

the STORY

Raise The Roof: Campaign For North House Folk School is a major, multi-year commitment designed to secure and enhance North House's rich educational potential.

In 10 short years, North House has emerged as a truly unique and essential northern resource. Our commitment to learning as a lifetime endeavor, our passion for the North and its story, our focus on nurturing community, our hunger for engaging life through the work of our hands – each has found its place here and has resonated with the thousands of individuals who have journeyed to campus.

The *Raise The Roof* vision has taken shape over a series of years. At its heart are three fundamental commitments:

Home, Harbor - Within the North House community there is an unwavering sense that our home is on the Grand Marais Harbor. It is from this place that our dreams will be launched and realized.

Quality, Safety, Community - For the North House mission to achieve its educational potential, our entire campus must project our commitment to quality, safety and community.

Stability, Strength - As an emerging non-profit, North House's ability to achieve its mission and capacity to welcome a diversity of students is directly connected to our financial capabilities. Therefore, increasing annual giving and expanding our endowment is essential.

The symbolism of the title fits North House perfectly – it is the hands of many that will raise the roof. We welcome your questions and look forward to your involvement.

types of GIVING

North House Folk School is prepared to accept gifts of many types during the RAISE THE ROOF Campaign. The campaign is a “comprehensive campaign,” asking donors to both continue contributing on an annual basis while also making multi-year pledges towards the capital/endowment goals. Bequests or planned giving is also an option.

Cash - contributions of cash may be made by check, credit card or cash. This is the most common type of contribution for annual giving.

Securities - contributing appreciated stocks or securities may be to the advantage of donors. North House has a dedicated stock account set up for receipt of publicly traded securities.

Gifts-In-Kind - North House accepts donations of tangible personal property that fit within the mission of the school and, as appropriate, fit the needs of specific projects (ie. timbers for buildings or woodworking tools).

Retirement Plan Assets - contributing retirement plan assets or naming North House as the beneficiary for a retirement plan may be to the advantage of some donors.

Bequests/Planned Giving - Supporters are welcome to identify North House as the beneficiary of a bequest, trust, or planned gifts (i.e. charitable remainder trust). For planned giving, donors may work with their own financial institution or may request assistance from North House.

Other - North House is prepared to accept gifts of real estate, closely held securities, etc. To facilitate gifts of these types, North House has a comprehensive Gift Acceptance Policy.

the PLAN

fall/2007 ~fall/2012

CAMPUS BUILDING

I. Red Phase - goal \$475,000

II. Green Phase - goal \$900,000

III. Blue Phase - goal \$225,000

Campus Total - \$1,600,000

*pledged/received to date \$922,143
plus \$83,625 in kind*

63% of goal

ANNUAL FUND

Goal (over 4 years) - \$400,000

pledged/received to date \$209,831

53% of goal

ENDOWMENT FUND

Goal - \$750,000

pledged/received to date \$138,750

19% of goal

OVERALL CAMPAIGN GOAL

\$2,750,000



**pledged/received as of 5/01/2010

** Inquires regarding the guidelines for specific types of giving are welcome. North House is a 501(c)(3) nonprofit, all contributions are tax deductible to the extent allowed by law.

RAISE

the roof

help RAISE THE ROOF

the VISION

I. Red Phase

Quality. Safety. Expand red building by adding milling shop; install room divider, dust removal and heating system. Build living quarters for interns. Partially enclose the blacksmith shop. Improved signage. Begin to improve outdoor commons area.

II. Green Phase

New Construction. Construct new "green" student center to house school store, student commons, library and administrative services. Create an outdoor common area with environmentally friendly brick pavers. Improve parking.

III. Blue Phase

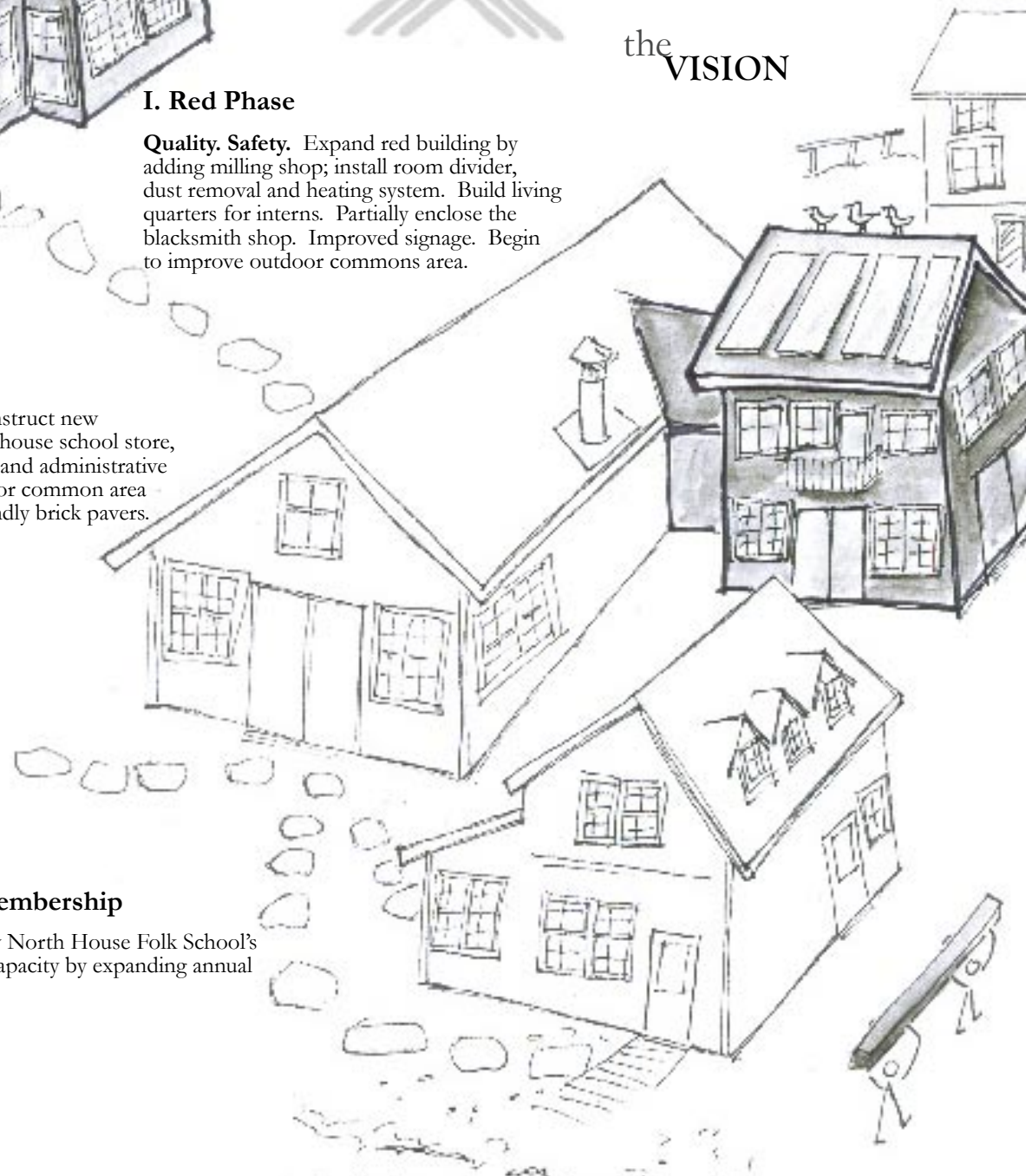
Revitalization. Renovate the blue building classroom, install a commercial grade teaching kitchen and create an entry way. Relocate & enhance wood-fired baking area.

Educational Endowment

Sustain. Build a secure, long-term endowment to support the operations of North House Folk School.

Annual Membership

Grow. Grow North House Folk School's educational capacity by expanding annual giving.



conceptual drawing done by Betsy Bowen

Name _____
Address _____
City, State, Zip _____
Phone _____
eMail _____

___ I would like to pledge/donate to RAISE THE ROOF as soon as possible. Please contact me to help me learn more about the campaign, funding priorities and giving levels. The best time to reach me is:

___ I'd like to get involved in the RAISE THE ROOF project as a campaign or committee volunteer. Please contact me to talk about committee involvement and structure.

___ I would like to talk more about specific types of giving to North House Folk School. Please send me more information on (circle all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Outright Gifts | <input type="checkbox"/> Planned Giving |
| ~ Cash | ~ Bequests |
| ~ Securities | ~ Charitable Lead Trusts |
| ~ Real Estate | ~ Life Insurance |
| ~ Gifts in Kind | |
| ~ Memorials | |



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