

A CAMPAIGN FOR THE FUTURE



Growing

INTO OUR DREAM...



Allysun Sokolowski

Imagine

THE POSSIBILITIES . . .

Our new middle and high school campus thriving with . . .

- energy, creativity and inspiration
- spacious classrooms with high ceilings and brilliant natural light
- art studio and science lab
- playing field, courtyard, basketball courts and biodynamic garden
- neighborhood parks with competition sports fields

Our beloved lower school campus flourishing with . . .

- laughter, activity and growth
- multi-purpose rooms available for special subjects and for community meetings and events
- fields dedicated to young children for playing games

Our treasured faculty and staff rewarded with . . .

- much-deserved pay increases and retirement benefits
- high quality colleagues attracted by competitive compensation packages

Our financially sustainable and fully enrolled school shining as a bright beacon of renewal, energy and inspiration on the Peninsula.



Reminisce

OUR HISTORY

Waldorf School of the Peninsula was established in 1984 by visionary founders who were motivated by the great need for a school that would address the heart and the will as well as the mind of the child, and that would serve as a model for educational renewal in the midst of the highly technological world of Silicon Valley. Over the past 27 years, the school has grown and matured into a respected center of Waldorf education and a place of great warmth, wisdom, and creativity.

2010 is a landmark year in our school's evolution. For the first time ever, we are offering the full spectrum of Waldorf education—Nursery through 12th grade—to the youth of Silicon Valley. Enrollment has nearly doubled in the last ten years; and though we have vacancies in many classes (and a healthy waiting list), we are unable to add students, because we have reached the maximum enrollment allowed by our site use permit. Our burgeoning high school has outgrown its start-up home.

This past spring the high school received its first accreditation, and the Association of Waldorf Schools of North America (AWSNA) and the Western Association of Schools and Colleges (WASC) awarded the Waldorf School of the Peninsula as a whole the highest level of re-accreditation.

So much we have accomplished! Yet we face challenges to complete this work. For future generations, this moment will be mentioned alongside the school's founding as a pivotal time in the life of the school, and we plan to meet this challenge with energy, enthusiasm, and wisdom. Our *Campaign for the Future* is the key.



Cultivate

MISSION

To awaken children to their own individuality and unfold their higher capacities of thinking, feeling and willing, thus creating a truly human world through an education that is a source of social change. Waldorf education reaches beyond content to freeing the human spirit.

SCHOOL VALUES

- Cultivate a community of learning
- Support development toward freedom and ethical responsibility
- Encourage healthy individual, family and social life
- Lead through service



Envision

CAMPAIGN FOR THE FUTURE

Today, with our lower school at full capacity and our high school bursting at its seams, we need to secure our current stability and launch into a new phase of growth that reflects the depth and maturity of our school. To accomplish these objectives, we have embarked on a *Campaign for the Future*. This first-ever, multi-year fundraising endeavor will benefit our children today and guarantee our legacy for the future. Campaign goals include:

1. Complete the pioneering phase of the high school.
2. Move the high school and middle school to the school site at St. Athanasius Church in Mountain View.
3. Grow our endowment to support faculty and staff compensation and benefits.

This is a tremendous undertaking for our school community, and we are asking for your support. Significant contributions have already been made to the *Campaign for the Future* through the generosity of our leadership donors. Now our school needs the participation of every family in our community, if we are to realize our goal of raising at least \$2,000,000.

Please support our school by taking time to:

- review the following pages, which outline the exciting projects funded by the *Campaign for the Future* and include details on how you can contribute (see *Making Your Gift*).
- complete the pledge form and/or send a check with your donation in the enclosed envelope.
- note that Waldorf School of the Peninsula is a not-for-profit 501 (c)(3) organization, and all contributions are tax deductible as permitted by law.

The Campaign Chairs and Committee would like to thank those who have already contributed to the campaign, as well as those who are about to join this important initiative. Your support will benefit our school, Silicon Valley, and the world touched by our students for generations to come.

Accomplish

PUTTING IT ALL TOGETHER

“May it happen that understanding and vision arise in the hearts of many of the present people; that powers for thinking, feeling and willing arise in the children, so that these children, when they are grown, look back thankfully to their parents. Those children will be carried into a new time, along with many others, with the power that has become theirs through a truly human upbringing and education.”

~ Rudolf Steiner, from a lecture to parents at the opening of the first Waldorf school

Completing the pioneering phase of the high school, executing a high school and middle school move, and increasing our endowment are the three elements that are inextricably linked to form both a sound expansion plan and a sustainable financial strategy that will meet our needs now and in the coming years. Successful completion of these three projects will bring substantial benefits to the school:

- Waldorf School of the Peninsula will be able to continue offering a complete Nursery through 12th grade Waldorf education to the families of Silicon Valley.
- Establishing the high school at a more spacious campus in a central location will attract new students and enable the high school to grow to its enrollment capacity.
- Moving the middle school to a campus with improved academic and sports facilities will better serve the needs of the 6th through 8th grade child.
- Dedicating the Mora site to Nursery through 5th grade will provide a more intimate and protected campus for the young and early-grades child.
- Creating new enrollment capacity at the Mora site will allow us to fill all of our classes to their optimal size—thus generating up to 25% more overall tuition income for the school.
- Increasing the endowment will bring us closer to our goal of providing and maintaining a humane standard of living for our dedicated and valued faculty and staff.

Complete

HIGH SCHOOL PIONEERING PHASE



Silicon Valley is internationally known for its culture of innovation and new ideas. However, few high schools are preparing students to carry on this unique cultural legacy by teaching out-of-the-box thinking, collaborative working, measured risk-taking and the lifelong pursuit of learning. Waldorf High School of the Peninsula's mission is to foster in students these attributes so that they may tackle the complex economic, social, and environmental issues we face as a society. Highly qualified new faculty members have joined the high school, and they are defining a curriculum and social experience that both honors the ideals formulated by Rudolf Steiner nearly one hundred years ago and meets the needs of adolescents growing up in Silicon Valley today. A vibrant high school brings additional benefits to the entire school, including:

- the retention of more students from the lower school and the addition of new students from the local community.
- the attraction of faculty qualified to cross-teach in middle and high school.
- the growth of relationships with the broader community through collaboration on programs, such as, Stanford University's Challenge Success and the Children in Nature Network.
- the establishment of long-term financial stability through increased alumni gifts, based on statistics that alumni give more to their high school than to their elementary or middle school.

Expand

OUR NEW CAMPUS



We have found a new home for the middle school and high school! After a four-year search in the extremely expensive and heavily regulated environment of Silicon Valley, we have secured a campus that meets all of the criteria envisioned in our original site search criteria.

Features of this site include:

- A school building with large classrooms that have high ceilings, large windows, skylights and plentiful natural light
- Space for a large garden
- Grassy inner courtyard
- Two full-sized basketball courts
- Large grass playing field with picnic tables
- Proximity to a city park with a swimming pool, baseball and soccer fields and a skate park
- Ample parking
- Offices for faculty and staff
- Central location with easy access to the lower school, freeways and public transportation—including CalTrain

Enhance

IMPROVEMENTS AT THE MORA SITE



Moving the high school and middle school to the new site will enable us to reach optimum class sizes throughout all the grades — one of our key financial goals. The Mora campus is currently enrolled at its site-use limit of 250 students. With the move of grades six through eight to the other campus, the early childhood program will be able to expand its enrollment potential. This, in turn, ensures healthy class sizes in the grades, which creates a larger pool of students for the high school.

Adding new students in Nursery through 5th grade will fill the new enrollment capacity (approximately 230 students) and further our twin goals of achieving healthy class sizes and maximizing tuition revenue. This makes it possible for the Mora site to realize its true educational, social and financial potential.

Campaign for the Future funds will also be used for physical improvements, including:

- A larger classroom for 5th grade.
- Converting vacated classrooms to multipurpose rooms for special subjects and for events and community use.
- Focusing the outdoor play space on the needs of younger children.
- Continuing with our plan to create an enhanced Early Childhood Center at the Mora Drive campus.

Build

OUR ENDOWMENT

To meet the children's needs, our school must also meet the needs of its employed professionals. Many faculty and staff have made sacrifices to work at Waldorf School of the Peninsula. Not only do our compensation levels currently rank in the bottom third for Bay Area independent schools, but we are also one of only two independent schools in the area that does not offer a retirement program. It is essential that we provide our valued employees a standard of living that keeps pace with the Bay Area cost of living. This not only helps us to attract and retain the highest qualified faculty and staff, but it provides them with much-deserved security and peace of mind.

In November 2004, WSP grandparent Carmen Christensen made a gift that enabled the Board of Trustees to seed an endowment with \$250,000. Additional contributions and a wise investment policy have grown it to almost \$500,000.

By supplementing this existing fund with a significant contribution, *Campaign for the Future* envisions the endowment as a meaningful revenue stream that provides a retirement program and other compensation-related enhancements. Annual tuition increases, which help with cost-of-living adjustments, are not sufficient to overcome the gap between current salaries and our school's compensation goals. The larger endowment—combined with the new tuition revenue generated by increased capacity at both the Mora and high school/middle school sites—will provide an important source of income toward operating costs, 85% of which are compensation-related, and will increase WSP's financial stability in the present and coming years.



Support

WHAT IT WILL COST

Our campaign goal is \$2,000,000.

\$1,700,000 of that total will be used to complete the pioneering phase of the high school and to execute the move to a new campus for the middle and high schools. The additional \$300,000 will be used to augment the endowment for faculty and staff compensation. All funds in excess of our goal, and any funds unused after the new high school/middle school site is established and the Mora site is improved will be placed in the endowment fund.

Please take time to think about what our school has meant to your family, what it will mean to families to come, and then give generously so we may reach or exceed our goal. Now is the time to be a part of our school's history by making a significant contribution to its present and its future.

To date we have raised \$1,200,000, or 60%, of our total goal. The rest is up to you.



Appreciate

"Every dollar that comes into a Waldorf school is converted into human capacities for the future...capacities to transform whatever is not yet perfect in each human being and in the world."

~ Siegfried E. Finser, Founder, RSF Social Finance

WSP FAMILY, FRIEND & ALUMNI DONORS



Carolyn & John Armstrong
Kristy & Eric Brandenburg
Bob Burkhalter & Dawn Cameron
Carol & Mark Carges
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Lucy Valentine Wurtz & Brad Wurtz
Katharine Wurtz
Hagit & Oren Zeev

Special thanks to Eric Lubrs for his countless hours of pro-bono service in helping us find a site.

Recognize

NAMING OPPORTUNITIES

LOCATION	DESCRIPTION	DONATION LEVEL
Mora Campus	Nursery - 5th grade campus	\$1,500,000
Schoolwide	Board-directed endowment	\$1,000,000
Schoolwide	Endow existing program	Based on program scope
HS/MS Campus	6th - 12th grade campus	\$350,000
Mora Campus	Wing 1, 2 or 3	\$300,000
Mora Campus	Biodynamic garden	\$100,000
HS/MS	Biodynamic garden	\$75,000
Mora Campus	Classroom(s)	\$50,000
HS/MS	Classroom(s)	\$25,000
Artistic Display	Donor name on stone/tile	\$5,000 or more

CAMPAIGN FOR THE FUTURE

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Lucy Valentine Wurtz

Participate

HOW TO GIVE

Campaign gifts and pledges received between April 1, 2009 and March 31, 2011 will be recognized and credited toward the Capital Campaign.

Gifts can be in the form of cash, securities and realized bequests. Pledge commitments are encouraged and can be paid over a 3-5 year period. A donation of any size can be made as a memorial or honorary gift; however, naming opportunities exist only for amounts of \$5,000 or more.

Please remit your gift or pledge using the enclosed pledge card and sending it to:

Lucy Valentine Wurtz
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Waldorf School of the Peninsula
11311 Mora Drive
Los Altos, California 94024

650.948.8433 ext. 105
lvwurtz@waldorfpeninsula.org



Believe

"When I think of other education, it's like a sheet of paper, flat, two-sided. But when I think of Waldorf education I think of a round ball you can hold in your hand, with many sides and ways of looking at it."

~ Ondine Izuno, 11th grade, Waldorf High School of the Peninsula

