



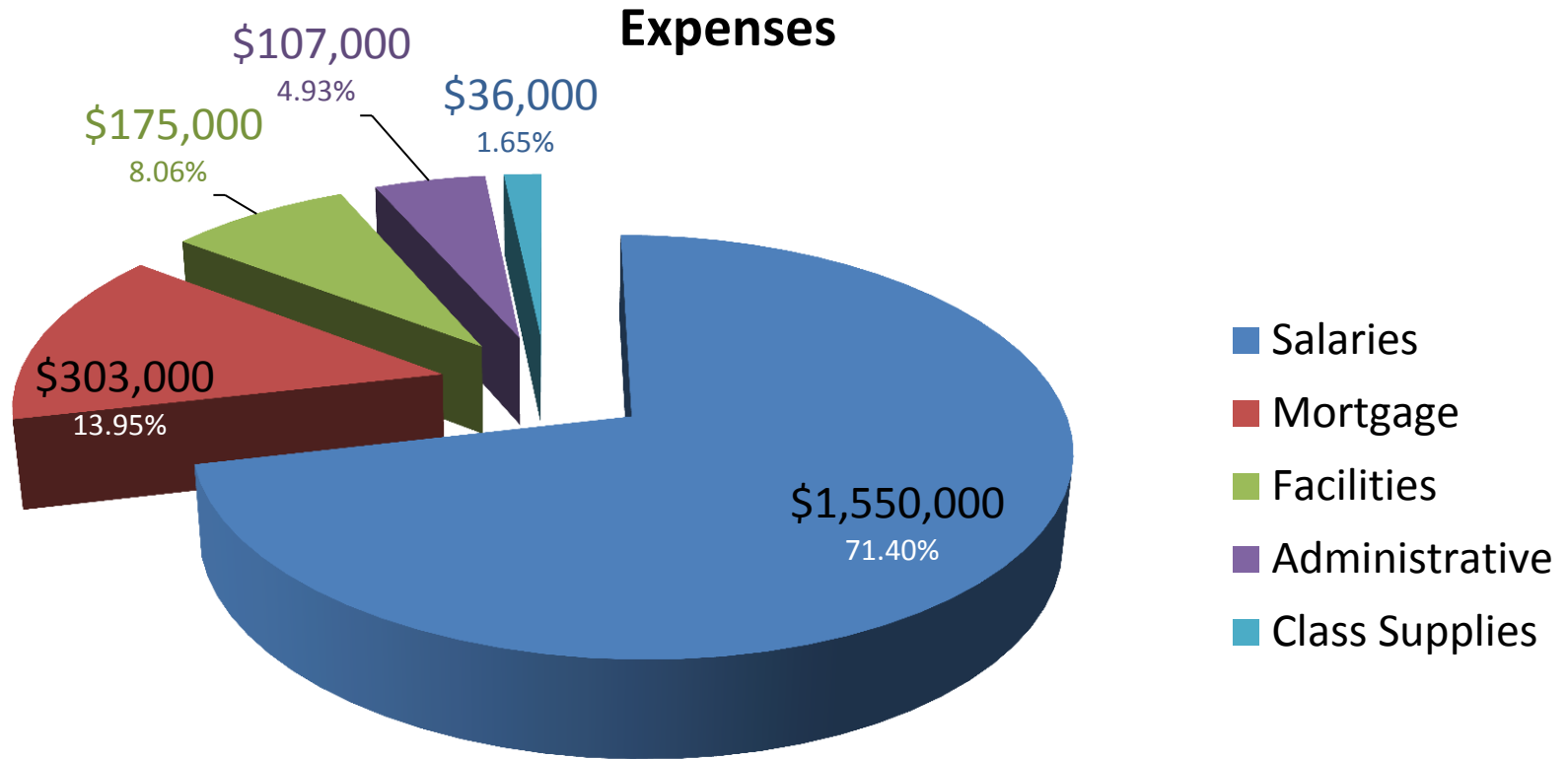
Enrollment Update and Financial Discussion

January, 2013

Financial History

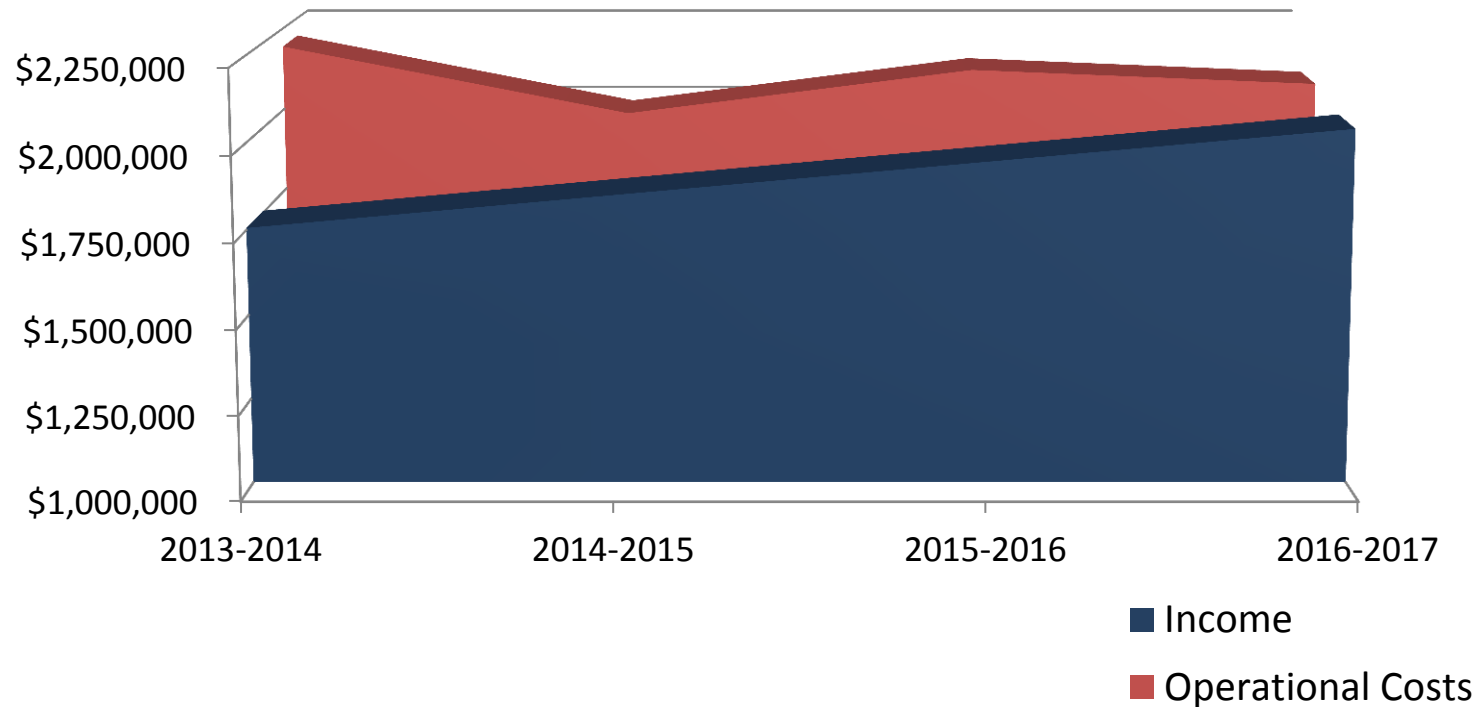
- Founded in 1995
- Tuition income has consistently covered only part of operational costs
- Small number of founding families have funded more than 90% of ongoing deficit, ~\$500K per year
- As of 2012, no large donors remain to cover costs
- We have secured a \$500K loan to maintain operations
- *We now need to implement our plan to reduce costs and boost enrollment to ensure long-term viability of school*

Where Does the \$ Go?



Current Financial Situation

Flat Enrollment – no change in personnel
~\$110,000 in fundraising per year
3% Average Tuition increase per year
Cumulative 4-year deficit **(\$777,379)**



Four-Year Plan - Scenario A

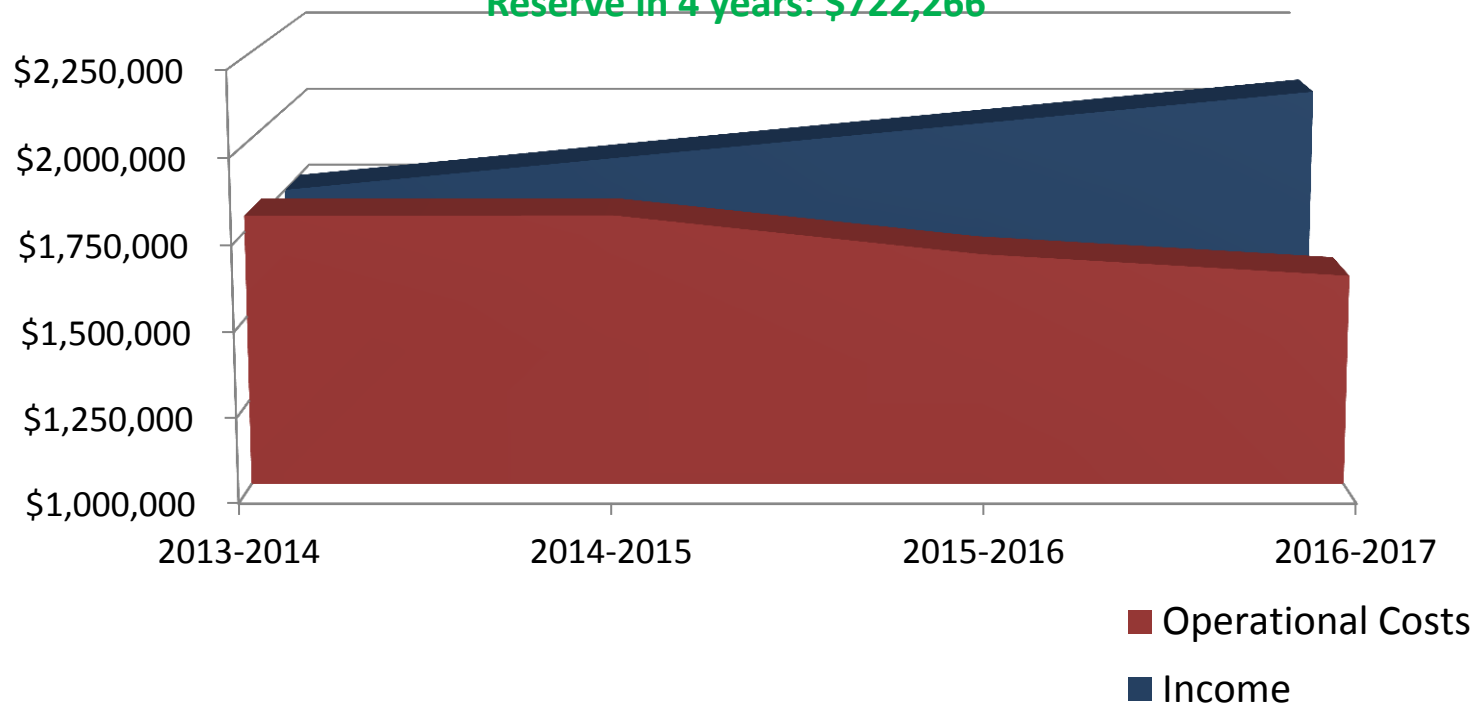
Pedagogy: Dedicated Main Lesson Blocks + Integrated Social Curriculum
(includes compression of personnel)

Flat Enrollment

~\$110,000 in fundraising per year

4% Average Tuition increase per year

Reserve in 4 years: \$722,266



Four-Year – Scenario B (preferred)

Pedagogy - Dedicated Main Lesson Blocks + Integrated Social Curriculum (includes compression of personnel)

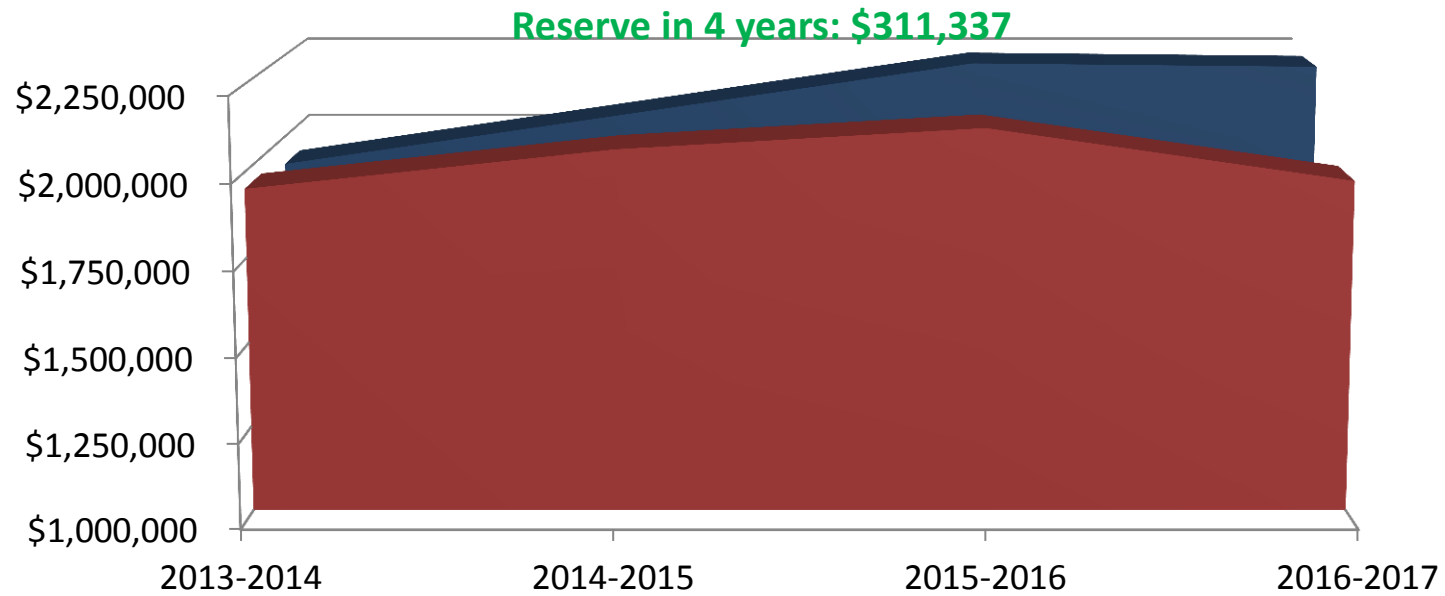
Enrollment - 6 new students in GS in 2013-14, 3 new students in GS each of the following 3 years, + Preschool class of 8, full kindergarten classes

Fundraising - \$120,000 in fundraising per year average

Tuition - increase 2013-14: 5% (announced) - 2014-15: flat – 2015-16: 2% - 2016-17: flat

Site - 2013-14: maintain – 2014-15: renovate Trillium floor & stage – 2015-16: dedicated preschool space – 2016-17: maintain.

Financial Aid: move from 19.5% to 14% over 4 years (align with local independent schools)

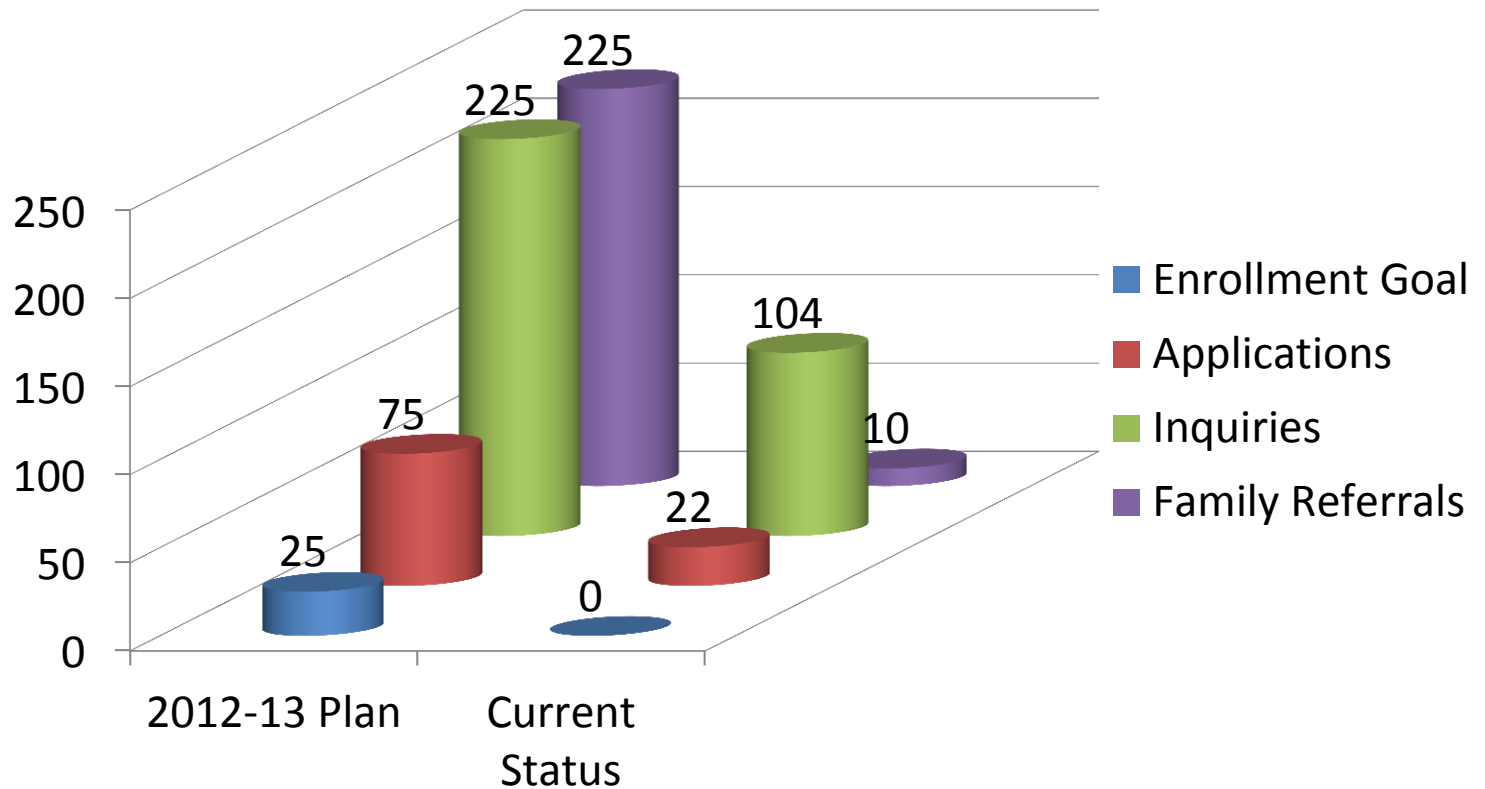


THREE CEDARS
WALDORF
SCHOOL

■ Operations Costs

■ Income

Enrollment Funnel: 2012-13



Next Steps

- **Make your donation:** PLEDGE today!
- Give Time: **volunteer** opportunities
- **Invite** families to attend events (with/without you); distribute postcards for Open Houses & May Faire
- **Refer** families: Send us their information, or give them an application packet.

Volunteer Opportunities

- Become a Board Member –
board@threecedarswaldorf.org
- Development Team - Geraldine
- Marketing Team - Geraldine
- Volunteer:
 - In the classrooms - Geraldine
 - For events - Seraphina
- Ideas, suggestions, comments - Tom Doggett (Board Chair), Geraldine (ED).