



TO NURTURE  
AND CULTIVATE



*Giving*



# PHILANTHROPY 101

WOODLAWN SCHOOL | CULTIVATING A CULTURE OF EXCELLENCE



# THE INDEPENDENT SCHOOL FUNDING MODEL

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Nearly all independent schools rely on annual donations because tuition doesn't cover the full cost of educating each child. Woodlawn is no different; we rely on annual donations from our parents, grandparents, alumni, foundations, and our friends to fund approximately 10% of our operating budget.





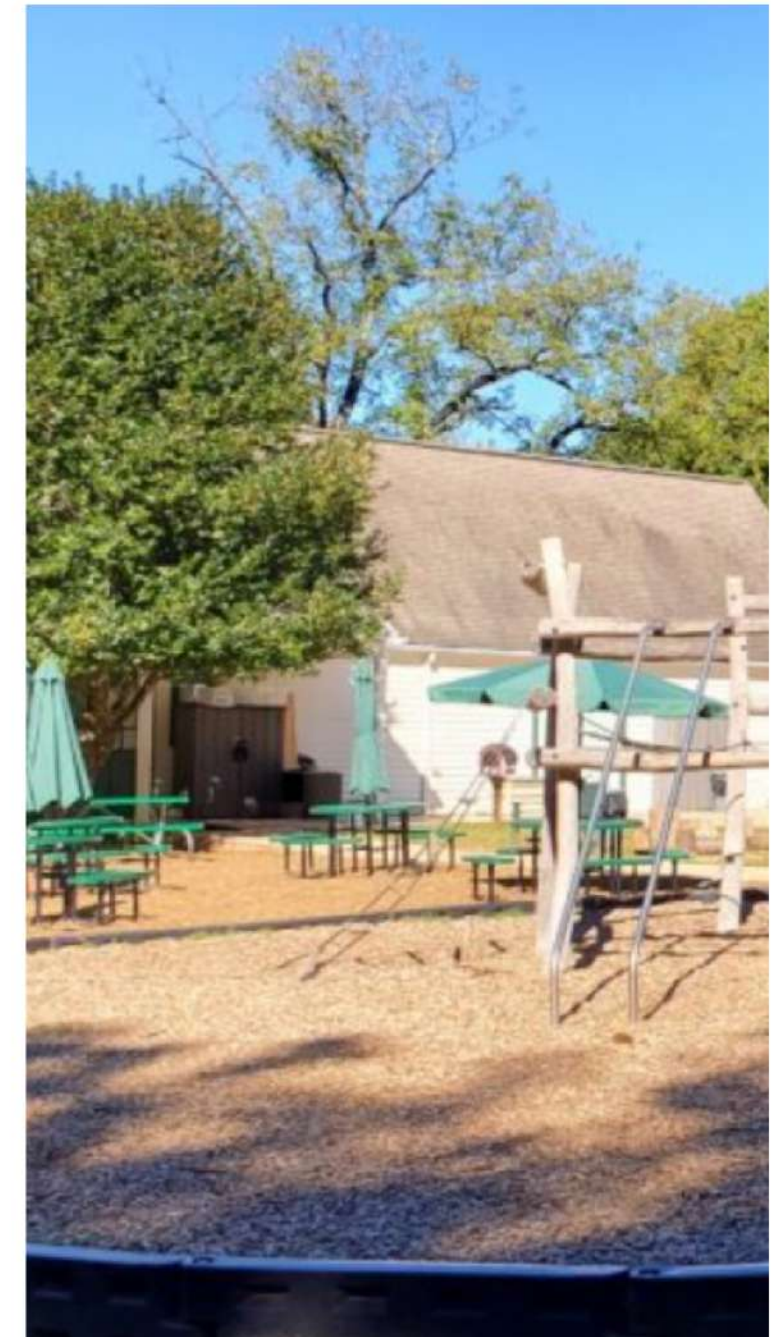
# THE INDEPENDENT SCHOOL FUNDING MODEL

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Each gift to the 'Blazer Fund – Woodlawn's annual fund – is tax deductible, every dollar goes to supporting student success and helping keep the school affordable. This year, charitable contributions to Woodlawn helped us:

- + Fund every item on Teacher Wish Lists, giving our teachers more of the tools and resources they use to support the success of our students.
- + Improve the functionality and beauty of our campus by funding things such as playground renovations, a new gym floor, upgraded HVAC and technology systems, and more.
- + Provide gold-standard professional training and development in Project Based Learning for every Woodlawn teacher.
- + Improve the quality of every child's Woodlawn experience by supporting socio-economic diversity through need-based tuition assistance.
- + Moderate annual tuition increases while investing in excellence. Every dollar donated to the 'Blazer Fund is a dollar we don't have to charge for tuition or reduce our investment in student success.

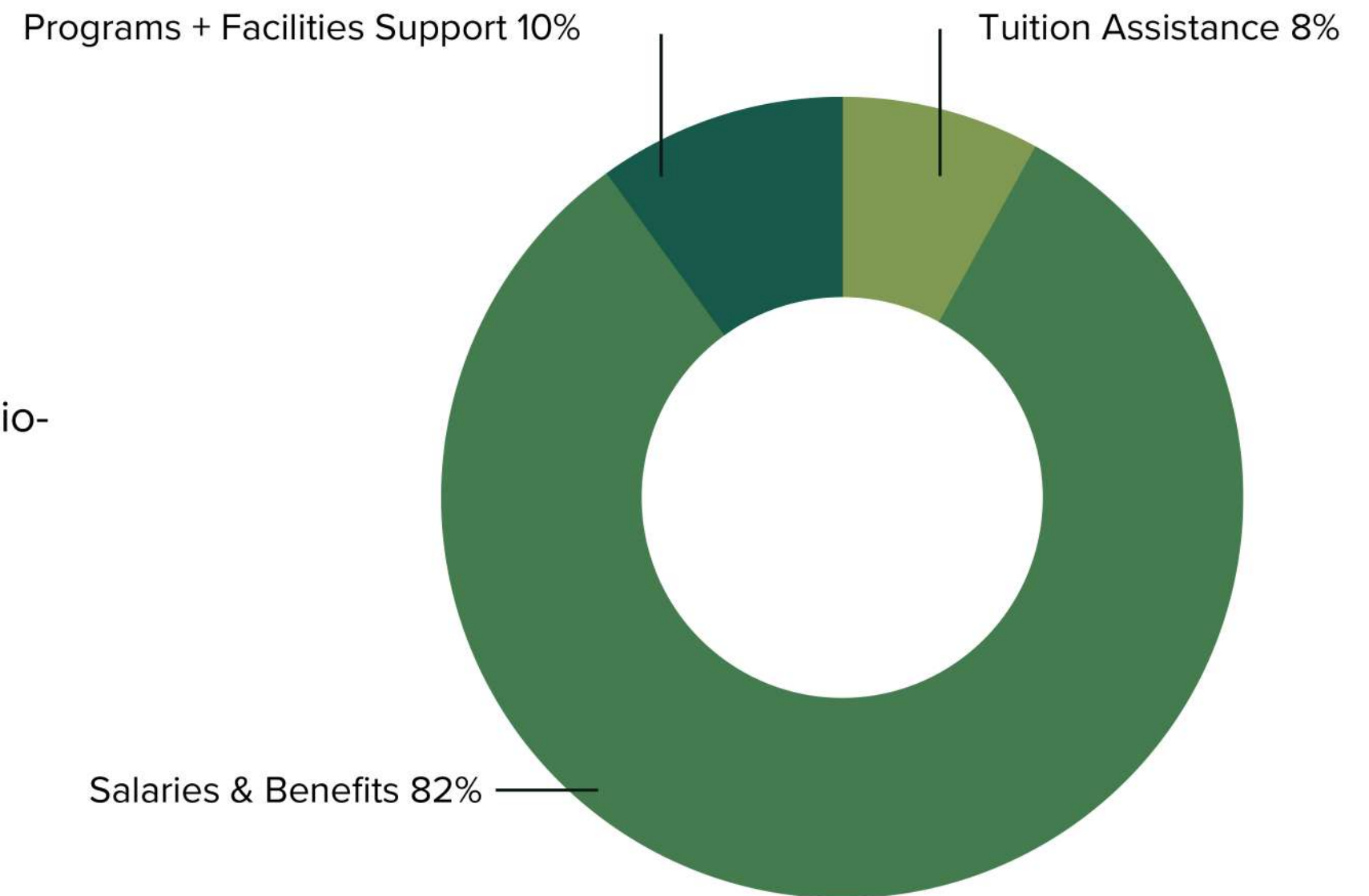


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Woodlawn's budget supports our values. We invest 82% of our revenue to compensate our faculty; 8% on tuition assistance - socio-economic diversity is central to our mission and culture - and the remaining 10% to support our programs and facilities.





# THE 'BLAZER FUND



## THE 'BLAZER FUND = ABOUT 10% OF THE OPERATING BUDGET

The 'Blazer Fund is the school's top fundraising priority each year. Unrestricted giving helps sustain educational excellence for our students ensuring our school has all the necessary resources to provide each child with an exceptional school education. Annual giving dollars allow our school to solidify the strength of our programs, the excellence of our faculty, the diversity of our community, and the ongoing development of our campus and facilities - in other words, the core components of the Woodlawn Experience.



# UNDERSTANDING THE 'BLAZER FUND TIMELINE AND OUR SEASONS OF GIVING



100% community participation is vital for the success of the school, and all community members are invited to invest each year with a gift to the 'Blazer Fund.

The 'Blazer Fund is a year-long campaign running July 1 through June 30.

**Parents** are asked to pledge their support in November and December, during our "Thanks for the Giving" season. Parents receive a solicitation letter and information on the meaningful impact gifts to the 'Blazer Fund have on students and teachers. Parent volunteers champion the efforts to build community and generate high levels of participation each year. Families have until June 30 to fulfill their pledge made during this time.



## GRANDPARENTS

Many grandparents choose to honor their grandchildren with gifts to the 'Blazer Fund.



## SUSTAINERS

Parents of graduates, former faculty and staff, and former trustees round out the groups of community members who choose to make annual gifts to support Woodlawn School.



## ALUMNI

Woodlawn School graduates demonstrate their gratitude to the faculty, advisors, and coaches who have influenced their lives with annual gifts of support.



# HOW ARE 'BLAZER FUND DONORS RECOGNIZED?



2002 Founders Society:	\$25,000 +
Collaborators:	\$10,000 - \$24,999
Innovators:	\$5000 - \$9,999
Head of School Circle:	\$2000 - \$4,999
Creators:	\$1000 - \$1,999
Trailblazers:	\$500 - \$999
Supporters:	Up to \$499



# ADDITIONAL PHILANTHROPIC WAYS TO SUPPORT WOODLAWN SCHOOL

Woodlawn is a family school. Beginning with our Founders, the Bowman family, donations from parents, grandparents, alumni, and friends built the school we know today. Gifts to capital projects, endowments, appreciated securities, planned gifts, and parent volunteer groups provide many opportunities for community members to engage in the life of the school.

1

Endowment Gifts secure the school's financial foundations and have the potential to reduce the school's reliance on tuition and annual giving.

2

Capital Gifts - Woodlawn's 61-acre campus, our 9 buildings, our gym and playing fields, our roads and trails are the product of capital gifts we received during the first 20 years of our history. As our school grows, so will our need for new facilities. Gifts to Capital Campaigns turn new dreams into reality and benefit generations to come.

3

Planned Gifts - Bequests and other planned gifts have a lasting impact on Woodlawn School and serve as a continuing source of support. Your estate planner can help you develop a plan that balances what you wish to accomplish for yourself, your family, and your charitable interests in your overall estate and financial plans.

4

Gifts of Appreciated Securities - A great way to contribute and save on capital gains taxes. [Share this link](#) with your broker.

5

Volunteers support school programs in and out of the classroom by sharing their talents with our students. Volunteers are the primary fundraisers for the school, leading the Gala, the 'Blazer Fund, and the capital campaigns that built our campus.



# CONTACT INFORMATION

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Questions about philanthropy at Woodlawn School or want to get involved further as a volunteer with the school?

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