

# ANNUAL GIVING CAMPAIGN DEMYSTIFIED

## What is the Annual Giving Campaign?

The Annual Giving Campaign is a yearly appeal to board members, parents, grandparents, alumni parents, alumni, faculty, staff, family, and friends for financial contributions in support of the school's operating expenses and tuition assistance program. This year Mountain Laurel's Annual Giving Campaign goal is \$25,000.

## Why is the Annual Giving Campaign necessary?

MLWS families already make a significant financial contribution to the school by paying tuition. However, there is a gap between tuition income and MLWS's annual operating budget. Mountain Laurel is not alone in this: many Waldorf schools and independent schools ask their communities to support them in this same way. We are sustained mostly by the collective generosity of parents, grandparents, and friends who make gifts of all sizes, each year, through Annual Giving.

## How does Mountain Laurel raise money besides the Annual Giving Campaign?

In addition to the Annual Giving Campaign Mountain Laurel depends on fundraisers (including the annual Winter Fair) and grants to raise money.

## Why is participation important?

The school's financial strength is dependent upon the participation of all members of its constituency. Your participation generates enthusiasm and encourages others to join you in supporting the school, and it is a key indicator to prospective foundation and corporate donors that we have consistent support from those we serve, both past and present.

By way of example, the Rudolf Steiner School of Ann Arbor received a grant notification letter from the Waldorf Schools Fund President Gloria Kemp. She wrote: "It is indeed a pleasure to support an initiative at schools where the enormous success of the Annual Fund Appeal speaks of the high degree of commitment and support coming from the school community."

## How much should I give?

You are the only one who knows how much you are able to give. One hundred percent of Mountain Laurel's Board members give to the Annual Fund, and we count on every MLWS family to do the same. What matters most is your participation. Each gift, no matter the size, makes an impact

Please consider encouraging family and friends to support your commitment to your child's education at Mountain Laurel. We have included a sample letter that you can send them (also available on our website in electronic form). It's great if you can personalize this letter with something specific about your child's experience to enhance its power to motivate their support.

Another possibility is employers who are willing to match an employee's contribution. If you think you qualify, please ask your employer to see if that is an option.

## How do I give?

There are three ways to give your contribution:

- Go to [www.mountainlaurel.org](http://www.mountainlaurel.org) and click on Donate;
- Use the enclosed envelope to mail your contribution; or
- Hand-deliver your donation to the office at Mountain Laurel.

We'll keep you updated on the progress of the campaign through the Parent Council Newsletter, the website, and the school's bulletin board.

We deeply appreciate your contributions and support.