


ANNUAL REPORT *of* GIVING 2017-18



 The
IDEAL
School
of Manhattan



Mission

The IDEAL School of Manhattan is an inclusion school dedicated to creating a diverse community that affirms and accepts the full identities of all people, while inspiring academic excellence, creative leadership, and a desire to build a more just and equitable world.

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In this Annual Report, we recognize and express gratitude to our supporters from the 2017-18 fiscal year, a year that saw the realization of a dream and a step into the future of IDEAL. In 2018, the first graduates of The IDEAL School of Manhattan received their diplomas, and three of the founders of the school were honored at the 13th Annual Gala. From the Peace and Light Ceremony in winter to the Moving Up Ceremony and graduation in spring, students, faculty, and family members came together to recognize the community born out of the idea that we all learn better when we learn together. The generous support of our donors has given IDEAL the resources to grow into a vibrant, joyful learning community encompassing Grades K-12, where all individuals are accepted and affirmed and where a robust and differentiated academic program challenges and nurtures all students to fulfill their potential and equips them with the skills they need to serve as compassionate and collaborative 21st century leaders.

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A MESSAGE FROM THE PRESIDENT OF THE BOARD

Dear Friends,

It's hard to believe that 13 years have passed since the founding of The IDEAL School of Manhattan. In 2006, three families who have children with Down syndrome set out to create a school in which children of all backgrounds, socioeconomic levels, races, genders, cultures, sexual orientations, religions, learning styles, readiness levels, and abilities could learn and grow up together in an inclusive environment. We partnered with a diverse body of educators and professionals equally committed to these principles to create New York City's first and only independent inclusion school.



Thanks to the dedicated vision of IDEAL's leadership and the continued generosity of our families and friends, we have experienced steady growth from 20 students in kindergarten to second grade in 2006 to 181 students in 2017-18. IDEAL is proof positive that inclusion education works, and in June, we graduated our very first high school seniors. As our 2017-18 Gala theme expresses, IDEAL graduates are uniquely poised to Change Our World and will serve as the next generation of leaders, actively contributing to a more just and equitable world. Each of the graduates has embarked on their own, personal path – one that is as unique as each of them. I know that the entire IDEAL community is proud of their accomplishments and wishes them well.

Overall, we raised more than \$1.1 million over the course of the year, essential funds that allow us to continue our mission of inclusion while giving students access to the programming that makes the pursuit of academic excellence accessible to all. We will continue to grow as a school and cement our place as a great independent school choice in New York. Over the next five years, we endeavor to double the number of students from underserved neighborhoods and schools. With your continued help, we believe we can expand the number of students we serve in New York City and then eventually scale the model to move into other areas.

On behalf of the entire IDEAL community, I thank each and every one of you listed in this report for your commitment to our mission and our children. The school and our financial aid program would not be possible without the generosity of friends like you. I hope that you will continue to support our journey for many years to come.

Sincerely,

Mitch Rubin

Co-Founder and President of the Board

A MESSAGE FROM THE HEAD OF SCHOOL

Dear Friends:

The theme of the 13th Annual Gala was Changing Our World with Our Own Two Hands, and, with your support, we accomplished great things. In 2017-18, we reached or exceeded significant fundraising and schoolwide goals. We raised \$448,590 at our Gala in addition to \$688,384 in contributions to the Pioneer Fund, donations which were matched by a generous benefactor. Our school also reached a milestone when the New York State Association of Independent Schools extended our accreditation through twelfth grade and our High School received a Certificate of Registration from the Board of Regents of the University of the State of New York.

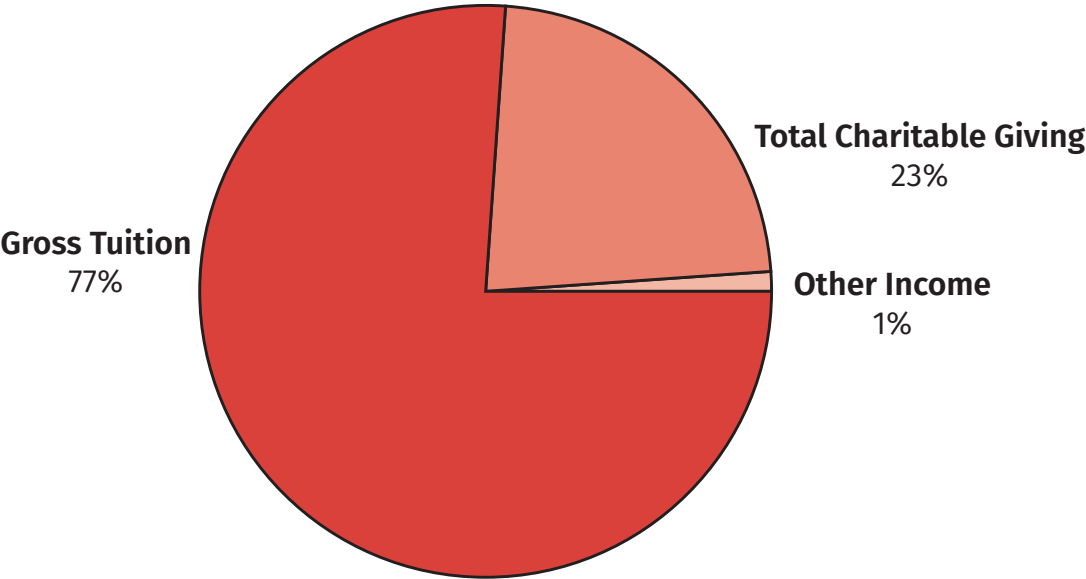


I had the honor of sharing the Gala stage with two of our first seniors who illustrated the tremendous power of our mission. They are not only dedicated students, but also passionate artists and athletes, engaged community members, and strong advocates for the importance of inclusion beyond our walls. At IDEAL, the principles of acceptance, inclusion, and diversity go hand-in-hand with the pursuit of personal and academic excellence. This unique model provided our seniors with a strong foundation within a community where each individual is known, celebrated, and supported in taking the healthy risks that foster growth. APEX sports and a strong arts program built their confidence and strengthened their voice. The strong foundation of social justice woven throughout all aspects of our program provided opportunities for our seniors to cultivate essential leadership and advocacy skills that they will bring with them, beyond IDEAL, to positively impact their community. As we continue to grow, the contributions of our graduates, the paths they will take, and the ways they will shape their world into a more just and equitable society can only be imagined. We are incredibly proud of our first graduates and the trail they have blazed for future IDEAL students.

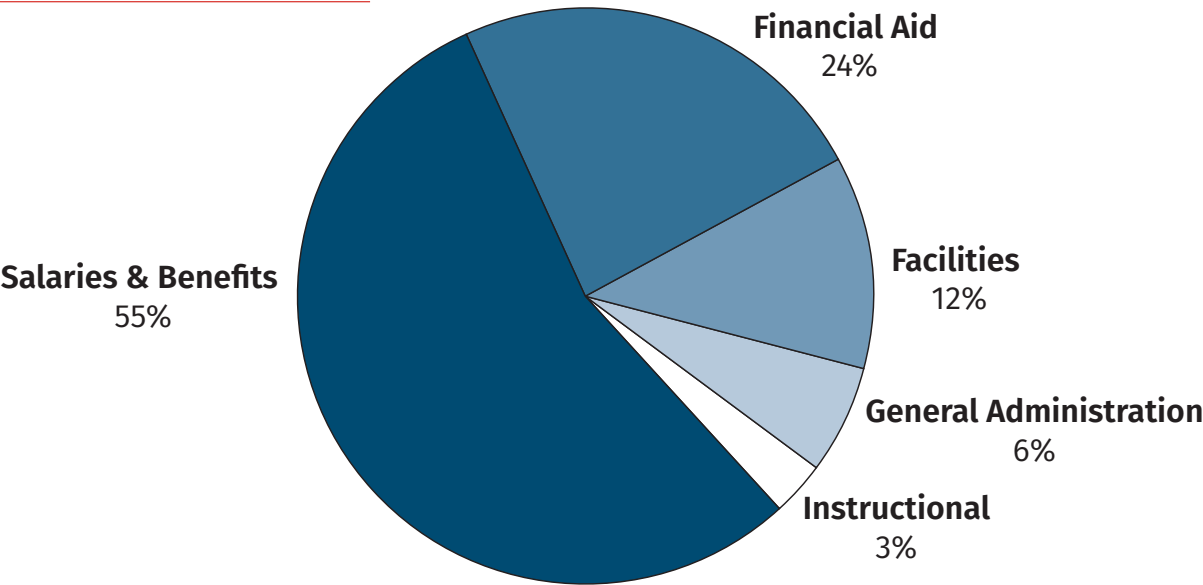
Our mission and growth is a testament to the inspiring service of our founders and Gala honorees, Mitch Rubin, Audra Zuckerman, and Michelle Smith. Thank you for your support in helping us to realize the vision of our founders. Your generosity has made and will continue to make a difference in the lives of each of our IDEAL students and alumni, who in turn will lend their hands to building a more just and equitable world.

Sincerely,
Janet Wolfe
Head of School

OPERATING INCOME



OPERATING EXPENSES





THE FOUNDING BENEFACTORS SOCIETY

The **Founding Benefactors Society** was established in 2006 to recognize individuals and families who donated \$25,000 or more to IDEAL during the school's first five years (2005-2009).

The IDEAL School of Manhattan is incredibly grateful to all those who committed critical resources to the school during this time.

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THE IDEAL SCHOOL PARENTS ASSOCIATION



The **IDEAL School Parents Association** fosters a spirit of community and serves as a bridge of communication and cooperation among the parent body, administration, and faculty. The PA also coordinates volunteer efforts and helps organize various fundraising and community-building events that support the mission of IDEAL. All families of students attending the school are automatically members of the PA, and class representatives keep families informed about life at the school.

During the 2017-18 school year, the PA organized and supported several community-building events including the annual parent-teacher potluck dinner, used uniform sales, a new candle sale, the annual block party, and book swap.

IDEAL thanks the leadership and members of the Parents Association for their hard work and generosity during the 2017-18 school year.



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THE OPEN DOOR SCHOLARSHIP FUND

IDEAL's student community reflects the rich diversity of New York City, and we are extremely proud of our extensive socioeconomic diversity. The Open Door Scholarship Fund, established in 2010, allows us to continue to provide access to an independent school education for students from under-resourced communities. Every dollar donated to the Open Door Scholarship Fund goes directly toward the tuition of students in the Standard Program.

We seek individual, corporate, and foundation partners to support this effort by funding scholarships for children in need. More than 61% of IDEAL students receive tuition assistance, and the average financial aid award is 88% of tuition. This represents an investment of almost \$4 million annually, approximately 24% of the school's expenditures. Open Door Scholarship funding allows the school to continue to invest meaningfully in the program and to meet the needs of our diverse student body. Thanks to the generosity of donors to the Fund, our Open Door Scholars are thriving.

If you are interested in supporting the Open Door Scholarship Fund, please contact Patricia Donini, Head of Advancement, at pdonini@theidealschool.org. All gifts to the Open Door Scholarship Fund are tax-deductible to the full extent of the law.

THE 13TH ANNUAL GALA

IDEAL’s annual Gala celebrates our mission and raises funds to support the school’s operating budget. In 2017-18, IDEAL’s Gala was held at Espace. We are grateful to the families and friends who supported this year’s event, which raised \$448,590. Over 400 guests attended the Gala as we honored IDEAL’s founders, Mitch Rubin, Michelle Smith, and Audra Zuckerman. A portion of the funds were raised to specifically support the Open Door Scholarship.

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We started it for you.
We continue it for all.

We love you,
Dylan and Max!

Michelle, Mitch,
and Audra



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A gift of cash is the simplest and most efficient way to support The IDEAL School of Manhattan. Cash donations are put to immediate use for programs, financial aid, salaries, professional development, and other projects. Checks can be sent to the attention of Patricia Donini, in the Development Office. Contributions can also easily be made by credit card at www.theidealschool.org/giving or by contacting Patricia Donini at 212-769-1699 or pdonini@theidealschool.org.

MATCHING GIFTS

Your gift can be doubled if you are employed by one of the more than 1,000 businesses and companies that match employees' and retirees' donations to nonprofit organizations. You can obtain the appropriate forms from your company's human resources department or corporate foundation and forward them to IDEAL with your gift. You will receive credit for both the original gift and the matching gift, and your employer will also be listed as a donor.

SECURITIES

Gifts of appreciated securities may enable the donor to take a tax deduction on the full value of the gift and avoid capital gains on the transfer. In many cases, the actual cost to the donor is far less than the value of the gift to the school. To make a gift of stock or for more information, please contact Patricia Donini at 212-769-1699 or pdonini@theidealschool.org.

PLANNED GIVING

Planned giving can offer many tax advantages for donors and their heirs by naming The IDEAL School of Manhattan as a beneficiary of an estate, trust, or insurance policy, or by establishing a charitable gift annuity. Prospective donors should seek the advice of an attorney, since gifts of this kind require variations to accommodate individual circumstances.

GIFTS-IN-KIND

Gifts-in-kind are tangible items, such as works of art, auction items, equipment, books, furniture, real estate, and similar non-monetary contributions. A gift of tangible property may result in a tax deduction for the donor.



314 West 91st Street

New York, NY 10024

www.theidealschool.org