



2014-2015 School Year Sponsorship Overview

Rainbow Community School (RCS) was founded by Aostre Johnson, of Harvard Graduate School. Dr. Johnson and her fellow founders felt strongly that education was about human development, and therefore needed to be holistic. Students at Rainbow become high-achieving, highly motivated and well-rounded learners through a program that engages their mind, body, and spirit.

RCS has been described as the quintessential Asheville School. The culture and values of Rainbow represent creativity, community, stewardship of the natural world, service, and helping everyone to achieve their dreams. The school has gained a lot of attention locally, statewide, and nationally. Our supporters voted us as the Best School in WNC, as well as many other “Best of” Awards. At the national level we have been considered a leader in mindfulness education since our founding in 1977, as we incorporate meditation and other mindful practices into each day. We are a National Green Ribbon School due to our sustainable buildings, campus, and curriculum. Most notably, we are honored as an Ashoka Changemaker School, recognizing Rainbow as a leader in providing a cutting-edge future-oriented education that develops students into leaders prepared to make a positive difference in the world.

KEY MESSAGES/BENEFITS

Facts

- **What:** The Rainbow Combined Campaign
- **When:** September 10th, 2014-December 19th, 2014
- **Where:** Rainbow Community School, West Asheville NC
- **Deadline:** December 19th, 2014



Partnership Opportunities

Since enlarging our campus to include five acres in the heart of West Asheville, an athletic field, and an auditorium, Rainbow has expanded our mission and vision. We are now a community organization with a mission to connect with the local community and provide space and services to the broader Asheville population.

For the first time ever, RCS is offering unique opportunities for socially-conscious organizations to play a key role in supporting exciting developments at the school, while gaining significant exposure to new markets and a discerning client base. This year's sponsors will help make possible the following developments on campus:

- Renovating the auditorium to offer a dynamic new space which will house drama and the arts, as well as serve as a function hall for Asheville community events.
- Making the building ADA accessible
- Designing a courtyard that creates a dynamic outdoor space for classes and meetings
- Creating open spaces in the lower level for school classrooms and spaces that will be available for use by the wider community for adult education (parenting classes, yoga and meditation classes, crafting courses, etc.)
- Installing permaculture gardens that are educational for students and campus visitors.
- Supporting diversity scholarships program
- Updating technology

Who you will reach:

- 200 RCS students and approximately 400 RCS parents, representing a highly-discerning client base and who are expected to spend close to \$2,000,000 this year at Asheville area businesses
- An estimated 800 RCS grandparents and other significant caregivers / financial providers
- 627 RCS alumni since the school started as a very small preschool only in 1977.
- Approximately 400 prospective new families who visit / tour RCS each year and who are moving to Asheville from all over the world
- Community partners and business associations that the school belongs to, such as Asheville Chamber of Commerce and West Asheville Business Association
- The new RCS website, www.rainbowcommunityschool.org, gets approximately 4,000 unique visitors per month, with the homepage seeing the most traffic

There are four levels of sponsorship, with a broad range of price-points and benefits, as listed in detail on the following page.

For more information, and to sign up, please contact the Fundraising Campaign Manager, Sara Stender: 828-258-9264, x 155 / campaign@rainbowlearning.org.

Sponsorship Opportunities

Pot of Gold Sponsor \$5,000

Ongoing Benefits

- Dedicated company banner in the main entrance of the new auditorium, prominently displayed throughout the year to RCS and the greater Asheville community
- Logo and link on middle column of RCS homepage and all primary landing pages
- Full page ad in RCS yearbook
- Featured business in RCS fundraising full-color printed newsletter
- Recognition in RCS e-newsletter and Rainbow Reminders
- Monthly social media plugs (Facebook, Twitter, Google+, Pinterest)
- Listing in Rainbow Community Business Directory, online and printed

Event Promotion

- Full-page ad in Imagine! Arts program
- Emcee announcements at Kids Talent Show and Imagine! Art Program
- Optional table at Harvest Hoedown
- Promotional placement at Holiday campaign table
- Logo on Harvest Hoedown posters distributed throughout the Asheville area
- Free friends and family tickets to Harvest Hoedown and Blue Ridge Orchestra holiday performance
- Free RCS mugs and t-shirts



Alpha Lead Sponsor \$2,500

Ongoing Benefits

- Dedicated logo banner in the main entrance of the new auditorium, prominently displayed throughout the year to RCS and the greater Asheville community
- Logo and link on bottom of RCS homepage and all primary landing pages
- Recognition in RCS e-newsletter and Rainbow Reminders
- Monthly social media plugs (Facebook, Twitter, Google+, Pinterest)
- Listing in Rainbow Community Business Directory, online and printed

Event Promotion

- Half-page ad in Holiday and Imagine! Arts program
- Emcee announcements at Kids Talent Show and Imagine! Art Program
- Optional table at Harvest Hoedown and free friends and family tickets
- Logo on Harvest Hoedown posters distributed throughout the Asheville area
- Free RCS mugs and t-shirts

Indigo Supporting Sponsor \$1,000

Ongoing Benefits

- Logo and link on RCS sponsors web page
- Recognition in RCS e-newsletter
- Quarterly social media plugs (Facebook, Twitter, Google+, Pinterest)
- Listing in Rainbow Community Business Directory, online and printed

Event Promotion

- Quarter-page ad in Holiday and Imagine! Arts program
- Optional table at Harvest Hoedown and free friends and family tickets
- Free RCS mugs and t-shirts

Warrior Basic Sponsor \$500

Ongoing Benefits

- Business name on RCS sponsors web page
- Quarterly social media plugs for RCS family-owned businesses
- Listing in Rainbow Community Business Directory, online and printed

Event Promotion

- Optional table at Harvest Hoedown and free friends and family tickets
- Free RCS mug and t-shirt



Investing in New Opportunity for a New Era

Sponsorship Pledge Form



Company Name: _____

Date: _____

Contact Person and Title: _____

Business Address: _____

Business Phone: _____

Email Address: _____

Website: _____

I would like our organization to serve as an annual sponsor at the following level:

- | | | | | | |
|-----------------------|---------|--------------------------|---------------------------|---------|--------------------------|
| Warrior Basic Sponsor | \$500 | <input type="checkbox"/> | Indigo Supporting Sponsor | \$1,000 | <input type="checkbox"/> |
| Alpha Lead Sponsor | \$2,500 | <input type="checkbox"/> | Pot O' Gold Sponsor | \$5,000 | <input type="checkbox"/> |

Payment must be received in order to activate sponsorship benefits.

Please be sure to email your logo (min 300 dpi) to campaign@rainbowlearning.org

Financial Pledge Options:

- A check for the total annual pledge amount is enclosed.
- I would like to commit to this sponsorship level for ___ years
- Please charge the following credit card number: _____

Exp. date: _____ Name on Card _____

Signature: _____

Other (please check all that apply):

- Yes, I would like to have a table at the Harvest Hoedown event on October 25th.
- Yes, I would like to be included in the Rainbow Community Business Directory.
- Yes, send me information for making a bequest to Rainbow Community School.
- Yes, I wish to donate materials or make a gift-in-kind to Rainbow Community School.
- Yes, please contact me about available naming opportunities.

Recognition Options:

Please list our name for public recognition as follows: _____

- We wish to remain anonymous

♥♥ With all our heart, THANK YOU! ♥♥
Please make checks payable to Rainbow Community School.
Your gift is tax-deductible, as permitted by law.

Return to:

Rainbow Community School:
574 Haywood Road, Asheville NC 28806
Or via email to: Campaign@rainbowlearning.org
Tel: 828.254.9264



Your Questions Answered

Is my sponsorship donation tax-deductible? Yes. Rainbow Community School is a non-profit 501C3 organization, so gifts are tax-deductible to the full extent allowed by law.

How can I pay for the sponsorship? You may pay by credit card or check. If you would like to make two payments that is also an option.

I would like to sponsor Rainbow School for 2014-15 but we have already allocated this year's budget. Can I pull from next year's budget and make my payment in January, 2015? Yes, we ask that you complete the pledge as soon as possible. Please make payment as soon as possible with the new year.

How do you decide what sort of businesses may be sponsors? We particularly value partners and sponsors whose practices support one or more of the guiding principles of our educational model:

1. Holistic Learning
2. Harmonious Learning Environment
3. Creativity and Critical Thinking
4. The Natural World and Sustainability
5. Authentic Learning
6. Research and Innovation
7. A Balanced Approach to Learning and Assessment
8. Contemplation, Compassion, and Service
9. Meaningful Relationships
10. Health and Wholeness
11. Community and Individuality
12. Gifted Teachers

[Click here for descriptions of the principles.](#)

Does your organization promote any of these? By partnering with organizations that align with these principles, we bring to our students' families more opportunities to experience the principles in their everyday lives, outside the classroom.

How many businesses will you be accepting at the Pot of Gold sponsorship level? Any business may request sponsorship at any level. For top-tier sponsors, at the Indigo and Pot of Gold levels, we can guarantee exclusivity in your industry sector, for example we will only accept one financial institution as a lead sponsor.

I do not have children and am not familiar with local educational options. How will my business benefit from sponsoring Rainbow Community School? Please review the business sponsorship levels, outlining various benefits based on the amount that you pledge in the name of your organization. Additionally RCS invites you to consider long-term sponsorship in the form of naming rights to a building, a classroom, or an open space on campus.

I am a Rainbow family and donate as an individual parent but I also have a business that I would like to see promoted in the community. How do I decide whether to donate as an individual or as a business? We are happy to discuss this with as you determine the most appropriate type (or combination) of donation/s. Many families choose to make an individual donation and will also pledge at one of the business sponsorship levels. We encourage you to consult with your accountant to consider tax implications and benefits of a business sponsorship, and we encourage you to think about how your business will benefit by added publicity based on the sponsorship levels overview.

Are there any special offers or perks for Rainbow family-owned businesses? We are offering a 10% discount on the sponsorship rates for family-owned businesses.

How long does my sponsorship benefits last? The annual sponsorship duration is from the time we receive your payment through the end of the school year, June 5th, 2015.

Can my business name one of your buildings on campus in exchange for sponsorship? RCS has many opportunities for naming rights that are not being publicly announced. Any organization that would like to name a classroom or the auditorium may contact the Fundraising Campaign Manager to schedule a meeting to discuss this long-term partnership.

I like to visualize where the sponsorship funds will be going. Now that the campus has been expanded, and the extra property has been purchased, what kind of things will be supported by sponsors? All funds will be assigned to the Annual and the Capital Campaign, so unless there is a special request for financial allocation, sponsor money will contribute to both day-to-day operational expenses and improvements and toward completing the creation of our outstanding new campus.

I noticed both the Annual and Capital Campaigns have been combined this year under the heading *The Rainbow Combined Campaign*. What is different between the two campaigns and why are they now combined? Below is an overview of each fundraising initiative that makes up the combined campaign. The RCS fundraising team determined that the donation and campaign development process would be more streamlined and easier to understand if combined into one effort.

The Annual Portion of the Campaign The \$50,000 outlined for the annual campaign primarily funds diversity scholarships, technology upgrades, instructional and operational expenses such as special materials and projects in your child's classroom.

The Capital Portion of the Campaign The \$150,000 outlined for the Capital Campaign will go to renovating the lower level of the Rainbow Community Center into large, beautiful, well-lit classrooms, building the courtyard, and completing all the landscaping and educational gardens, chicken coop, and amphibian pond. It will be really exciting to have the Capital Campaign complete, and our children are going to benefit in more ways than we can even imagine from all the campus improvements.

The total goal for the ***Rainbow Combined Campaign*** is to raise \$200,000 by December 19th, 2014. This goal will complete the Capital Campaign we started last year, and it also fulfills the annual campaign.

Capital Campaign goal: \$ 150,000

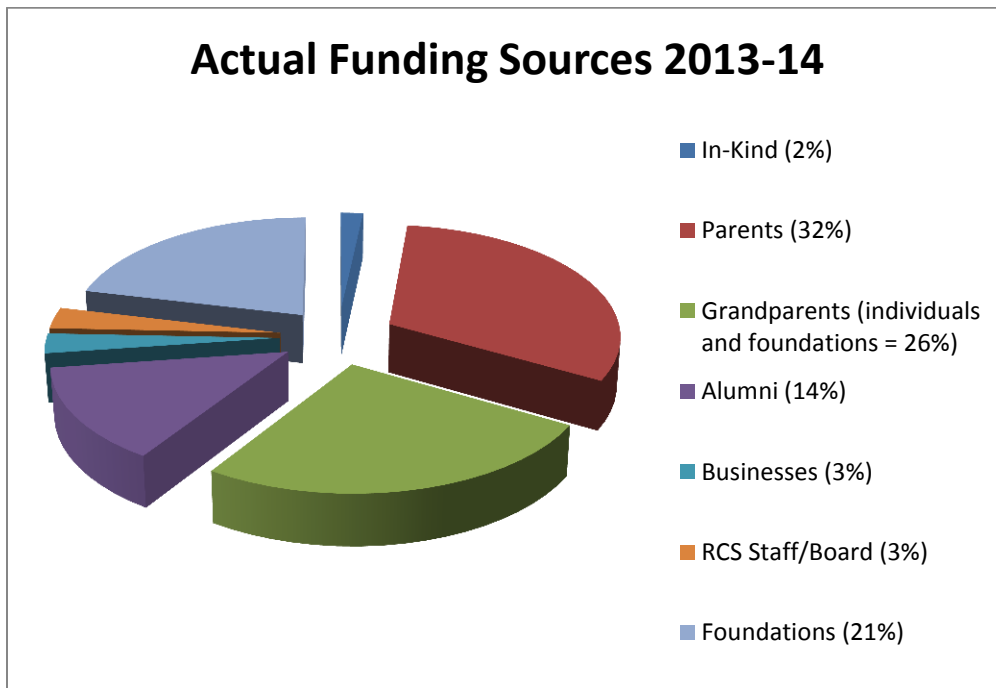
Annual Campaign goal: \$ 50,000

Total Combined Campaign goal: \$ 200,000

What is the planned timeline for the Capital Campaign work this year? With the recent surge of enrollment that our school experienced, we need to raise this last \$150,000 by December 19th in order to begin construction in January, 2015. This will allow us to have all the necessary new classroom space ready before the start of the next school year.

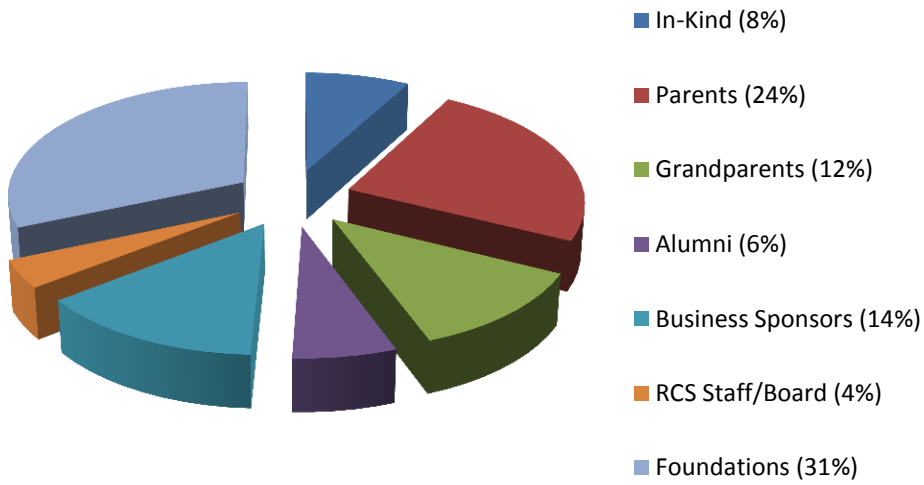
I am surprised that tuition does not cover planned improvements as well as the cost of running the school on a day-to-day basis. Isn't that how other schools are funded? Tuition goes a long way in providing for children's education, but it does not cover all of the school's instructional and operating expenses. Like all independent schools, the financial model that supports the school's operation relies on **tuition revenue and the generosity** of parents, grandparents, alumni, friends, staff and local businesses. As a *non-profit organization*, fundraising is a **vital component** in providing the Rainbow learning experience.

What are the different funding sources, besides business sponsorship, and where are donations coming from? Last year, 96% of RCS families and 100% of RCS staff contributed to the capital campaign, and RCS was able to leverage funds from many other sources, such as foundations.



This is the first year Rainbow will be formally soliciting support from local businesses, through sponsorship opportunities. Eventually, we expect business support to make up a larger percentage of the pie, and for now we anticipate approximately 14% of the fall fundraising goal to come from the business sector. Family donations will still make up the majority of funds raised, or approximately 36% of the goal this year.

Projected Funding Sources 2014-15



If I have further questions who should I ask? Feel free to reach out to anyone on the Fundraising Volunteer Team, or direct your questions to Sara Stender, Fundraising Campaign Manager: campaign@rainbowlearning.org / 828-258-9264 x155.