

# 2023-2024 Annual Fundraising Series

## OVERVIEW & SPONSORSHIP GUIDE



**INTERNATIONAL GALA**



**NIGHT AT THE ZOO**



**TRIVIA NIGHT**



**SLIDE-A-THON**



# Fundraising at ISI

Simply put, independent schools like the International School of Indiana (ISI) fundraise on an annual basis because the cost of tuition alone does not cover the educational experience provided at ISI. While tuition covers many of the fees associated with providing an ISI education, it is philanthropic support that provides the additional resources necessary to enhance our facilities, ensure our programs remain accessible to a diverse group of students, recruit teachers from around the world, generate annual operating revenue — and consequently offer our students a world-class education that no other school in Indiana can provide.

ISI provides an educational framework that enables students to understand other cultures and perspectives. It is the only Indiana school offering all students the full-continuum International Baccalaureate (IB) curriculum and language immersion from age 3 to Grade 12, and the school plays a vital role in Indiana's increasingly global business community by supporting the recruitment of top international professional talent and promoting the value of internationalism.

Fundraising events are designed to offer a wide array of options for ISI families and supporters to participate in philanthropically supporting the school. An annual gift to ISI is an investment in our students, our faculty, our facilities, and our potential.





# *The Annual Fund*

## **SUPPORTS:**

### **Financial Aid and Scholarship Program**

More than \$2.5 million in aid is awarded to students for need and merit-based programs annually. The program is not funded by an endowment. The ability to offer competitive financial aid packages is contingent on allocating part of the annual budget to the financial aid program, and continued fundraising success.

### **Recruiting, Retaining and Developing Faculty**

Philanthropic support ensures that the full cost associated with recruiting, retaining, and developing a global faculty is not passed on to families via higher tuition. Offering competitive compensation and continued professional development is critical to delivering high-quality education to our students.

### **Facility Maintenance and Improvement Projects**

Our campus and facilities are an integral component of the ISI experience. Expenses for maintenance and improvement of the physical structures, the variety of building systems, safety and security systems, as well as various aspects of campus, including athletic fields, playgrounds, roads, and parking lots, are significant. Though ISI allocates portions of the annual budget for required repairs and maintenance, it is philanthropic support that is essential to enable significant improvements.

### **Arts, Drama and Athletics Programs**

Students benefit greatly from athletics and the arts, and both offer avenues for students to find their passion through extracurricular programs. Philanthropic support ensures that the full cost to enable the programs is not passed on to families via higher participation fees.

### **General Operations**

The school incurs in its day-to-day business general expenses that don't necessarily belong to a specific department or function but benefit the school community as a whole. The annual fund provides resources for the school to support these operations that are an important part of doing business.





# Annual Fundraising Series Events In Support of the

*Annual Fund*

## ISI TRIVIA NIGHT

FRIDAY, OCTOBER 13, 2023

LITER HOUSE

Trivia Night returns in 2024 as an in-person event for community members 21 and older. Parents, employees, alumni families, supporters, and friends, can gather a team or purchase individual tickets to join in this evening of competition, fun, and camaraderie. In addition to testing your knowledge of fascinating facts, awards will be given to teams for the Best Dressed, Most Unique Table Decor, and Best in Show! All proceeds from ticket sales and sponsorships benefit the ISI Annual Fund. Tickets go on sale in September.

*Meet the Trivia Chairs*

**Lindsay & Jack Donaldson, Lower School Parents**

*"We love ISI for so many reasons, but it's the unique learning experiences it offers our kiddos and the tight-knit community that keeps us coming back every year!"*



## ISI NIGHT AT THE ZOO

WEDNESDAY, DECEMBER 6, 2023

INDIANAPOLIS ZOO

Launched in 2020, ISI Night at the Zoo has become a popular community event for ISI. Annually, 250 people, including ISI students, parents, grandparents, faculty, staff, and alumni, participate in this social event. On this select night, families are able to avoid entry lines and join ISI community members for hot cocoa and coffee, socializing, and a special night enjoying the Zoo's annual light display. Participants also receive special souvenirs from the Zoo. All proceeds from ticket sales and sponsorships benefit the ISI Annual Fund. Tickets go on sale in October.

*Meet the Zoo Chairs*

**Amy & Dan Willis, Upper School Parents**

*"We're so happy to welcome our ISI family to another of our favorite places. We look forward to celebrating unique and exceptional school in this warm and inspiring conservation space."*



## LOWER SCHOOL SLIDE-A-THON

FRIDAY, MARCH 1, 2024

DANERI FAMILY GYMNASIUM

Helping students gain an early understanding of the impact of philanthropic giving to ISI is important in creating a culture of philanthropy for this maturing institution. Originally launched in 2021 as a Lower School student fundraiser to support the ONE ISI Campaign, Slide-A-Thon returns in 2024, refreshed as a Lower School event and House competition. The event will be led by Lower School House Captains, and students will solicit support from their families and friends. Students will slide on inflatable slides as many times as they can within a specific time period, earning as much money as possible from sponsors who can pledge support based either upon the number of slides completed by the student or by a fixed dollar amount that is irrespective of the number of slides completed. Slide-A-Thon launches fundraising efforts in January, and proceeds benefit the ISI annual fund and a student-selected project.

**Chairs: Lower School House Captains TBA**

# *signature event*

## INTERNATIONAL GALA

SATURDAY, MARCH 23, 2024  
INDIANA STATE MUSEUM

The International Gala (formerly known as Travel Auction) is a longstanding ISI tradition and the school's signature fundraising event, engaging ISI families, community partners, and businesses in supporting the institution. The Gala typically brings together over 350 guests, including current ISI families, alumni families, friends, and supporters. This is a formal social event where guests dress up and enjoy dinner and spirits, a silent auction, a live auction, a DJ, and dancing. Most importantly, the evening highlights what philanthropy makes possible at ISI, and it generates more than \$175,000 for the ISI Annual Fund annually. Tickets go on sale in December.

### *Meet the Gala Chairs*

**Toby Ringle and Alvaro Tori, Lower School Parents**

*"We are Toby Ringle and Alvaro Tori, and our children are Diego and Sophia Tori, both 5th Graders in the Spanish track.*

*ISI is a place where our family feels welcomed and we feel part of something big and promising. Our values align with those at ISI, and our cultural and personal identities are welcomed and encouraged to be part of the ISI community. The School honors the uniqueness of each student and actively embraces the differences, and encourages values and behaviors that promote equity and belonging.*

*Academically, we are extremely proud of the world-class education our children are receiving. They are being prepared to be effective leaders, problem solvers, and critical thinkers while acknowledging their privileges and developing ways to contribute to solutions of existing systemic inequities.*

*We are excited to be the Co-Chairs of the 2024 ISI Gala because it will allow us the opportunity to show our community why we love ISI, and the opportunity to engage with other ISI families, community partners, and businesses in supporting this wonderful institution. We are excited to invest our time and effort in this event because we believe in the role ISI has in the future of our children."*





# Maximize Your Impact with the Right Annual Fundraising Series Sponsorship Package

## MULTI-EVENT SPONSORSHIP OPPORTUNITIES

Multi-event sponsors enjoy their sponsorship benefits for all four events in the 2023-2024 ISI fundraising series. All proceeds benefit the ISI Annual Fund and are unrestricted gifts.

	<b>Presenting Sponsor for the 2023-24 Fundraising Series</b> <b>\$15,000</b>	<b>Title Sponsor for the 2023-24 Fundraising Series</b> <b>\$10,000</b>	<b>Associate Sponsor for the 2023-24 Fundraising Series</b> <b>\$5,000</b>
<b>Trivia Night</b>	<ul style="list-style-type: none"> <li>Featured on all event promotions, including social media</li> <li>Your logo featured on the event web page and registration</li> <li>Logo featured and recognition during the event</li> <li>Opportunity to speak during event</li> <li>1 VIP team of 8 included in package</li> </ul>	<ul style="list-style-type: none"> <li>Recognition on event promotions, including social media</li> <li>Your logo on the event web page</li> <li>Recognized during the event</li> <li>4 general individual event tickets</li> </ul>	<ul style="list-style-type: none"> <li>Recognition on event promotions, including social media</li> <li>Your logo on the event web page</li> <li>Recognized during the event</li> <li>2 general individual event tickets</li> </ul>
<b>Night at the Zoo</b>	<ul style="list-style-type: none"> <li>Featured on all event promotions, including social media</li> <li>Featured on onsite event signage</li> <li>Ability to distribute approved merchandise or materials</li> <li>6 event tickets</li> </ul>	<ul style="list-style-type: none"> <li>Listed on all Event Promotions, including social media</li> <li>Listed on onsite event signage</li> <li>4 event tickets</li> </ul>	<ul style="list-style-type: none"> <li>Listed on all Event Promotions</li> <li>Listed on onsite event signage</li> <li>2 event tickets</li> </ul>
<b>International Gala</b>	<ul style="list-style-type: none"> <li>2 VIP tables of 10 with signage including your logo</li> <li>VIP reception for table guests</li> <li>Your logo and link on the Gala web page</li> <li>Your logo on Auction Software</li> <li>Logo on multimedia display</li> <li>Full Page Ad on Back Cover of printed program</li> <li>Program Listing</li> <li>Acknowledgement during welcome remarks</li> <li>Featured during event with opportunity to speak</li> <li>Michigan Rd. digital display pre and post event</li> <li>Onsite International Gala signage</li> </ul>	<ul style="list-style-type: none"> <li>1 VIP table of 10 with signage including your logo</li> <li>VIP reception for table guests</li> <li>Your logo and link on the Gala web page</li> <li>Your logo on Auction Software</li> <li>Your logo on the multimedia display at the event</li> <li>Full Page Ad in the Program</li> <li>Program Listing</li> <li>Acknowledgement during welcome remarks</li> <li>Onsite International Gala signage</li> </ul>	<ul style="list-style-type: none"> <li>1 VIP table of 10 with signage including your logo</li> <li>VIP reception for table guests</li> <li>Half Page program advertisement</li> <li>Program Listing</li> <li>Your logo and link on the Gala webpage</li> <li>Your logo on Auction Software</li> <li>Your logo on the multimedia display at the event</li> <li>Acknowledgement during welcome remarks</li> <li>Onsite International Gala signage</li> </ul>
<b>Slide-A-Thon</b>	<ul style="list-style-type: none"> <li>Logo featured on event T-shirt</li> <li>Logo on event web page</li> <li>Featured on all event promotions, including social media</li> <li>Featured on onsite event signage</li> </ul>	<ul style="list-style-type: none"> <li>Logo included on event T-shirt</li> <li>Logo on event webpage</li> </ul>	<ul style="list-style-type: none"> <li>Logo included on event T-shirt</li> <li>Logo on event webpage</li> </ul>

## SINGLE EVENT SPONSORSHIP OPPORTUNITIES

Single-event sponsors enjoy the benefits of their sponsorship for individual events that they choose, providing sponsors with the ability to select a package that best fits their priorities.

	<b>Table Sponsor</b> <b>\$3,000</b>	<b>Corporate Sponsor</b> <b>\$1,000</b>	<b>Patron Sponsor</b> <b>\$500</b>
<b>Trivia Night</b>		<ul style="list-style-type: none"> <li>• 1 VIP team of 8</li> <li>• Listing on web page</li> <li>• Signage During Event</li> <li>• Acknowledgement during event</li> <li>• Opportunity to provide company materials/swag</li> </ul>	
<b>Night at the Zoo</b>		<ul style="list-style-type: none"> <li>• 4 tickets</li> <li>• Listing on web page</li> <li>• Listing on event signage</li> <li>• Opportunity to provide company materials</li> </ul>	<ul style="list-style-type: none"> <li>• 2 tickets</li> <li>• Listing on web page</li> <li>• Listing on event signage</li> </ul>
<b>International Gala</b>	<ul style="list-style-type: none"> <li>• Table of 10 VIP Tickets</li> <li>• Access to the VIP reception</li> <li>• Logo on Table</li> <li>• Listing in program and on multimedia</li> <li>• Acknowledgement during event</li> </ul>	<ul style="list-style-type: none"> <li>• 2 VIP Tickets</li> <li>• Listing on web page</li> <li>• Listing in program</li> <li>• Acknowledgement during event</li> </ul>	<ul style="list-style-type: none"> <li>• Listing on web page</li> <li>• Listing in program</li> <li>• Acknowledgement during event</li> </ul>
<b>Slide-A-Thon</b>			<ul style="list-style-type: none"> <li>• Logo included on Event T-shirt</li> <li>• Logo on event web page</li> <li>• Logo on onsite event signage</li> </ul>

## IN-KIND DONATIONS & UNDERWRITING OPPORTUNITIES

Non-monetary sponsorships, such as coupons for free services for events, prizes, and auction items, are welcomed and appreciated. For companies providing services such as photography, DJ/entertainment, signage, and party rentals, the value of the goods or services donated can be an underwriting opportunity or sponsorship level.

Underwriting opportunities are an ideal opportunity to support specific elements of our fundraising events and to take advantage of the unique promotional opportunities at each event.

**In-kind donations and underwriting opportunities for the 2023-2024 fundraising series:**

<b>Trivia</b>	<b>Zoo</b>	<b>Gala</b>	<b>Slide-A-Thon</b>
<ul style="list-style-type: none"> <li>• Prizes</li> <li>• Food</li> <li>• Beverage</li> <li>• Favors</li> </ul>	<ul style="list-style-type: none"> <li>• Swag Bags</li> <li>• Coffee &amp; Hot Cocoa Bar Accessories</li> <li>• Glow In the Dark Favor</li> </ul>	<ul style="list-style-type: none"> <li>• Auction Items and Packages</li> <li>• DJ</li> <li>• Floral Arrangements</li> <li>• Party Favors</li> <li>• Photography Services</li> <li>• Printing Services</li> <li>• Wine/Spirits</li> </ul>	<ul style="list-style-type: none"> <li>• Inflatable Slides</li> <li>• DJ/Entertainment</li> <li>• T-shirts</li> <li>• Refreshments</li> <li>• Prizes</li> </ul>

**We value your partnership. Our Sponsorship program is adaptable to meet the needs of your organization. If you don't see an option that works for you, please contact us to discuss how we can create a custom option.**

# About Other Fundraising Efforts at ISI

ISI recognizes that our school community can become weary from excessive fundraising efforts. Annual Fund and Capital fundraising priorities are determined by the school's Board of Directors, and the school's Advancement Department is responsible for meeting those goals. Many constituent groups wish to fundraise annually; however, the school must carefully manage how to balance activities to meet fundraising goals while also preventing donor fatigue and decreased volunteer participation.

ISI makes every effort to find a balanced approach to asking parents, employees, and community members to give their time, money, and effort. All fundraisers must receive approval from the Advancement Department before collecting fees, holding any type of sale, or soliciting donations of money, goods, or services. The following is a list of the fundraising activities that are currently approved.

Please note that Charitable donations must meet specific criteria with the IRS to be tax deductible. Though many contributions made to ISI, specifically for the Annual Fund and Capital projects, are charitable, many are not.

## ATHLETIC FUNDRAISERS

Beginning in 2023-24, ISI is hosting a fundraising event to support the school's growing Athletics Program. The ISI Golf Outing is intended to generate general support for the athletics program. Whether you play golf or not, individuals, families, and companies can participate in and support the event through an array of sponsorship and participation options.

[ISI GOLF OUTING](#)

[THURSDAY, SEPTEMBER 14, 2023](#)

[PRAIRIE VIEW GOLF COURSE](#)

## GRADUATING CLASSES

During their senior year, graduating classes have the opportunity to fundraise for their 100 Days Dinner by hosting the Lower School Family Dance.

## IB PROGRAM SERVICE ACTIVITIES/FUNDRAISERS

Students may participate in some approved fundraising activities as part of a unit of inquiry, class, or a special class.

In the Lower School, the Library hosts a Book Fair, with proceeds benefiting the ISI Library. In some grades, as part of a unit of inquiry, students may collect donations of goods or modest monetary contributions to support a project relating to their learning. For example, grade 2 students host an annual Jeans Day Fundraiser as part of a unit on currency, which goes toward purchasing goods for donation to a local food pantry.

Upper School students participate in two charity drives per year in which students request donated items from the school community for donation to local charities. Some Service as Action or CAS Projects may also have a fundraising component.

## PARENT ASSOCIATION

Contributions to the PA are not charitable. All families at ISI pay dues to the PA via their tuition and fees schedule. Additional revenue is generated by the PA through activities that provide a service to the ISI Community, including Used Uniform Sales, EduKit School Supply Sales, and concessions at the International Festival. Additionally, Room Captains, who report to the PA, collect voluntary contributions from families to provide gifts to teachers and staff.

## UPPER SCHOOL CLUB FUNDRAISERS

The ISI Upper School hosts many clubs. Generally, the clubs support school events/activities/interests. Booths hosted at the International Festival are made possible by Upper School clubs and serve as the primary club fundraiser of the year for most Upper School clubs.

Timmy Global Health has been the outside philanthropic priority of the ISI Upper School for 20 years, and the Timmy Club is the largest philanthropic club in the school. The Timmy Club hosts Penny Wars, Timmy Spirit Week, Timmy Games, and participates in service activities outside of school.

## UPPER SCHOOL DANCES AND SOCIAL EVENTS

Any proceeds generated from High School and Middle School Dance/Social Events (typically one per semester for each school) are returned to the student councils for additional student events.





## How To Give

While we welcome your participation in our annual fundraising series events, charitable gifts can also be made at any time by cash, check, credit card, matching gift programs, SGO, stocks, and securities. You can make a one-time gift or structure a year-long or multi-year pledge with monthly payments. ISI can process secure credit card transactions for VISA, MasterCard, and American Express. Gifts to ISI may also be eligible for corporate matching gift programs. Learn more about the ways to give by visiting [www.isind.org/giving/ways-to-give](http://www.isind.org/giving/ways-to-give).

The Advancement Department can also be reached at 317.923.1951 ext. 326 for other giving opportunities. All Annual Fund gifts to the International School are tax-deductible to the extent allowed by law.

### **A note about SGO giving:**

*The Indiana School Scholarship Tax Credit Program funds scholarships from private, charitable donations to qualified scholarship granting organizations (SGOs). Donations to the SGO differ from Annual Fund contributions, as they are made directly to ISI's SGO partner, the Institute for Quality Education. All donations to SGOs are eligible for a state tax credit equal to 50% of the donation amount, and donations also qualify as a charitable deduction on federal tax returns. SGO donations can be made at [www.i4qed.org/sgo/donors](http://www.i4qed.org/sgo/donors)*

*This is provided for informational purposes only, and is not intended to provide, and should not be relied on for, tax or accounting advice. Please consult your own tax and accounting advisors.*

*The Annual Fund*



International School of Indiana

## Contact Us to Activate Your Sponsorship

Kristen Kaiser

Vice President of Development and External Affairs

[kkaiser@isind.org](mailto:kkaiser@isind.org)

317 923 1951 ext 326