



# Woodinville Montessori School

a nonprofit organization

## ANNUAL GIVING CAMPAIGN 2020

Contributions to the Annual Giving Campaign enables WMS to make the necessary short and long-term investments that ensure every student is well-supported and receiving the best possible Montessori education.

This year's contributions will support general operations as well as budget areas that have been particularly impacted by the pandemic including:

- Technology and resources to support remote and in-person learning
- Campus retrofits, furniture and PPE equipment to support health and safety
- Additional staff compensation to reduce co-mingling

From November 10<sup>th</sup> through December 8<sup>th</sup>, we invite all families to consider a gift that is meaningful to them and participate to the best of their ability.

Gifts can be given as a one-time donation between now and December 31<sup>st</sup> or as a pledge that is fulfilled throughout the school year via monthly or quarterly contributions.

### What does Annual Giving make possible?

In past years Annual Giving has not only helped to finance the percentage of a student's education that is not covered by tuition but has led to the creation of new learning opportunities and experiences for our students.

Following are some of the needs that Annual Giving has helped make possible throughout the years:

- Establishment of both the Toddler and Secondary programs. Secondary now consists of both Middle and High School programs.
- Continued additions and support for the Innovation and Design Lab, which was created in 2016 from funds raised at the annual WMS Gala and Auction.
- A Learning Specialist program – providing one-on-one and small group learning assistance to students in need of extra support both academically and developmentally.
- The purchase of new materials for the libraries, PE, art, and music programs.
- Yearly professional development opportunities for our teachers and staff.

- Field trips including the Nutcracker ballet for Kindergarteners, overnight stays at the aquarium for Elementary, outdoor education opportunities, student retreats, and overnight trips to Naturebridge on the Olympic Peninsula, New York and Washington DC, Colorado, and Atlanta, Georgia.
- Growth of the Mary Jean Schneider Tuition Assistance program, allowing all children the opportunity to benefit from a Montessori education, regardless of means.
- Improvements to both campuses outdoor spaces and playgrounds. Early Childhood playgrounds at both campuses have been enhanced with the addition of new equipment, green space, safety updates, and even a rock garden that welcomes visitors to the Woodinville campus.

## Frequently Asked Questions

### What is the Annual Giving Campaign?

Annual Giving is a four-week campaign where we ask all our board members, staff, parents, alumni, and community friends to make a voluntary and 100% tax-deductible financial contribution to our school. The gifts received during the campaign will support WMS in providing the best Montessori education for our students. Donations may also qualify for matching employer donations.

### What fraction of the school's operating expenses are paid for by charitable giving?

As with any non-profit, tuition covers most, but not all annual operation costs. At Woodinville Montessori School, the yearly percentage not covered is approximately four to five percent.

### Does Annual Giving have benefits to the school other than the amount of money raised?

Broad community support of WMS through financial giving helps beyond the actual dollar amount. The level of participation in Annual Giving is considered as part of the school's accreditation process. It also is a part of the credit worthiness of the school, which has helped in negotiating terms with banks for credit when we purchased the North Creek property. 100% participation also sends a message to the foundations, organizations, and government agencies to whom we apply for grants. The more we show the WMS community is invested in our school, the more likely we are to receive grants that will enhance our students' learning experience.

Most importantly, families who participate in Annual Giving are the families who will continue to support WMS in the future and we hope they feel they are contributing to a wonderful community.

### What is the Annual Giving goal?

Each year, our goal is to reach 100% all-school participation. In 2019, we were able to raise over \$149,000 with a participation rate of 86%. This is highest it has been in years and a great testament to the confidence that our community places in WMS.

While we recognize that this is a difficult year for many of us, the need for support is still significant and we invite all families to consider a gift that is meaningful to them and participate to the best of their ability.

### How much should I give?

Last year, about 4% of the WMS budgeted income came from charitable giving. Donation levels vary from a few dollars to thousands of dollars. We know that families cannot all give at the same level, so gifts of all sizes matter, and together will get us to our financial goal.

We hope each family at WMS will find a level of giving they can feel good about.

### How do I make my gift?

- Deposit a check (marked for Annual Giving) in any WMS Tuition Box.
- Give online at [www.woodinvillemontessori.org/contribute/annual-giving](http://www.woodinvillemontessori.org/contribute/annual-giving)
- Through an employer payroll deduction program – don't forget to ask for a giving match! Please notify WMS about these gifts so we can credit the appropriate classroom with participation – employer program gifts often take months to actually get to WMS.
- Through a gift of stock securities. Please see Director of Development Lauren Ng for specific instructions. This is great way to avoid paying capital gains taxes on appreciated securities.

All donations are tax deductible for individuals that itemize their tax returns.

### Do you accept matching gifts from my employer, and how will my gift be recognized?

Yes! WMS accepts matching gifts from many employers. Matching gifts accounted for over \$38,000 in additional contributions to WMS last year. Donors will be recognized for the total of their personal gift plus the matching gift combined. Local companies who offer matching programs include, but are not limited to, the following (if your company is not included below, simply check with your HR representative to find out more about their matching gift program):

- [Adobe Systems Inc.](#)
- [Aetna](#)
- [Alaska Airlines](#)
- [Apple Inc.](#)
- [AT&T](#)
- [Bank of America](#)
- [BECU](#)
- [Bill & Melinda Gates Foundation](#)
- [BlackRock](#)
- [Boeing](#)
- [BP](#)
- [BNSF Railway Co.](#)
- [Charles Schwab](#)
- [Costco](#)
- [Expedia, Inc.](#)
- [Google](#)
- [The Home Depot](#)
- [IBM Corporation](#)
- [Kaiser Permanente](#)
- [Macy's Inc.](#)
- [Merck & Co., Inc.](#)
- [Microsoft Corporation](#)
- [Nintendo of America](#)
- [Nordstrom](#)
- [Oracle Corporation](#)
- [Pfizer, Inc.](#)

- [Puget Sound Energy](#)
- [Qualcomm](#)
- [Salesforce](#)
- [Starbucks](#)
- [Tableau Software](#)
- [T-Mobile](#)

## We already pay tuition, so why are we being asked to pay more?

WMS is a non-profit organization – it is our responsibility as a non-profit to solicit charitable donations in support of our mission and to give supporters an opportunity to contribute.

## Can I make a 'restricted gift'?

Annual Giving is meant to focus on unrestricted gifts, but some “restricted” gifts are categorically accepted. For example, Tuition Assistance gifts are always accepted for the Mary Schneider Tuition Assistance Fund. Other restricted gifts may or may not be accepted, depending on the restriction. Please communicate with Laureen Ng to ask about particular circumstances.

The Auction event in the Spring (“The Gala”) has many more opportunities for targeted giving.

## How are donors recognized?

All Annual Giving donors are appreciated and recognized in the Woodinville Montessori School Annual Report. Leadership Circle donors and above are also recognized at a special reception held each spring.

When you make a gift, you will receive a tax receipt along with a letter of appreciation. Anonymous gifts, or gifts with requests that the donor not be acknowledged, are also accepted.

## Giving levels

Maria Montessori Society	\$5,000+
Partnership Circle	\$2,500 - \$4,999
Leadership Circle	\$1,500 - \$2,499
WMS Ambassador	\$1,000 - \$1,499
WMS Sponsor	\$500 - \$999
Friend of WMS	\$1 - \$499

Additional questions may be directed to Laureen Ng at [lng@woodinvillemontessori.org](mailto:lng@woodinvillemontessori.org) or 425-420-9725.