



FAQs for Annual Business Sponsors

Prepared by the Fundraising Department at Rainbow Community School

What are the options for sponsoring?

See Sponsorship Overview document and the visual description via rainbowcommunityschool.org/sponsorship. There are five levels, ranging from \$500-\$5,000 with various benefits related to each opportunity.

Is my sponsorship donation tax-deductible?

Yes. Rainbow Community School (RCS) is a non-profit 501(c)3 organization, so gifts are tax-deductible to the full extent allowed by law.

How can I pay for the sponsorship?

You may pay by credit card, PayPal or check. If you would like to make two payments that is also an option. Some sponsors combine cash payment with in-kind services and products that Rainbow would otherwise need to purchase.

I would like to be a sponsor but we have already allocated this year's budget. Can I pull from next year's budget and make my payment in the beginning of the next calendar year?

Yes, we ask that you complete the pledge as soon as possible. Please make payment within the first month of the new calendar year.

How many businesses will you be accepting at the top levels and will I have exclusive rights in my category?

There is no limit to the number of businesses at any level at this point. However, we are very selective and must ensure that the business is aligned with Rainbow principles and is a good fit with the community of families. Sponsors that are approved for the top level benefit from exclusive rights in their specific categories, meaning we would never have more than one orthodontist as a Pot of Gold sponsor.

I do not have children and am not familiar with local educational options. How will my business benefit from sponsoring Rainbow Community School and who will I reach?

See the full list of benefits via rainbowcommunityschool.org/sponsorship.

I am a Rainbow family and donate as an individual parent but I also have a business that I would like to see promoted in the community. How do I decide whether to donate as an individual or as a business?

You may do either or both. We rely on individual donations to help bridge the funding gap (see **FAQs for Families** on the same webpage), so we ask that you separate the two if at all possible. Both financial contributions are tax deductible and your business may benefit more from such tax implications. It is exciting to see so many high quality and unique entrepreneurial activities coming from Rainbow households so we hope you will choose to showcase your business at some level this year!

Are there any special offers for Rainbow family-owned businesses?

Family businesses receive a 10% discount on all sponsorship levels and you will automatically be considered to have participated in the annual fundraising campaign.

How long does my sponsorship benefits last?

Your business will be promoted for 12 months, from the time you make your first payment and we receive the necessary material to showcase your goods or services.

Can my business name one of your buildings on campus in exchange for sponsorship?

RCS has many opportunities for naming rights that are not being publicly announced. Any organization that would like to name a classroom or the auditorium may contact the Fundraising Manager, Sara Stender (sara.stender@@rainbowlearning.org) to schedule a meeting to discuss this long-term partnership.

Specifically where are the sponsorship dollars going?

All funds will be assigned to the Annual Campaign, unless we have communicated with you about special projects that are in line with your business services and mission (such as supporting the new Outdoor Community Learning Center or the Activity Bus Fund). Most sponsor funds will contribute to day-to-day operational expenses.

I am surprised that tuition does not cover planned improvements as well as the cost of running the school on a day-to-day basis. Isn't that how other schools are funded?

Tuition goes a long way in providing for children's education, but it does not cover all of the school's instructional and operating expenses. Like all independent schools, the financial model that supports the school's operation relies on **tuition revenue and the generosity** of parents, grandparents, alumni, friends, staff and local businesses. As a *non-profit organization*, fundraising is a **vital component** in providing the Rainbow learning experience. We estimate a gap of approximately \$800 for each child attending Rainbow School, so in order to avoid raising tuition and to offer services to the greater community, we must form strategic alliances like this.

What are the other sources of income and how much money is being raised from them?

This is the second year Rainbow will be formally soliciting support from local businesses, through the Community Partnership Program. If you are interested in having your family business serve as an annual sponsor please reach out to our fundraising manager, Sara Stender, and she will guide you through the options (with a 10% discount!).

In addition to the parent donations and business sponsorships, we will continue to bring in funds through various events throughout the year as well as through the growing grandparent and alumni networks, and an increasing number of in-kind donations of much-needed materials and services that we would otherwise have to pay for.

