

Capital Campaign: On the Threshold of a Dream

Week #3 of 6

We anticipate signing the Purchase and Sale Agreement this week! We are one step closer to realizing our dream. One parent even suggested a new name for the school: "Cape Ann Waldorf School at Moraine Farm." It has a nice ring, don't you think?

Last week, we hired Flansburgh Architects and interviewed a potential construction company. We have narrowed our discussions for financing to three banks. Things are moving along nicely in all areas, and now we need your contribution!

If we are to be successful in purchasing this property, we need to raise \$395,000 by June 15. As of last Saturday we had raised \$20,000. That includes pledges of all sizes--each one very important!--and an exciting \$10,000 gift. And recently, putting us several gigantic steps closer to the dream: a \$200,000 matching grant! (Please see exciting news in next article).

Within the past week, we have put our Capital Campaign website on the Internet (www.capeannwaldorf.org) and mailed out letters to all of our CAWS community. The stage has been set; now is the time to strike!

We need the generous contributions and fundraising energy of all of our community to meet our goal! It's going to take a village to raise the funds for Phase 1 in time. **Every gift counts!** (Continued on page 2)

\$200k Challenge Grant Puts Phase I Goal Within Reach

We are thrilled to announce an extraordinary gift to the CAWS community from the Ibrahim El-Hefni Technical Training Foundation, an Andover-based foundation with a deep commitment to education. Foundation Trustee Suzanne Wright has extended a \$200,000 challenge grant for phase I of our capital campaign. This means the foundation will match every gift made between May 5 and June 15 up to a total of \$200,000.

With this wonderful opportunity, and the support of the entire CAWS community, we can realistically raise the \$395,000 needed by June 15 to secure the Moraine Farm property.

Please make every effort to spread the word to family members and friends who may consider making a contribution. Remember, you can call on the development committee for guidance or follow up. Donate online at www.capeannwaldorf.org or send your check to Cape Ann Waldorf School, 668 Hale Street, Beverly, MA 01915.

We are deeply grateful to the Wright family and the Technical Training Foundation. Together, we can achieve a permanent home for CAWS!
-Lori Etringer, Fundraising Committee

(Continued from page 1)

In our All-Community Meeting May 5, we talked about “stretch giving”: giving what you reasonably can, and then stretching just a little farther. Remember, you are giving to create a home that will endure over time, enhance our programs and increase our enrollment.

Six ways to stretch:

- Write a check. Write two!
- Use your credit card.
- Bring cash to the office.
- Ask your parents, brothers, sisters, uncles and aunts to give.* Tell them how much you value CAWS, and why.
- Host a fundraising party or event. Ask the fundraising committee if you need help!
- Tell the fundraising committee about people outside our community who are philanthropically-inclined.
- See if your company will match your gift.

If you need any extra materials to assist you with your solicitations (brochures, envelopes, donor or credit card forms), there will be plenty of supplies in the main hall. **Look for our new Capital Campaign display in the main hall this week!**

-Pam Fantini