

Our Culture of Philanthropy

A Guide to
Fundraising at Riverfield



Mission: Ignite adventure, inspire inquiry, and build excellence to empower students to change their world.



At the core of Riverfield's mission is the spirit of philanthropy and giving back. Riverfield graduates, as well as current students, are being equipped to ask questions, practice empathy, and work with others to change the world around them. For our independent school, philanthropy is two-fold: we are both a non-profit organization and an educational institution. Therefore, we are charged with raising funds both for our school and for external organizations that our

students choose to support.

Through this guide, we want to help you and the Riverfield community understand the age-old questions: "Where does the money go?" and "Why should I donate when I am already paying tuition?"

Our culture of philanthropy encourages support that provides benefits for our students of all ages as well as the greater community. We meet the needs of today with Riverfield-focused fundraising like the Raven Fund and RFA events, which help to fill the gap of operational expenses and other endeavors that are not covered by tuition. Student-led, externally-focused fundraising to support the wider Tulsa community, and sometimes global efforts, nurture the philanthropic spirit within our students. Support to meet the dreams of tomorrow and sustain our school for future generations is acquired through capital support, campus expansion funds, and through planned giving and endowment gifts.

Whether you choose to make one gift or many to Riverfield, know that you are making a difference in the lives of our current students and future graduating classes.

I can't thank you enough for your role in creating a culture of philanthropy for the school we love.

Sincerely,

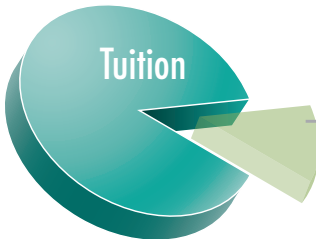
A handwritten signature in blue ink, which appears to read "Jerry Bates". The signature is stylized and fluid.

Jerry Bates
Head of School

Areas of Fundraising

	Budget Relief For Today	Investing in Tomorrow	Student Philanthropy Impacts Today and Tomorrow
\$10,000 Raffle	●		
Capital Gifts		●	
Dine/Shop & Donate	●		●
Endowment		●	
Financial Aid	●	●	
Planned Giving		●	
Program Support	●	●	●
Raven Classic	●		
Raven Fund	●		
Run for Riverfield	●		●
Sapphire Celebration	●		●
Student-Led Fundraisers	●		●

The Missing Piece: Budget Relief



- \$10,000 Raffle
- Dine/Shop & Donate
- Financial Aid
- Raven Classic
- Program Support
- Raven Fund
- Run for Riverfield
- Sapphire Celebration
- Student-Led Fundraisers



Budget Relief for Today

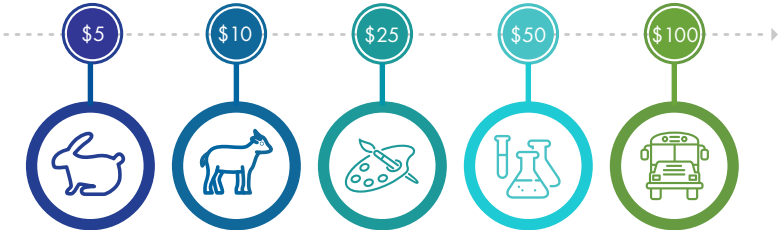
The Raven Fund

The Raven Fund is Riverfield's most important, year-round fundraising effort. It serves to raise unrestricted operating funds that offset costs associated with hiring and retaining faculty and staff, maintaining campus facilities, developing curriculum and classroom resources, and much more. All families, friends, and alumni are encouraged to support the Raven Fund. High participation by all constituencies is also a goal of the Raven Fund. This is an area that corporations and charitable foundations examine before committing their resources. Within the Raven Fund, donors can



select specific areas to support and can choose to give monthly or one-time gifts. Donations can be made at www.riverfield.org/giving. Donors are recognized by their giving level based on funds donated during a fiscal year.

Every Dollar Counts



Your monthly gift makes a difference to our campus. Just \$5 a month can help feed a classroom pet; \$10 a month provides for our barnyard animals; \$25 a month helps purchase art supplies for both the art studio and classrooms; \$50 a month buys science equipment; \$100 a month fuels a bus for transportation to field trips and off-campus activities.



The Riverfield Family Association (RFA)

The Riverfield Family Association (RFA) supports the school through volunteerism and fundraising. All families are members and are encouraged to be involved. The primary



RFA fundraising efforts are the Run for Riverfield and the Sapphire Celebration. The Run for Riverfield, usually held in the fall, engages students of all ages as they gather pledges and then run in either the Fun Run or Color Run at the culmination of the fundraiser. The Sapphire Celebration is our annual auction held each spring that includes dinner, entertainment, and auction components. Sponsorships, underwriting, item donations, volunteers, donations to the Martha S. Clark Financial Aid Fund, and generous bidders all contribute to the success of the event.





Other Fundraising Activities

\$10,000 Raffle: For \$100 a ticket, purchasers can have a chance to win one of 17 cash prizes. Only 300 tickets are sold, and the drawing is held in conjunction with Visiting Day in November.

Raven Classic Golf Tournament: Every fall, the RCDS community takes to the links in support of Riverfield athletics. This is the Athletic Department's primary fundraiser, with opportunities for hole sponsorships, underwriting, foursomes, and individual players.

Dine/Shop & Donate: The school organizes evenings when families can dine at area restaurants that give the school 10-20% of the proceeds. Partnerships with Box Tops 4 Education, Mabel's Labels, and Casey's bring in dollars that help offset the budget.

Investing in Tomorrow

Capital, endowment, and planned gifts are the ultimate investment in Riverfield's future and allow the dreams of our school to be realized. Often pledged over several tax years, these types of investments in Riverfield are typically made from longer term savings, such as a transfer of assets or as a result of estate planning. Investments in Riverfield may lead to recognition opportunities which honor or memorialize a person of the donor's choosing, leaving a legacy of philanthropy for the future. Riverfield is a participant in the Tulsa Community Foundation Planned Giving Partnership, which provides educational seminars and complimentary consultations to help understand Investment Giving.

Capital Giving

Capital gifts provide the means for physical expansion or restoration of Riverfield's campus. The iNSPIRED Campaign funded the Clark Gymnasium expansion and Center for Creativity and is an example of this type of giving.



Endowment

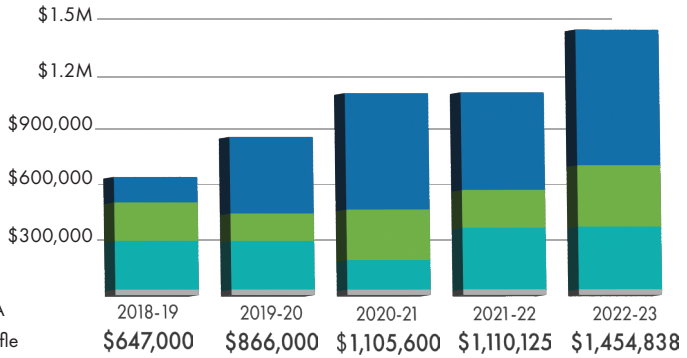
Endowment gifts sustain Riverfield for future generations and provide a safeguard against changing economic climates. Endowment opportunities include scholarships, faculty positions, and program support.

Giving History

Fiscal Year Comparison

Giving and fundraising continues to grow, breaking the million-dollar mark for three consecutive years.

- iINSPIRED
- RFA
- Raven Fund
- Raffle



Planned Giving

Planned gifts provide an opportunity for donors to structure long-term deferred gifts in ways that are beneficial to both the donor and Riverfield. Planned gift donors are honored and recognized as members of the the Martha S. Clark Legacy Society, named after Riverfield Founding Head Marty Clark.





Student Philanthropy Impacts Today and Tomorrow

The students of Riverfield are the impetus behind several fundraisers. Some of them, like support of the Community Food Bank of Eastern Oklahoma and Emergency Infant Services, are longstanding RCDS traditions. Others come about organically based on a class's interests and investigations or funds needed for a particular extra-curricular activity. Students are also key fundraisers in the RFA's Run For Riverfield and create items for the Sapphire Celebration.





We hope this guide has answered general questions about fundraising at Riverfield. For other questions, please feel free to contact:

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