



City of Phoenix

**Kids Are
Missing Out!**



*A School Tax Credit Donation
Campaign Guide for Businesses*

WELCOME



Dear Business Leader:

Let me express my sincere appreciation for your support of my campaign to ensure that all students here in Phoenix have the advantages that afterschool programs provide. This year’s “Kids Are Missing Out” campaign will be different from previous efforts and I need your help to make it a success.

This year, I’m calling on our community to join the push specifically designed to ensure our students are prepared for the future economy of science, technology, engineering, arts, and mathematics (STEAM) careers. While some students have access to programs and afterschool activities that prepare them for these careers, many districts simply lack the funding to do so. A number of Valley school districts receive a scant \$3 per student in school tax credit donations while other districts receive as much as \$120 per student. Reinstating these programs is essential to the future of Phoenix if we wish to compete in the 21st century global economy.

I need your help to give every child the opportunity to succeed by targeting donations to the neediest Phoenix schools. Donations from your employees will make a substantial difference for students who may not otherwise have the opportunity to participate in STEAM activities outside of the classroom. Arizona law allows you and your employees to direct a portion of your state income tax to a public school and get a dollar-for-dollar credit. This is where your business can help.

By participating in the campaign to promote employee giving to our most underfunded Phoenix schools we can challenge the reality that so many of our Kids Are Missing Out. This guide was created to assist you in developing a campaign that is right for your business.

The generosity and commitment of businesses like yours will transform students’ lives across Phoenix!

Sincerely,

Mayor Greg Stanton

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WELCOME BUSINESS CHAMPION

Your leadership in joining this important campaign demonstrates the generosity and commitment of your business and employees in making a positive difference in students' lives across Phoenix. The 2015 School Tax Credit Campaign, "Kids Are Missing Out," is intended to encourage Phoenix citizens to contribute funds to support education programs in the most deserving Phoenix school districts. Your commitment to the campaign will provide funding for schools to implement science, technology, engineering, arts and math ("STEAM") activities for students who might not otherwise have these critical opportunities.

HOW TO USE THE TOOLKIT

The contents of the School Tax Credit Campaign Toolkit are intended to serve as a resource to help you promote the campaign within your company. This toolkit will provide you with helpful information and tips to engage your employees around the goal of increasing tax credit donations to local schools.

The City of Phoenix will serve as your partner and support system throughout the campaign. We thank you for your leadership, your energy and your support!



Photo provided by Isaac Elementary School District.

A CAMPAIGN GETS RESULTS

The City of Phoenix has focused on bringing awareness to the School Tax Credit Program for local Phoenix schools since 2012.

The campaign has successfully increased awareness and donations in targeted schools across Phoenix. The results were amazing!

- Union Elementary increased 444% in tax donation.
- 180,000 students benefited from the increase in funding.
- Targeted schools had an average increase of 24%.

Schools are able to have an impact on students because of the generosity of businesses and individuals like you! Start a campaign now!



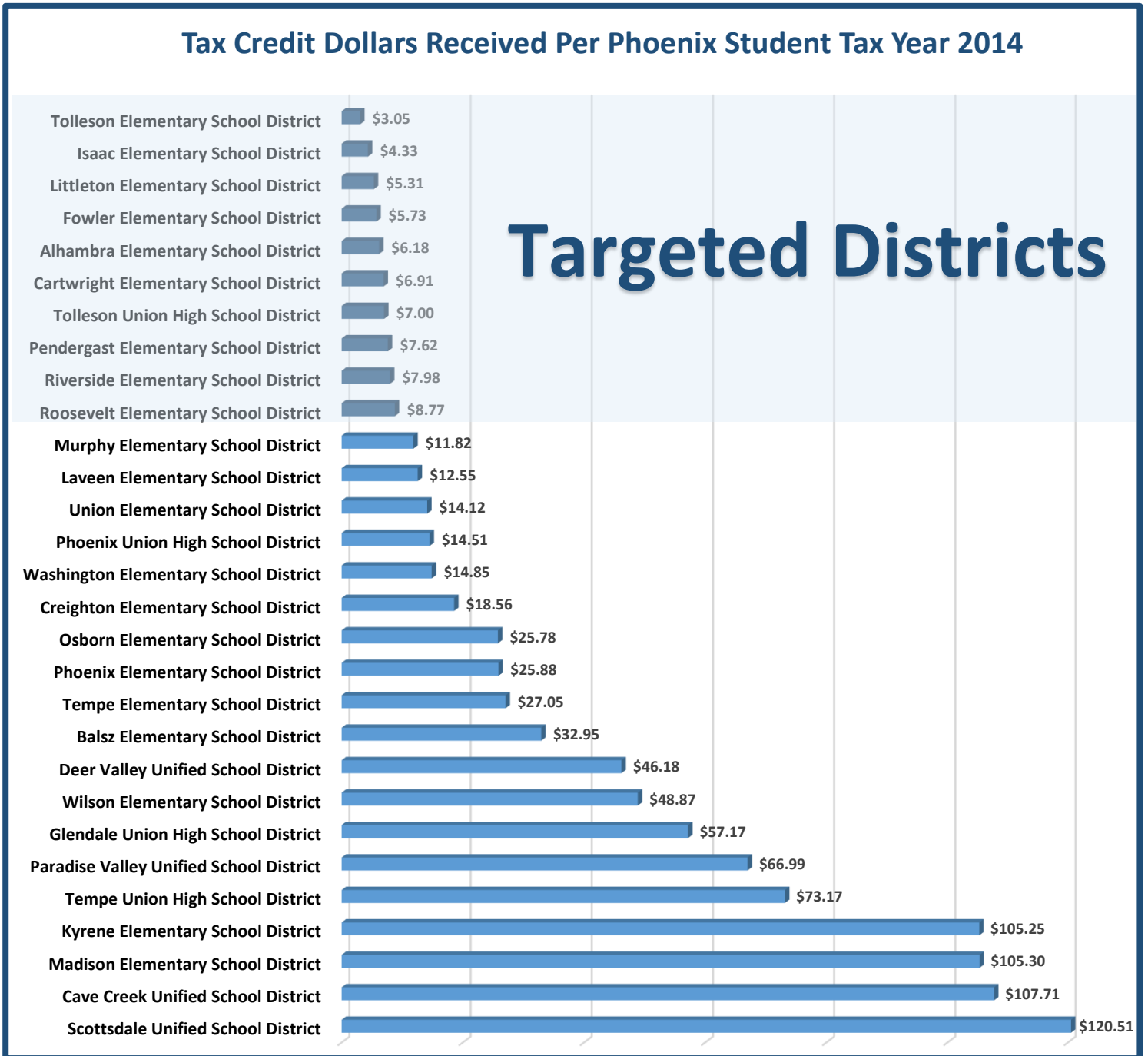
Photo provided by Isaac Elementary School District.

BE STRATEGIC IN YOUR GIVING

The campaign targets the ten districts with the lowest amount of school tax credit donations in Phoenix who receive substantially less funding per pupil.

You and your business can address the inequity in donations per student by being strategic in where you give!

Adopt one of the ten districts in most need now! Check out kidsaremissingout.com for more information.



***Fowler is so appreciative of the efforts and
publicity on the Tax Credit campaign!***

Superintendent Dr. Marvene Lobato, Fowler Elementary School District



Photo provided by Tolleson Elementary School District.

***The Phoenix School Tax Credit promotion
has had a positive impact on our donations!***

Superintendent Dr. Lupita Hightower, Tolleson Elementary School District

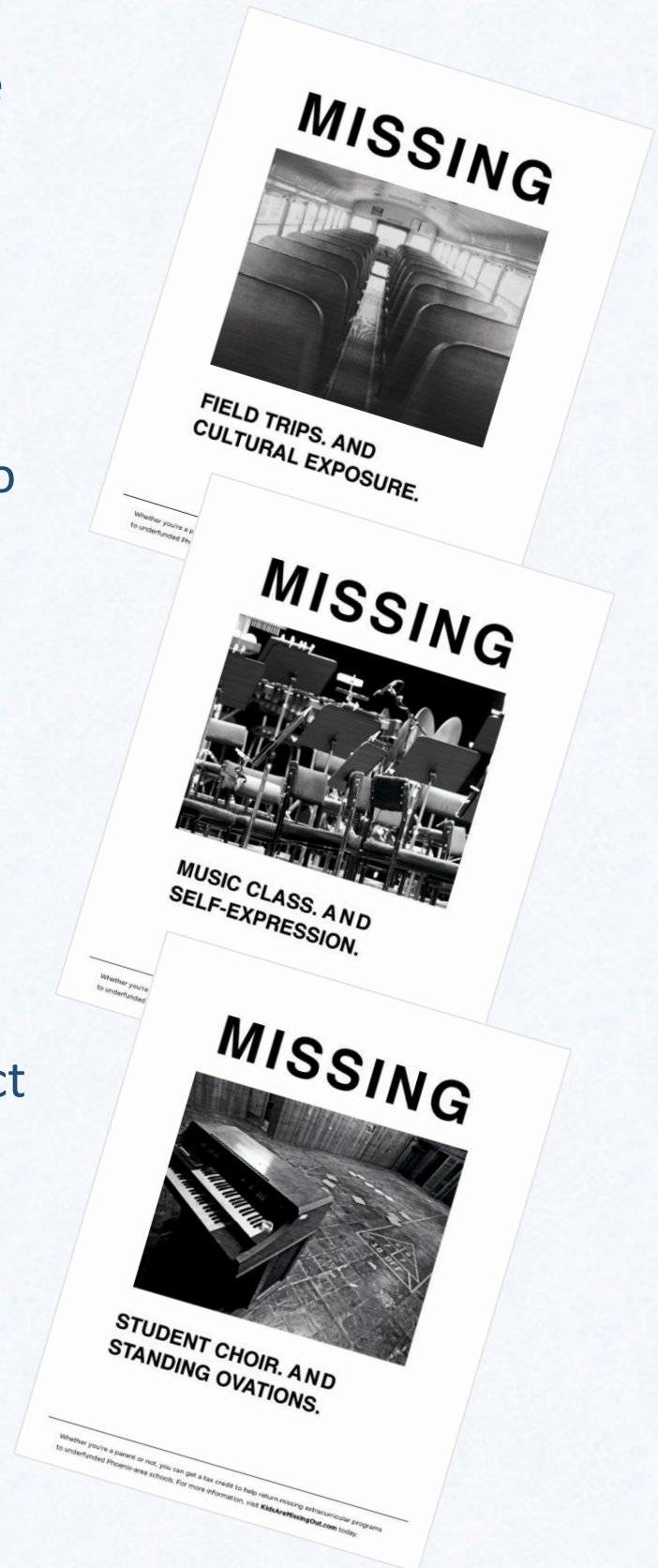
RESOURCES ARE AVAILABLE

There are resources available for you to share with your employees for a successful campaign.

Adopt a school and they will provide additional material to engage your employees!

The City of Phoenix has complimentary materials for businesses to post in areas where employees and/or the public frequents most.

For more information, contact target districts or go to kidsaremissingout.com for additional resources.



TIMELINE

4-8 WEEKS BEFORE YOUR CAMPAIGN

- Schedule a meeting with your management team and a partnering school principal and/or City of Phoenix Staff to:
 - Get confirmation on campaign partnership goals and objectives
 - Identify staff who will focus leading the campaign
 - Discuss electronic campaign opportunities with emails, Facebook, Twitter, etc.
 - Discuss year-round engagement opportunities
 - Exchange pertinent organizational updates such as division goals met
 - Review past partnership and engagement plan history
 - Set goals and objectives for campaign partnership
- Recruit a campaign team of representatives and start scheduling regular check-ins
- Establish a timeline and plan of action for the campaign kick-off and campaign activities
- Visit kidsaremissingout.com and click on Campaign Toolkit to check out campaign resources
- Finalize campaign communication strategy and download campaign materials
- Schedule principals/superintendents for staff meetings to explain the school tax credit program and how they use it.
- Schedule campaign kick-off or Lunch & Learn activities with partnering schools
- Let the Mayor know that your company has agreed to participate by emailing greg.stanton@phoenix.gov

2-3 WEEKS BEFORE YOUR CAMPAIGN

- Re-confirm your campaign goals and objectives

ONGOING

- Encourage staff to participate in activities and projects the school funds such as afterschool robotics, Music Club or field trips.
- Invite your colleagues and families donate to schools, participate in school activities, etc.
- Keep in touch with the school and City of Phoenix to report your successes.

1-2 WEEKS AFTER YOUR CAMPAIGN

- Evaluate your campaign results
- Identify opportunities for next year's campaign
- Host a thank you event with the school

CHECKLIST

- Adopt a school based on need.
- Challenge employees to donate.
- Challenge employees to ask 10 friends/family members to donate.
- Display posters – kidsaremissingout.com – within your organization(s).
- Send regular emails to employees about the importance of giving.
- Provide information in monthly newsletters to employees or customers regarding the School Tax Credit Program.
- Direct donations to a specific project you would like to see funded, i.e. Robotics Club.
- Create friendly challenges among employees/divisions.
- Invite a school principal to your business to present at staff meeting as to why it is important to give.
- Facebook and tweet your support and involvement.
- Allow employees to volunteer at sponsored programs.
- Ask partners/vendors to display campaign materials and/or include articles in their newsletters to the community.
- Ask partners/vendors to display information where the public frequents most.



Photo provided by Union Elementary School District.

IDEAS FOR FACEBOOK

- Did you know some schools receive roughly \$3 per student in tax credit donation while other schools receive \$120 per student? Help (insert business) fix that! Donate now to (insert School)! [@kidsaremissingout.com](https://www.kidsaremissingout.com)
- Help a student learn (Insert Activity) by giving to (insert School) on your state tax return. It's a dollar-for-dollar tax credit! Our employees did! Have you? [@kidsaremissingout.com](https://www.kidsaremissingout.com)
- Give to the (insert schools) on your state taxes, and you help our students prepare for the global economy! [@kidsaremissingout.com](https://www.kidsaremissingout.com)
- We donated to (Insert school) students in 2015! Did you? Support our schools! [@kidsaremissingout.com](https://www.kidsaremissingout.com)
- Your donation to (Insert School) on your Arizona taxes stays in our community and changes the lives of Phoenix students! [@kidsaremissingout.com](https://www.kidsaremissingout.com)

Things to Remember

- There are no character limits for Facebook posts like Twitter. Be creative!
- Discuss your efforts and share stories that illustrate how you directed funds.
- Add a photo or a logo from your business or school to your status update.

IDEAS FOR TWITTER

- Help #Phxstudents learn #STEAM at (#insert school) by #giving to #PhxSchooltaxcredit. [kidsaremissingout.com](https://www.kidsaremissingout.com)
- Give to #Phoenixstudents on your #Aztaxes for the #PhxSchooltaxcredit and you help our student learn. [kidsaremissingout.com](https://www.kidsaremissingout.com)
- We donated to (#Insert school) for #Phoenixstudents! Did you? Support our schools with the #AZSchooltaxcredit! [kidsaremissingout.com](https://www.kidsaremissingout.com)
- Donate to (#Insert School) for #Phoenixstudents ! Make a difference! #PhxSchooltaxcredit #givingbacktophxschools [kidsaremissingout.com](https://www.kidsaremissingout.com)

Potential Twitter hashtags

- #Phoenixstudents
- #PhxSchooltaxcredit
- #Aztaxes
- #donatephxschools or #givingbacktophxschools

FREQUENTLY ASKED QUESTIONS

Who can make a contribution?

Schools can accept contributions only from individuals. Schools cannot accept contributions from businesses or corporations.

Does the individual have to have children enrolled in school?

No - Any Arizona individual paying state income tax can make a tax credit contribution to be used towards extracurricular fees.

Does the individual have to live within the District?

No - Any individual who pays Arizona State income tax can contribute to the school district of their choice.

Does the individual have to donate the full \$200 or \$400?

No – But remember, an individual can take this credit on any tax liability for state income taxes up to \$200 on an individual tax return or \$400 on a joint return. You may donate up to your \$200 or \$400 limit in installments or donate it at one time.

Can a taxpayer receive a refund of these credits?

No – The credits may only be used to the extent they reduce a tax liability to zero on your Arizona tax return. Any unused amounts may be carried forward for not more than five consecutive taxable years.

Can a taxpayer make a payment of fees to an organization (e.g., PTA, school foundation, school district or school club) which then gives the funds in a lump sum to the school or directly pays for extracurricular activities?

No – ARS § 43-1089.01 requires that the fees be paid “to a public school”. Therefore, the payment must be made directly to the public school only.

Where can I find the Arizona Revised Statute on School Tax Credits?

You can find the statute at azleg.state.az.us/ars/43/01089-01.htm.



City of Phoenix