



GENERAL EVENT INFORMATION

When: March 17, 2012

Where: The Mountaineers Club
Sand Point Way NE in Magnuson Park

Time: 6:30pm – 11:00pm

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What: Our goal for the evening is to build community and raise funds to support our faculty and rich curriculum. We want to come together to enjoy each other's company, and celebrate how Waldorf education nurtures the whole child and enriches all of our lives. We want to build a tradition of a successful fundraising event that in the future will be able to provide significant support to the school. Parents' participation on all levels is crucial to our success in this.

The event will be a festive and fun gathering, which includes sharing food and drink, dancing, a brief, inspiring program highlighting the importance and timeliness of Waldorf education for our students and in our present world, a limited live auction including Fund-a Need, and a dessert dash.

Why: We have consciously chosen this school for what it offers – teachers who make it their life's work to deeply connect to the students for as long as 8 years. The class teachers (class sponsors at the high school) will make this journey with each child and become their mentor, keeping track of where the students go on their summer vacation, and all of their little idiosyncrasies. In child study meetings, the specialty and class teachers study the students and their developments so that together they may best help them on all levels.

Each teacher at SWS dedicates their time, spirit, and whole being to the pursuit of teaching. We in turn can support their devotion through well funded sabbatical years and retirement programs. Knowing their efforts are supported financially allows our teachers to bring themselves fully to their teaching jobs.

Indeed, our faculty is the heart of our school, and we want to honor and celebrate their passionate investment in our children. Fund raised through this event will support our teachers by providing additional resources in a number of key areas:

- Increased budget for professional development opportunities
- Increased contributions to retirement program
- Sustainable funding for sabbatical program

FREQUENTLY ASKED QUESTIONS:

How is this different from the SWS Annual Fund?

The Annual Fund - often called the lifeblood of a school - supports everyday operations, including everything from program materials to facility repairs to faculty training. Tuition does not cover the full cost of educating a

student at SWS, and we depend on contributions to the Annual Fund to close this gap. In contrast, funds raised at Community Fundraising Event in March will specifically fund faculty professional development opportunities as well as our retirement and sabbatical programs. In addition, the Fund-a-Need targets a unique need each year. For this event, the Fund-a-Need is yet to be identified. The ticket price will be set to cover the cost of the event itself.

We pay so much tuition already, why do we need to give more money?

In order to continue to strengthen and enhance our students' learning experiences at SWS, we have many more funding needs that we can offer only through your additional support, such as financial aid, campus maintenance, building a reserve fund, increasing faculty and staff salaries, and more. Tuition alone does not cover the expense of educating the students. The Annual Fund and our spring fundraising event are the primary ways in which we increase revenue for the school.

Unlike tuition, contributions to the Annual Fund are tax-deductible, and some contributions and purchases at the auction may have similar tax benefits. We are grateful to all donors, and value every contribution supporting the school.

How can each class help make this event successful?

We hope that every class will offer an art project and/or "experience" that event guests can bid on that evening. These do not need to be extravagant – hopefully they reflect the values of SWS and celebrate the extraordinary education and community that makes SWS truly unique! A list of classroom project ideas is attached.

How can parents and the Parents Association help in making this event successful?

- A positive attitude towards the event is always a good start.
- Spread the word!
- Get involved! There are many opportunities to volunteer, big and small. Whether it's helping to organize portions of the event, assisting with a class project, or as a sponsoring business by contributing toward underwriting the cost of the evening, there is plenty of work to go around.
- Most important, attend the event for an evening of fun, friendship and fundraising for SWS.

What kind of auction items are included?

- Classroom Projects
- Experiences
- Fund-A-Need
- Dessert Dash
- Potential Other Miscellaneous Items

Are the Parent Class Representatives expected to lead the class projects?

No. We understand and appreciate the amount of work you're already engaged in with other school activities. However, we would like the Parent Reps to

- identify a classroom project lead person or to solicit other parents to get involved with classroom projects
- to disseminate information to the class
- share information that will help us put together great experience items, since class parent reps know the parents in their class – who has a boat, who owns a restaurant or a fabulous flower garden, who likes to make food, etc... Please see the list of contacts at the end of this document and call us with your tips.

What type of Classroom Projects can we do?

A list of ideas is attached.

What type of "Experience" auction items is appropriate for the event?

We would like to focus on experiences to help build community, whether for the group that is cooking together for a Mexican fiesta experience, or the group that has the winning bid. We would like to include options at different price levels, for example a cob oven pizza party at Briar Rose (50 people could sign up at \$10 a person) or a dinner for 10 with the heads of school, which would be a more expensive live auction item. You can find a list of ideas below.

What kind of sponsorship are we looking for?

We are seeking cash donations or product donations. Benefits apply to those who sponsor the event. Attached is the 2012 Sponsorship Benefits for the SWS INSPIRE! event. Please note that any donation (cash or product) is tax deductible to the extent allowed by law.

EXPERIENCE ITEM IDEAS AND OTHER OPPORTUNITIES

Group Experience Ideas:

- Host a dinner for 10 with Tracie and Nettie
- Cooking class (dinner, baking, dessert?) followed by eating your creations
- Educational class - dance, music, knitting?
- Backstage tour of ?
- Bird watching or naturalist walk
- Sailboat outing
- Pizza party in the Briar Rose yard, baking in the cob oven
- Dinner with live music or sing-a-long

Spotlight/Celebrity Ideas

- Play a sport with a local sports hero
- Lunch with a local leader
- Ride in the local news helicopter during a traffic report

Travel Ideas

- Weekend getaway to a cabin
- Stay-cation at a local hotel, B&B
- Trip on a boat, etc.

Miscellaneous

- Baby package - knit goods, clothing, wooden toys, etc.
- Meals delivered to your home (we have some good ideas for how to work this)
- Custom quilt or other craft project
- 20 hours of garden help (10 parents for 2 hrs, weeding, etc.)
- Birthday party package for a class (ideas: nibbles, cake, crown, activity, bouncy house) delivered to the hosting parent's house

CLASSROOM PROJECT IDEAS

A fun and valuable part of our upcoming event on March 17 will be the Class Projects!

We would love to encourage and support each class to complete a project. This is an opportunity to connect with one another and create a meaningful item that helps to support the schools fundraising portion of our community party. Following is a list of possible ideas as well as a list of items that were successful in the past. Please feel free to explore new options for your class. **The theme for our event is INSPIRE!** We are here to offer guidance and feedback. We want to assist you in your process whether you need creative inspiration or help locating materials, tools or other resources. *Margaret Leonard, Tiffany Towles, Lisa Ayrault & Shelly McSweyn*

Possible Ideas:

- Explore making a blanket or wall hanging from reclaimed materials. Maybe pieces of fabric from clothing of the students in the class. Could be wool from an outgrown sweater, sections from worn out jeans and or pieces from a favorite shirt.
- Utilize art work already created by the students and find a way to transform the individual pieces into a whole. (see birch tree idea below)
- Build or creatively embellish a mail box
- Mosaic Bird Bath or large planter
- Large Wood Block Print: Make some prints as well as offer the wood block as a piece.
- Large Knitted Floor Pillows
- Elaborate Bird house
- A Felted Rug
- Collective class service such as: Offer a special evening of a meal and music, building raised beds for a home garden etc...

Past Projects:

- Cook Book - hand made (good project for bigger class, teacher does the cover, lettering + color treatment); could do theme for the book, for example Mexican food (Reproducible, auction off original in the live auction portion, sell copies?)
- Quilt
- Photo Album
- Advent Calendar
- Sculpture
- Button Blankets
- Button Pillows
- Framed Picture (famous piece of art is divided into sections, each student paints one section, i.e. Van Gogh, Frida Kahlo, Matisse)
- Framed Picture with Birch Trees (Mark Perry's class used watercolor painting of trees, one from each child)
- Bench with Painted Tiles
- Mirror - Surrounded by Painted Tiles
- Worm Bins
- Table with Painted Tiles (outside table)
- Tea Cozies – KG
- Needle Felted Farm – KG
- Small class - place mats with artwork images (set of 12)
- Chicken Coop

SPONSORSHIP BENEFITS

We are looking for businesses who might like to sponsor the event.

Level 1 - \$1200 and higher:

- Company may provide banner to be displayed at the event
- Listing on all posters, banners, and catalog
- Listing on all Eblast reminders about the event
- Listing on our auction website
- May provide gift bag to be distributed at the end of the event

Level 2 - \$500

- Listing on catalog
- Listing on all eBlast reminders about the event
- Listing on our auction website
- May provide items for gift bag to be distributed at the end of the event

Level 3 - \$100

- Listing on catalog
- Listing on our auction website
- May provide items for gift bags

CONTACT INFORMATION

Classroom Projects

Margaret Leonard:	Kindergarten thru 3	mkltwin@yahoo.com
Tiffany Towles:	Grade 4 thru 8	ttowles@seattlewaldorf.org
Lisa Ayrault:	High School	layrault@seattlewaldorf.org
Shelly McSweyn:	Miscellaneous Overall Support	smcsweyn@seattlewaldorf.org

Please check in with Margaret before you start to avoid duplication.

Procurement for Experience Items for Auction

Melissa Williams-Gurian	melissawilliamsgurian@gmail.com
Eva Elliot	el.lee.ut@gmail.com

Dessert Dash

Natalie Steiner	natalieajs@gmail.com
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Sponsorships and Benefits (Cash Donations or Product/Service Donation)

Hazel Roos	hdamian@comcast.net
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General Questions about the Event

Tracy Rekart	tracy@mccarthyconsulting.net
Gabi McCarthy	gmccarthy@seattlewaldorf.org