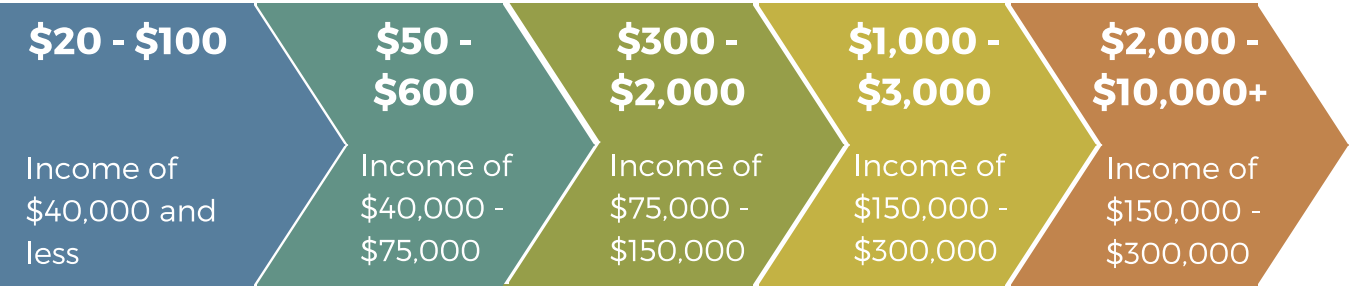


How do I decide on an amount to contribute toward the Annual Campaign?

We understand that this is a very personal decision and there is no one-size-fits-all answer. Before you make this heart-centered exchange, we invite you to consider these reflections:

- What do you value about the holistic education your child receives?
- What do you value about Rainbow teachers, staff, families, students and community culture?
- How much does your family value Rainbow’s commitment to socio-economic diversity?
- How does Rainbow fit into your family’s general commitment to nonprofit organizations?
- How might the long-term return on your investment today show up in your family’s life?

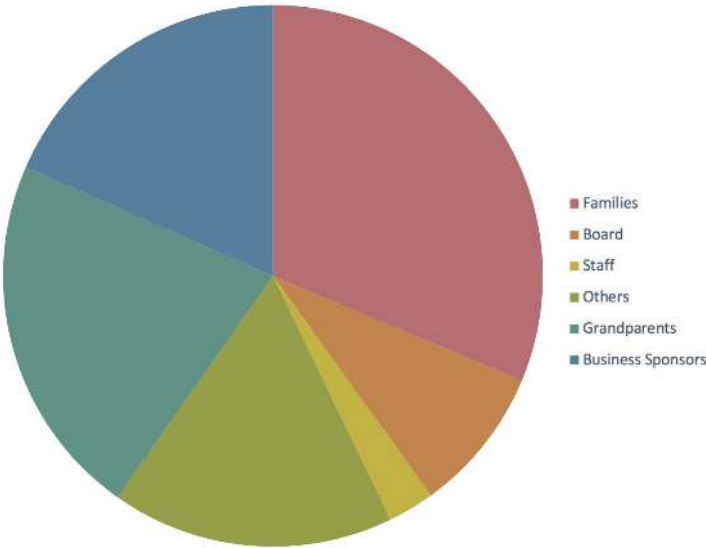
As you decide how much you wish to donate, we wanted to share a national suggested giving chart based on adjusted gross income.



What if I feel I cannot afford to donate this year?

Whether it is \$5 or \$5,000, your heart-centered gift is equally valued! It makes a big statement for us to claim 100% of our staff and families have contributed at some level.

2017-18 Annual Campaign Donations



Family participation is critical to reaching our goal.

For More Information Contact:

West Willmore, Development Director
Rainbow Community School
west.willmore@rainbowlearning.org
828-258-9264 Ext. 185

Support Our Hive!
RCS Annual Campaign

2018-19 Fundraising FAQs and Information

This year’s fundraising goal is \$115,000.

Why does Rainbow need an annual campaign?

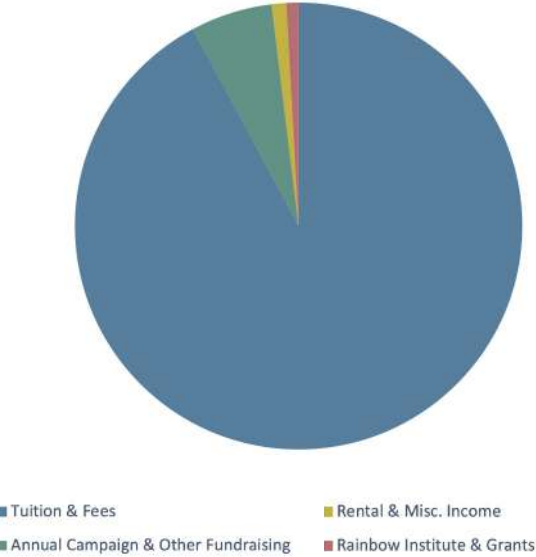
Each new school year, annual campaign funds cover the difference between the cost of tuition and the cost of operating the school. In an effort to keep the tuition at an affordable price and to support a diverse socio-economic community, Rainbow charges each family about \$1,104 less than the actual cost of educating each child.



Why doesn’t Rainbow simply raise tuition by \$1,104 per child instead of having an annual campaign?

Without the annual campaign, many families would not be able to attend Rainbow and the children that remain would not benefit from the socio-economic diversity we have. Tuition helps cover the majority of costs, but since RCS is a nonprofit 501(c)(3) organization we also rely on your tax-deductible donations.

Annual Revenue Sources



Campaign Funding Allocations



Eight Convenient Ways to Participate!

Consider how much Rainbow feeds you, your family or business. Please give from the heart to complete the exchange. Pledge to pay at a future date or set up a payment plan that feels comfortable. There is no time like the present. Committing early allows Rainbow staff and volunteers to spend less money and resources on fundraising, so when you participate today the value of your dollar is even greater! Make your donation using one of many convenient ways listed below.



One-Time Gift

Make a one-time financial contribution by:

- Donating online
- Asking our Business Manager, Margaret Gerleve, to draft your account
- Leaving a check in the main office or in the drop box outside the office
- Mailing your check to 574 Haywood Road, Asheville, NC 28806



Gifts of Stock

Giving stock that has been held more than 12 months offers a two-fold tax savings: a tax-deduction for the full fair market value of the stock on the date of the gift and avoidance of capital gains.



Make a Pledge

Invest in RCS over time by pledging. Pledges can be fulfilled monthly, quarterly, once per year, over a series of years, or however best meets your needs.



Tribute or Memorial Gifts

Make traditional gift-giving occasions particularly meaningful by supporting education. Whether it is a birthday, anniversary or other occasion, consider asking for a donation to your favorite non-profit. Or honor the memory of a loved one by making a gift in their name.



Business Sponsorships

Becoming a business sponsor at the Gold, Silver or Bronze levels helps connect you with thousands of community members and potential clients through our social media outlets, our website and promotional materials and in person at our many events. In addition you will receive many perks such as discounted or free rental space on campus, tickets to our events and Rainbow merchandise!



IRA Charitable Giving

Individual Retirement Account (IRA) owners over age 70 may make a transfer of up to \$100,000 per year to qualified charities. IRA charitable rollovers are tax-free and not included in adjusted gross income.



Matching Gifts

Your gift to RCS may have an even greater impact if your employer offers a matching gift program. Contact your company representative to see if your employer matches charitable donations. They may also allow you to donate to a charity through the convenience of payroll reduction.



Planned Giving/Bequests

Planned gifts allow your values to continue beyond your lifetime. Planned gifts are typically made through your will or estate plans. A bequest allows you to designate a specific dollar amount or a percentage of your estate to RCS, showcases your values to your heirs and can reduce the amount of your taxable estate, which may increase the actual amount available to loved ones.

Is my donation tax-deductible?

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

It is so simple. Please make your tax-deductible donation or pledge today!

