



American Overseas School of Rome: Planting Seeds for Giving

For more than six decades, the American Overseas School of Rome (AOSR) has provided a top-quality, international American education to thousands of students from preschool through grade 12. With a campus situated along the banks of the Tiber River in the heart of one of Europe's greatest cities, AOSR is renowned for its educational program combining academics, athletics and the arts. Graduates are awarded either an American high school diploma or an International Baccalaureate, and many continue their studies at the most prestigious colleges in the United States, Italy and around the world.

Over the course of its history, AOSR has relied entirely on tuition to support its operating costs. School officials recently enlisted Graham-Pelton Consulting to determine AOSR's capacity and potential for fundraising and also to assess the need for a formal development program.

The school has a widely spread but loyal alumni base. Although students come from a multitude of backgrounds—one-third are American, about another one-third are Italian and the remainder comprise more than 50 nationalities—they have in common fond memories of the school and a strong sense of community. Parents share those bonds in equal measure, with many generously donating their time during their children's school years.

Corporations and foundations are an additional, previously untapped resource for the school, especially considering the number of American corporations present in Rome.

AOSR clearly has the seeds to grow a culture of giving and to support a full-time development office. Graham-Pelton was delighted to provide this assessment, and congratulates school officials on taking these first steps toward ensuring the future financial stability of AOSR.