School



HOW TO PRIORITIZE YOUR FAMILY'S GIVING TO HIES

As you may or may not be aware, tuition does not cover the full cost of educating a child. As a result, all Independent Schools raise philanthropic dollars to help cover the remaining costs. The array of funding requests can be confusing to parents, who can seldom support every initiative.



The Annual Fund plays a critical role at HIES, enabling a truly extraordinary experience for our students beyond what tuition provides.

To avoid confusion and help you prioritize your own giving, here is a list of the requests that you will receive during the year:

H 2020-2021 ANNUAL FUND This is the most substantial way the School covers costs that tuition cannot — in fact, tuition covers 87%. The Annual Fund is a real value add to every student and provides a host of learning tools, additional personal protective equipment like thermal cameras, materials and equipment for fine arts and athletics, campus security enhancements, recruiting and retaining faculty/staff, visiting authors and speakers, and experiential learning opportunities like field trips for students. Parent participation is tracked by grade and helps provide a barometer of community support to external funding sources, so the higher the participation of our parents, the more likely HIES will receive foundation funding.

- The School's fiscal year is July 1-June 30. The 2020-2021 Annual Fund begins on July 1, 2020 and ends on June 30, 2021.
- A special giving society recognizes Leadership Circle level gifts. Members donating \$1,959 or more annually are invited to special events throughout the year.

For more information, visit www.hies.org/annualfund and contact Whitney Amos at whitney.amos@hies.org or (404) 303-2150, ext. 102.



► OUR TIME CAPITAL CAMPAIGN

This \$32.5 million dollar campaign will build a new Upper School Humanities building, Lower School building and a cross-country course, and provide security upgrades and enhancements. Our Time is the most ambitious capital campaign in the school's history and will truly transform the campus. Through the investment of our community, we've raised \$21.8 million to date and are moving forward with construction of the Upper School Humanities building. To learn more, please visit ourtimecampaign.com.

For more information, contact Michele Duncan at michele.duncan@hies.org or (404) 303-2150, ext. 193.

► APOGEE—GEORGIA STATE TAX CREDIT SCHOLARSHIP PROGRAM

The Georgia Tax Credit Scholarship Program, handled by the Student Scholarship Fund Apogee, allows you to redirect a portion of your Georgia State tax money to the HIES financial aid program. Students who are eligible to receive the aid must be new to HIES and coming from a public school. The Tax Credit funds allow other financial aid funding to be used for current students and faculty/staff children. While it is appreciated by the School, it does not help the Annual Fund or increase parent participation, since participation in this program is a redirection for a tax credit and not a gift.

For more information, contact Mary Chris Williams at marychris.williams@hies.org or (404) 303-2150, ext. 107, or visit www.hies.org/giving/tax-credit.

- **INVEST IN EXCELLENCE** The EXCELLENCE initiative is a \$150 donation that is split evenly to support the three parent organizations: The Parents' Association, Fine Arts Alliance and Crimson & Gold. When you contribute to the EXCELLENCE campaign, the parent organizations will send you your EXCELLENCE card, which you can use for your family's admission to varsity athletic home games and fine art theater performances throughout the 2020-2021 school year. The parent organizations will seek your support for EXCELLENCE at the beginning of the school year.

Parent involvement is critical to the success and development of any school. Learn more about HIES Parent Organizations ►

