



## Your Questions Answered

### What is the planned timeline for the Capital Campaign work this year?

**Our Timeline-** With the recent surge of enrollment that our school experienced, we need to raise this last \$150,000 by December 19 in order to begin construction in January, 2015. This will allow us to have all the necessary new classroom space (plus all of the extras!) ready before the start of the next school year.

### After the success of last year can you give us a brief overview of what the goal is for this year?

The total goal for the **Rainbow Combined Campaign** is to raise \$200,000 by December 19, 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**

### Is my 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.

### I'm a new parent and I didn't donate last year, so what should I consider when donating?

We are sure as a new family you can appreciate all of the generous donations by families that came before you and are thus supporting your child's education and experience this year. Please consider paying it forward, while supporting the second year of the capital campaign to continue necessary campus improvements and to complete the new auditorium (check out the 'before' pictures of the playground and church!). As you determine what amount is meaningful to you and your family, please consider a gift that would include both your annual campaign pledge *and* what you can donate to this final phase of the capital campaign, and combine that into *one* donation. Remember, you can pledge with the intention of paying your donation at a later time, or over a period of months.

### Our family was stretched to contribute to the capital campaign last year and we gave all we could, thinking we would not be asked again this year. Why are parents being solicited for a second year in a row to give toward the capital campaign?

When we launched the capital campaign at the start of the 2013-14 school year, we anticipated it would last three years so many families made a commitment to make annual donations toward the capital campaign for a three-year period. We promised those families that we would not ask them for additional donations on top of their three-year capital campaign pledge. For other families, we require your financial support on an annual basis but once you commit to a donation this year, we will not

continue to ask you for donations throughout the year. With new opportunities opening up for business sponsorship, it is our goal that over time we will rely less on parent donations, and it will take time to develop the community partnerships.

### **What about Parents that already made a 3 year pledge to the Capital Campaign?**

If you already made your 2<sup>nd</sup> and/or 3<sup>rd</sup> year pledge to the Rainbow Rising Capital Campaign, we thank you - you are done with the Capital Campaign and we are extremely grateful for your donation! All we ask you to consider for this year is your annual gift.

### **Is there an average amount that parents and families gave last year?**

As stated above we view any donation as a positive investment of energy, no matter what the figure is. However, some families do like to have an idea of what others are giving so that they can outline a figure for themselves. Last year the average donation of all family gifts was \$1,000, and it is important to keep in mind that this is different than the median amount. There were some large gifts that quickly brought the average up. We are in the process of calculating an accurate mean donation amount and in the meantime, please keep in mind that the amount that is most meaningful to you is most appreciated by us.

### **I like to visualize what my donation is going towards. Now that the campus has been expanded, and the extra property has been bought, what kind of things will our donations go towards?**

In the following question we give a brief overview of what your donations will go towards. Effectively your donations will be assigned to the Annual and the Capital Campaign, this means that the money you invest will not only contribute to day-to-day operational expenses and improvements but will also contribute to completing the creation of our outstanding new campus (see below for more info).

### **I noticed both the Annual and Capital Campaigns have been combined this year under the heading the 'Rainbow Combined Campaign'. What is different about what the Annual Campaign donations contributes towards as opposed to the Capital?**

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.

### **With the campaigns being combined, can we be assured that this year's needs will be met before the futuristic needs?**

At RCS your children's needs come before anything else. A lot of work is going on behind the scenes, with top professionals outlining detailed financial plans to ensure that both current and future needs are being met, in order to ensure your child is receiving the highest possible quality of education and community support. While we are ensuring that the most basic funding needs are attended to, keep in mind that we can already see the benefits of last year's Capital Campaign dollars raised. Donations towards the Capital Campaign portion of this year's Combined Campaign will be harvested by Rainbow Students as early as the start of the 2015-16 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 your 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.

### **How much was raised last year? What percentage of Rainbow Parents donated?**

Last year, 96% of Rainbow parents donated to the first year of the three-year Rainbow Rising Capital Campaign. All of you dug deep in your hearts and your wallets to purchase the new property and double the size of our campus. As a result, the \$200,000 down payment was raised in time and that dream came true! Because almost 100% of you donated last year, we were able to leverage funds from many sources, such as foundations. So the total pledged/donated to date is now \$450,000. Therefore, of the \$600,000 capital campaign goal, there is only \$150,000 left to go!

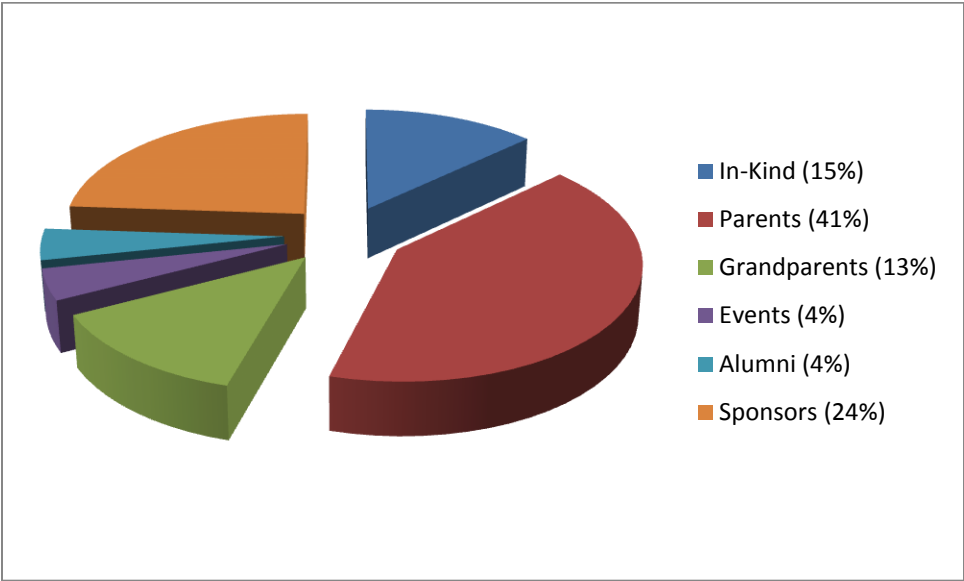
### **How much should I give?**

RCS is grateful for any amount donated and such donation will be viewed as an intentional investment of positive energy, manifestation and momentum towards the vision held by the school. Every donation is seen as significant and will have a positive impact. Before you donate please ask yourself what your family can give comfortably without going beyond your means. Please also ask what Rainbow means to you and your family; consider what attracted you to the school initially and how it has contributed to your family and community. Only you can decide and no gift is too large or too small.

### **What are the different sources of income and where are donations coming from, besides parents? I thought that businesses were going to be funding any expenses that tuition does not cover?**

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 28% of the fall fundraising goal to come from the

business sector. Parent donations will still make up the majority of funds raised, or approximately 40% of the goal this year.



**If I have further questions who should I ask?**

Feel free to reach out to anyone on the Fundraising Volunteer Committee, or direct your questions to Sara Stender, Fundraising Campaign Manager: [campaign@rainbowlearning.org](mailto:campaign@rainbowlearning.org) / 828-258-9264 x155.