



ASHEVILLE WALDORF SCHOOL
2023-2024
ANNUAL CAMPAIGN
Renewal & Growth

Together we can make a difference for our...



STUDENTS

By growing our programming, facilities, resources and staff.



COMMUNITY

By honoring and protecting the sanctity of childhood and providing generous financial aid.



WORLD

By strengthening our children to act with compassion and moral purpose in the world.

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. Before you make your donation, we invite you to consider these reflections:

- What do you value about Waldorf education? Specifically for your child?
- What do you value about AWS teachers, staff, families, students and community culture?
- How much does your family value AWS's commitment to socio-economic diversity?
- How might the long-term return on your investment today show up in your family's life?



What if I can only make a small donation this year? Whether it is \$5 or \$5,000, your gift is equally valued! It makes a big statement for us to claim 100% of our staff and families have contributed at some level.

WALDORF EDUCATION

Waldorf schools offer a developmentally appropriate, experiential, and academically rigorous approach to education. They integrate the arts in all academic disciplines for children from preschool through twelfth grade to enhance and enrich learning. Waldorf education aims to inspire life-long learning in all students and to enable them to fully develop their unique capacities.

Music, dance and theater, writing, literature, legends and myths are not simply subjects to be read about and tested. They are experienced. Through these experiences, Waldorf students cultivate their intellectual, emotional, physical and spiritual capacities to be individuals certain of their paths and to be of service to the world.

Professors who have taught Waldorf students across many academic disciplines and across a wide range of campuses—from State Universities to Ivy League—note that Waldorf graduates have the ability to integrate thinking; to assimilate information as opposed to memorizing isolated facts; to be flexible, creative and willing to take intellectual risks; and are leaders with high ethical and moral standards who take initiative and are passionate to reach their goals. Waldorf graduates are highly sought after in higher education.

“The heart of the Waldorf method is the conviction that education is an art – it must speak to the child’s experience. To educate the whole child, heart and will must be reached as well as the mind.”

Rudolf Steiner



WAYS TO GIVE

ONE TIME GIFT

Make a one-time contribution by:

- Donating online at www.ashevillewaldorf.org or via Venmo @AshevilleWaldorfSchool (note “Annual Giving”)
- Bringing a check to either campus office
- Mailing your check to 376 Hendersonville Road, Asheville, NC 28803 (payable to “AWS Annual Giving Campaign”)

MAKE AN ONGOING PLEDGE

Invest in AWS over time by pledging. Pledges can be fulfilled monthly, quarterly, once per year, over a series of years, or however best meets your needs.

BUSINESS SPONSORSHIPS

Becoming a business sponsor helps connect your business with community members and potential clients through our social media outlets, our website and in person at our many events.

MATCHING GIFTS

Your gift to AWS may have an even greater impact if your employer offers a matching gift program. Contact your company representative to see if your employer matches charitable donations.

HONOR GIVING

Donate in honor of a student, faculty member, alumni, or another special person. We will send them a note telling them about your gift.

MEMORIAL GIVING

Give in memory of a loved one. We will include a special tribute in our Newsletter.

Is my donation tax-deductible?

Yes, AWS is a non-profit 501(c)(3) organization and gifts are tax-deductible. It’s so simple. Please make your tax-deductible donation or pledge today!



A FEW FACTS ABOUT AWS

- We serve 147 students from early childhood through 8th grade.
- We strive to keep tuition affordable and rely on fundraising to cover some of our operating costs, allowing our school to stay accessible and diverse.
- 43% of our families receive tuition assistance through our tier-based financial aid system. 40% of our families receive outside funding support from the NC Opportunity Scholarship.

Annual campaign goal: \$100,000



YOUR SUPPORT THIS YEAR WILL ALLOW US TO

- Provide a broad and deep Waldorf curriculum
- Grow and retain strong teachers
- Increase our socioeconomic diversity through financial assistance
- Care for our school van so we can continue field trips and nature programs
- Provide mentorship and continuing education for our teachers
- Continue developing our Educational Support program to serve students with academic and/or behavioral needs
- Continue to provide rich programs like Gardening, French, Handwork, Music, Games, Strings, and Eurythmy
- Strengthen the development of our three core pillars:
 - Social Renewal
 - Earth Stewardship
 - Human Connection



OUR MISSION

Asheville Waldorf School is dedicated to protecting the sanctity of childhood, igniting a lifelong love of learning, and instilling the strength to feel with compassion and act with moral purpose in the world.



Dear Friends & Families,

Reflecting on our remarkable journey over the last few years, we find ourselves facing many challenges as a school, in our greater community, and in the world. The children are our guiding light through these trials. It's truly an honor to witness them uncovering a world full of truth, beauty, and goodness through the magic of Waldorf education.

Asheville Waldorf School's Mission to protect the sanctity of childhood, ignite a lifelong love of learning, and instill the strength to act with moral purpose in the world means that we always strive from a place of love to provide:

- An education that focuses on whole-brain stimulation through the arts, movement, and nature, taught within a caring, safe, and pressure-free environment,
- A school that understands that academic excellence and a lifelong love of learning result when a child's senses, feelings, and thinking are actively engaged,
- A curriculum that follows the developmental stages of childhood and mirrors the inner transformation of the child from year to year, offering wonder, warmth and stability at every age,
- A faculty that creatively incorporates academic, artistic, movement, and practical elements into every subject, creating meaningful, engaging lessons and successful scholars, and
- A community of like-minded people that provides opportunities for study, music and handwork groups, festivals, and the mutual support of a lifestyle inspired by Waldorf.

Our faculty remains committed to this work, because the future depends upon these young people! We cannot know now what will be required of our students as they step into adulthood. Certainly, they will rely on the robust knowledge that Waldorf education imparts in the classics - reading, writing, literature, mathematics, science, and history. More important, however, will be the ability to continually learn and discover yet unknown things. We send our students forth with genuine interest in the world and confidence in their ability to solve problems with creativity and empathy. AWS's rich programs support the development of the whole child - head, hands, and heart.

The entire AWS Board and Faculty have pledged 100% participation in our 2023 Annual Campaign. We need your financial support to continue this beautiful, profound, and essential work with our students and community. Financially, times are hard, but together we can build a sustainable community into the future.

Now is the time to give whatever we can to support our phenomenal faculty and allow us to expand and grow. Now is the time to contribute what you can, no matter how big or small, and to invite others who love your dear children to join you. Now is the time to support our vision of a thriving and prospering school on a beautiful campus.

Please join us and give as generously as you can, so that we reach our \$100,000 Annual Giving Campaign goal.

With love and gratitude,
AWS Board of Directors