

*"An investment in anything Rainbow right now- the kids, the teachers, the campus, is an investment in the world!"
- Sahra Laird, RCS Parent*

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. When determining your gift amount, please 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 about Rainbow's commitment to socio-economic diversity?
- How might the long-term return on your investment show up today in your family's life?
- How does Rainbow fit into your family's general commitment to non-profit organizations?



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

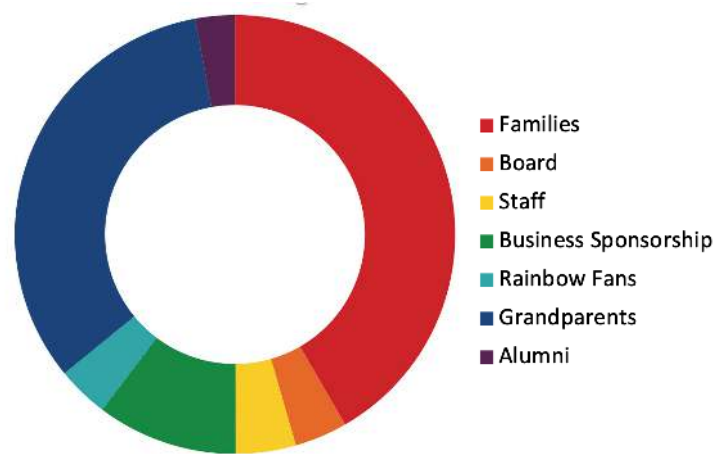
Whether it is \$5 or \$5,000, your heart-centered gift is equally valued! As we apply for grant funding, it makes a big statement for us to claim 100% of our staff and families have contributed at some level. With this in mind, we invite your family to make a gift of any amount that is meaningful to you.

The Pollinator Committee

Our Rainbow fundraising team, also known as the Pollinator Committee, finds inspiration in the collaborative efforts of a bee colony. They all work hard for the greater good; they join in communal care and collaboration that yields a thriving colony. This hive mind serves as a metaphor for our school community. Together we can help RCS, our colony, thrive.

- Andrea Rosal, Parent
- Bill Drew, Alumni Parent
- Jean David, Parent
- Lisa Saraceno, Alumni Parent & Faculty
- Sandra McCassim, Parent & Staff Member
- Sharon Hyman, Parent
- Stewart Stokes, Alumni Parent & Board Member
- Susan Waddell, Parent & Staff Member
- Theresa First, Parent

2020-21 Annual Campaign Donation



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. 135



RCS Annual Campaign

Support Our Hive!



2021-22 Fundraising FAQs and Information

This year's fundraising goal is \$100,000.

COVID-19 has changed nearly every facet of our lives, but in the face of uncertainty, we have worked hard to make returning to school a possibility. In these times we are asked to consider what is really essential and we feel that nothing is more essential than the education of your child. We are committed to delivering education through Rainbow's powerful mission and holistic vision — but we need your trust and support to make it happen.

Why does Rainbow need an annual campaign?

Every independent school has an annual campaign that helps cover the gap between the cost of tuition and cost of operating the school. At Rainbow, 91% of Rainbow's outgoing expenses pay the salaries and benefits of its highly qualified faculty and staff. Tuition covers most of these expenses but, as a 501(c)(3) nonprofit organization, we also rely on tax-deductible donations, grants, and other fundraising efforts to help close the gap. Our annual fund is the most consequential fundraising initiative, and each year we meet our goal because of the generous support of the community.

Why doesn't Rainbow raise tuition instead of having an annual campaign?

Without an annual campaign, many families would not be able to attend Rainbow. In an effort to keep tuition at an affordable price and to support a diverse socio-economic community, Rainbow charges each family less than the actual cost of educating each child.

Campaign Funding Allocations



Where does my donation go?

When you donate to this year's annual campaign, your gift will support the arts, campus and facility projects, technology and classroom equipment, teacher compensation and benefits, and our financial aid program. If you feel strongly about supporting a specific initiative, please contact West Willmore directly.

When you join the Board, faculty, and other Rainbow families in making a gift to the annual campaign, you are helping to ensure this school remains a place of joy, a source of inspiration and hope, and that its powerful mission endures the test of time — even in the most challenging circumstances.



Rainbow Community School reserves the right, in good faith discretion, to use any donation as it sees fit.

Eight Convenient Ways to Participate!

There is no time like the present. Committing early allows Rainbow staff and volunteers to spend less time 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.



Planned Giving

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.



Make a Recurring Donation or Pledge

Invest in RCS over time making a recurring donation or pledge. Pledges can be fulfilled monthly, quarterly, once per year, over a series of years, or however best meets your needs. Contact our business manager, Margaret Gerleve at margaret.gerleve@rainbowlearning.org to draft your TADS account.



Matching Gifts

Your gift to RCS may have an even greater impact if your employer offers a matching gift program. Contact your company's Human Resource Department to see if your employer matches charitable donations.



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.



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.



One-Time Gift

Make a one-time financial contribution by:

- Donating online
- Asking our Business Manager to draft your account
- Dropping off a check in the main 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.



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.

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.

Pledge Now,
Pay Later!

Donate!
Online,
check, cash,
payment
plan

\$100,000
Annual
Campaign
Goal is met!