



**Rainbow Community School  
2015 Annual Campaign FAQs  
Raising Spirits ~ Inspiring Lives**

**How Do I Participate?**

- 1. **Consider** how much you and your family feel empowered to give *with an open heart*.
- 2. **Pledge** to pay at a future date or set up a payment plan that feels comfortable.

**Why should I pledge early?**

It's good for the school! Committing early allows Rainbow staff and volunteers to spend less money and resources on fundraising, and more on education!

**What is the difference between a pledge and a donation?**

A pledge is a commitment to give a donation at a later time. Rainbow's business manager, Margaret Gerleve (extension #125) can bill you for your pledge, and you can pay it off in small increments throughout the school year.

- 3. **Make your donation**. See the next page for the many options for how to complete a donation, including texting (yes!), the website, monthly parent billing, and credit card.



**Is my donation tax-deductible?**

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

# How do I complete my donation?



## iDonate

- Text to 52014 and in body of text type @rainbow and the donation amount
- Example: To donate \$50, type @rainbow 50
- Follow the prompts to complete your gift

## Website

- Go to: [www.rainbowlearning.org](http://www.rainbowlearning.org)
- Click the donate button on the home page to make a secure donation through PayPal or credit card



## Billing

- Visit Margaret in the business office (located next to the 3rd grade) or contact her at:
  - 828-258-9264 (ext 125)
  - [margaret.gerleve@rainbowlearning.org](mailto:margaret.gerleve@rainbowlearning.org)

## Check/Cash

- Drop off with Kate in main office
- Leave in secure dropbox outside of office, if office is closed



## Why Does Rainbow Need an Annual Campaign?

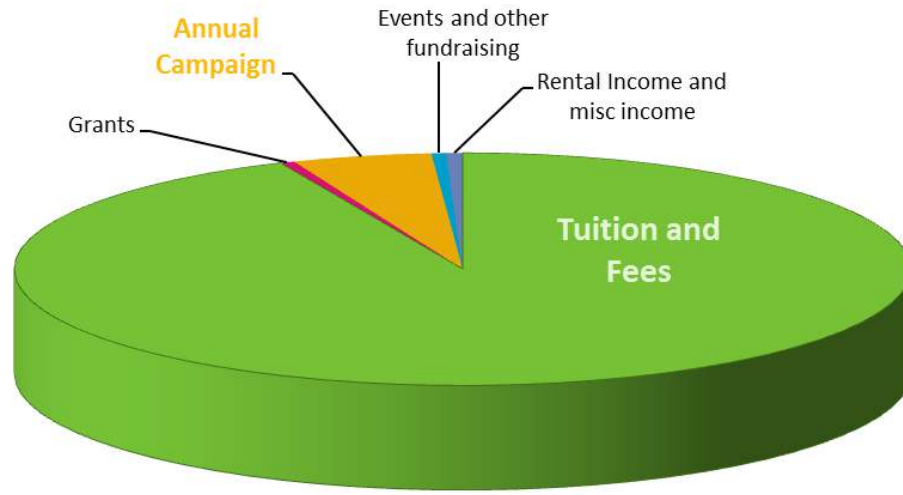
Each new school year, annual campaign funds cover the difference between the cost of tuition and the cost of operating the school. In order to keep tuition as low as possible and, therefore, to keep the school as diverse as possible, Rainbow charges each family about \$500 *less* than the actual cost of educating each child.

$$\begin{array}{r} \$2,000,000 \text{ Operating Expenses} \\ - \underline{1,900,000 \text{ Tuition and Fees}} \\ \$100,000 \text{ not covered by tuition} \end{array}$$
$$\$100,000 \div 200 \text{ students} = \$500 \text{ per student}$$

### Why doesn't Rainbow simply raise tuition by \$500 per child, instead of having an annual campaign?

1. **We are a progressive community-based organization.** As the proverb goes, "Give as you are able, receive as needed." We value all types of diversity, including different economic situations. *Without the annual campaign, many families would not be able to attend Rainbow, and the children that remain would not benefit from the diversity we have. Let's make Rainbow as diverse as possible!*
2. **We are a non-profit community organization,** not a "market" commodity. Tuition helps cover costs, but we are doing much more than "selling" tuitions. Rainbow depends on the support of the annual campaign each year to fully fund and realize our mission, of serving our children in a thriving community through holistic education.
3. Your donation is tax deductible! Your tuition payment *is not*.
4. *All* private schools have annual campaigns.

# 2015-2016 Operating Revenue Sources



## Where is the annual campaign money going?

Every dollar given to the annual campaign funds crucial areas of the student and community experience at Rainbow, including teacher salaries, financial aid and affirmative action, classroom equipment and supplies, technology, facilities projects, and the arts.



If you would like to allocate your donation to a specific area of need, you are welcome to earmark it with a category to support with your dollars. If you do not specify a category, your donation will go where it is most needed.

# How much should my family pledge?

This is a very personal decision for each family.

You may find it helpful to discuss these questions together:



**How much do you value Rainbow?** What do you value about the holistic education your child receives at Rainbow? What do you value about the Rainbow community of teachers, staff, families, and students? What difference does this school make in your family's life? How much does your family value having as much diversity as possible at Rainbow?



**What is your sense of commitment, or responsibility to the community?** How does Rainbow fit into the picture of your family's general commitment to non-profit organizations? Is it the non-profit your family most benefits from? How would you like to be a part of the heart-centered exchange with Rainbow, through supporting the school financially and/or with your time and interests? Do you believe we are all responsible for making Rainbow as equitable and inclusive as possible? Do you believe your contribution will come back to you ten-fold?



**What level of donation are you truly comfortable making, given your family's financial picture?** What level feels like a stretch? What level would seem impossible? Is your family in a position to help a little more financially, so that Rainbow can continue to welcome students from a growing range of income levels, diverse circumstances, and life experiences? Is your family one who relies upon and appreciates a community of giving which makes it possible to attend Rainbow?

## Family Income and General Sample Giving Ranges



*This chart is only a sample of possibilities, and every family has a wide range of variables.*

## I feel uncomfortable when I am asked to donate. Will everyone be asked?

If you are uncomfortable having a conversation about money, one recommendation is that you pledge an amount you truly can afford—regardless of size. *If you do this early in the campaign, before someone calls you, the process will be complete!*



*Stone Soup... It all starts with one pebble and the successful outcome is based on communal energy and full commitment from the village!*

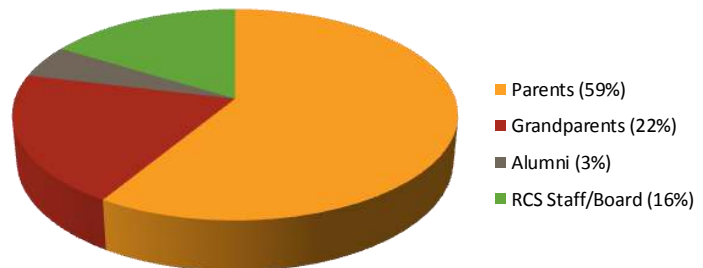
## I can't give very much. Does my donation matter?

Yes! Participation in the Annual Campaign truly matters at every level. A \$50 gift counts in participation the same as a \$50,000 gift. Every family's situation is unique. The only gift that is too small is no gift at all. Every dollar counts as a strong statement about the commitment you have to the school and this community. Your participation will make a difference.

## Can my "family" contribution be from other family members?

Yes! Grandparents and other family members are very involved donors to Rainbow. Your family members can make donations in your name.

## 2015-16 Annual Campaign Revenue



## Can I make a donation through my business?

Absolutely. This is the second year Rainbow will be formally soliciting support from local businesses, through the **Business Sponsorship Program**. If you are interested in having your family business serve as an annual sponsor, please reach out to our fundraising manager, Sara Stender, and she will guide you through the options (with a 10% discount!). You can reach Sara by email ([sara.stender@rainbowlearning.org](mailto:sara.stender@rainbowlearning.org)).