



American Embassy School

An International Community

American Embassy School

Chandragupta Marg, Chanakyapuri

New Delhi 110021

India

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AES Mission

The American Embassy School provides a balanced education defined by a joyful pursuit of excellence in academics, athletics, arts, and service. We enable each student to be an inspired lifelong learner and a responsible, compassionate global citizen.

AES Vision

AES is a destination school for families and educators seeking personalized learning to cultivate intellectual and creative leaders who will make the world a better place.

Advancement Policy Goals

The American Embassy School ("AES" or "the School") pursues a range of revenue sources beyond tuition fees, including asking for donations ("gifts") and sponsorships, to support the School's Mission and Vision. This is in accordance with best practices among international schools and will be conducted within the legal bounds of the School's 501(c)(3) registration and the related Indian context, to ensure transparency and accountability.

This policy is overseen by the **AES Director**, the **Director for Business & Operations**, and one **Board Representative** (the "policy oversight team").

I. Gift Solicitation

1. **Authorized Personnel:** Gift solicitations may be made by the Board of Directors, the AES Director, and other staff as assigned by the Director. Solicitation by other parties must be approved by the AES Director in consultation with the Director for Business & Operations.
2. **External Projects:** Fundraising for external organizations, including student-led initiatives, is allowed in a limited capacity and must directly support the service-learning experience at AES.
3. **Substantial Gifts:** For gifts generally over **USD \$25,000**, AES will issue a tailored "Gift Agreement" upon approval from the AES Director.
4. **Ethics:** Personnel engaged in donor contact shall be volunteers or salaried staff; they shall not receive commissions or finder's fees.

II. Gift Acceptance

1. **Alignment:** The School may accept gifts that support the mission and strategic focus areas. The School reserves the right to refuse gifts not aligned with these values.
2. **Authority:** Final responsibility for acceptance lies with the **AES Director**, consulting with the policy oversight team.
3. **Naming Rights:** Any gift involving a naming opportunity must be approved by the Board of Governors, consistent with the School's Naming Policy.

Enter to Learn. Leave to Serve.

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4. **Quid Pro Quo:** The School reserves the right to refuse any gift made with a "quid pro quo" expectation at the discretion of the AES Director.
5. **Transparency:** The source of any gift must be known, at a minimum, to the policy oversight team.
6. **Admission Contingency:** The school will **not** accept gifts contingent on the admission of specific individuals.

III. Gift Recognition

1. **Administration:** All donations will be recognized by AES. The Business Office will issue receipts for United States tax purposes where applicable.
2. **Publicity:** Donors may be recognized in print, on the web, or in newsletters unless the donor stipulates anonymity.
3. **Rescinding Recognition:** The School reserves the right, upon recommendation by the AES Director and Board Chair, to rescind recognition that brings discredit to the School or is no longer consistent with AES values.

IV. Types of Gifts & Criteria

The School accepts Cash, Corporate Matching Gifts, Tangible Personal Property, and Securities.

- **Cash up to 10,000 USD:** Acceptable in any form. Please contact the Business Office.
- **Corporate Matching:** Donors should follow company procedures; the AES Director and Director for Business & Operations can assist with necessary documentation.
- **Tangible Personal Property:** Evaluated based on marketability, carrying costs, and restrictions. Final determination is made by the policy oversight team.
- **Publicly Traded Securities:** Generally sold upon receipt. The **AES Director** makes the final determination on acceptance if securities are restricted by law.
- **Closely Held Securities:** Accepted subject to approval by the **AES Director**. Must be reviewed for marketability and tax consequences prior to acceptance.

V. AES Gift Naming Policy

As part of our commitment to a cohesive, mission-aligned campus identity, the School **does not** name buildings, facilities, or permanent spaces after individual persons.

- **Exceptions:** On rare occasions, the policy oversight team, in consultation with the Board Chair, may approve an exception to recognize a truly outstanding teacher or administrator.
- **Funding Threshold:** A "naming" gift would normally cover at least **50 percent** of the total project costs.
- **Alternative Recognition:** Donor generosity may be honored through publication acknowledgments, recognition walls (bricks/benches), and/or programmatic naming opportunities.

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