Forging the Future:
The Capital Campaign for the John C. Campbell Folk School
Now we come to a vitally important crossroads in our journey.

The spirit of the Folk School, captured in its motto, “Sing Behind the Plow,” was inspired by founder Olive Campbell’s translation of a Danish poem:

…I sing behind the plough and to the sound of mowing.
Hills and woods give back my song. And when I am weary
with toil and day is done, my spirit is fresh, my mind at ease,
I am happy and free. I would not change places with any
man on earth...

The mission of the John C. Campbell Folk School, to provide experiences in non-competitive learning and community life that are joyful and enlivening, has its roots in the words of Mrs. Campbell, who wrote:

The Folk School is not primarily a vocational school;
nor is it concerned with knowledge as knowledge.
It is...’not a vocational method but an evocational impulse.’
Its aim is to awaken, enliven, enlighten.

Dear Friends,

Since 1925, the Folk School has nurtured us, expanded our horizons, and brought us closer together in an international community of friends. The people who came before us built the school through perseverance, devotion, and sacrifice. Now it is our duty and opportunity to carry into the future the ideals bequeathed to us by the first three generations of this unique extended family.

In recent years, we have been able to strengthen the school and unify support behind several significant initiatives such as the new Painting Studio and the Willard Baxter Woodturning Studio. Now we come to a vitally important crossroads in our journey. To preserve our precious legacy, to plan responsibly, and to safeguard our future, we have determined that we must launch a capital and endowment campaign to raise $2 million. In the following pages, you will learn more specifically about how this money will be used to support our needs and plans.

We pin our hopes on you, our friends who understand the Folk School from the inside and carry the importance of this place and its programs in your hearts. We are excited about this giant step forward and confident that, with your generous help, we will succeed in reaching our financial goal.

Sincerely,

Jan Davidson
Executive Director
Our Past
So passionately did the folks of Brasstown support the original idea of this unique school, that they collected 116 pledge cards promising to give all they could: the original 20 acres of land, mule teams and days of labor, ironwork, firewood, and even flower bulbs.

And so, the Folk School was founded in 1925 by two progressive educators, Olive Dame Campbell and Marguerite Butler, in collaboration with this tiny Appalachian community in the western tip of North Carolina.

Our Present
What the Brasstown community understood in 1925 remains true today. The school continues to offer hands-on learning in a non-competitive setting. There are no academic credits, grades, or diplomas. Instead, the school seeks to foster two kinds of development in its students: inner growth as creative, thoughtful individuals and social development as tolerant, caring members of a community.

“Forging the Future”
Recently the Folk School’s leaders undertook a strategic planning process to determine the next best steps for the future. As a result of this process, the Board of Directors approved a $2 million fundraising campaign to meet the school’s needs. Undertaking this campaign marks a historic moment in the life of the school.

Since 1927, the Folk School has played a central role in keeping the traditional art of blacksmithing alive. The blacksmithing program at the Folk School is internationally known and has long been one of its most popular offerings. While the program is expected to meet the highest expectations, the historic Whitaker Shop, originally a timber frame milking barn, has suffered decades of wear and its work areas are no longer adequate for the size and diversity of classes.

The existing shop will be renovated and a new building constructed to provide state of the art teaching and work spaces, including a classroom and areas to accommodate layout tables and large architectural projects. The Folk School is fortunate to have the collaboration of the Timber Framers Guild for this project, where expert timber framers will assemble to raise the frame of this building in June of 2009.
The Folk School is a designated Historic District on the National Register of Historic Places. Among its treasures are culturally and architecturally significant buildings, many designed by the Belgian architect Leon Deschamps between 1926 and 1940 and built by volunteers. Among these are Mill House, Tower House, the Big Barn, Blacksmith Shop, History Center, and Hill House.

Hill House, located near the Woodturning Studio and Hubbell House, was designed and built by Deschamps in 1935. The interior panels were carved by Deschamps himself, and the ironwork furnished by another Folk School legend, blacksmith Oscar Cantrell. Appropriately, this house was the residence of woodcarving teacher and mentor of the Brasstown Carvers, Murray Martin, and her husband Duh, for more than thirty years until Murray’s death in 2005.

The proposed renovation will create much needed student housing with space for five bedrooms with private baths and a living room. The historic character of the building will be preserved while offering comfortable living space for today’s students.

Keith House, completed in 1929, remains the school’s flagship building and the heart of the campus, providing spaces for living, community dances and concerts, offices, and teaching facilities. This all-wooden structure is in need of improvements to protect it from the elements and assure its continued functionality.

The Historic Preservation Fund, a resource to provide repairs and renovations as required for the Folk School’s venerable buildings, will protect this precious legacy and maintain the celebrated beauty of the campus.

### Housing Renovation & Historic Preservation:
- **Hill House:** $330,000
- **Keith House:** $50,000
- **Historic Preservation Fund:** $50,000

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**New House:**

The Folk School now has more students than beds. This shortage of on-campus housing represents lost revenue for the school, and students miss out on the most complete Folk School experience. A request for new housing is a constant and fervent refrain when students are asked for suggestions through weekly comment sheets.

The New House has six rooms with private baths and individual thermostats. The lower floor is handicapped accessible and large covered porches offer beautiful views of the mountains. The house integrates both passive solar design and active solar hot water systems, and its Energy Star HERS rating is near 50, which means it is expected to use half the energy of a comparable code-compliant, conventionally built house!
Environmental Sustainability Initiative: $220,000
The Folk School is committed to caring for the environment and “greening” the campus. As part of this green initiative, older heating and cooling units will be replaced with new, more efficient ones. Solar hot water systems will be installed and other fixtures replaced to conserve water. A major septic system will be enlarged and upgraded.

Capital Campaign Expenses: $100,000
A major gift fundraising effort always incurs related expenses, and the Folk School is unable to meet these costs within its operating budget. The campaign leadership is committed to keeping the expenditure per dollar raised as modest as possible.

Endowment: $150,000
In planning strategically for its future, the school is committed to maintaining its present experience of community and closeness. The Folk School has experienced dramatic growth over the past fifteen years, and is very close to capacity. For this reason, the enrollment at each session has been capped. Without the revenue from a larger group of students, the Folk School must build an endowment to support the operating budget and to give permanence to the programs offered.

Campaign Summary

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<th>Building Improvements:</th>
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<td>New Forge Building and</td>
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<td>Blacksmith Shop Renovation</td>
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Environmental Sustainability Initiative $220,000
Campaign Expenses $100,000
Endowment $150,000

Total $2,000,000

Note: Any campaign income in excess of the stated $2,000,000 goal will be directed to the general endowment.
New Forge Building and Francis Whitaker Blacksmith Shop Renovation

Hill House

FIRST FLOOR—PROPOSED PLAN

SECOND FLOOR—PROPOSED PLAN
Questions and Answers

Who planned and organized this campaign?
The Folk School Board of Directors

Who will be asked to support the campaign?
Directors and former directors, Steering Committee members, students and friends, instructors and staff, foundations, corporations, and the local community.

May I make my gift over a period of time?
Yes, a pledge period of five years has been established to facilitate the generous levels of giving necessary for the success of the campaign.

May I make a contribution other than cash?
Yes, gifts of appreciated stocks and bonds, real estate, life insurance, and charitable trusts will be gratefully received.

May I support a particular aspect of the campaign?
Yes, gifts may be directed to specific components of the campaign and there are opportunities to make named gifts or gifts in honor or memory of someone.

What are naming opportunities?
These distinctive opportunities are offered to commemorate a gift by placing a plaque on the area supported to name the donor or to honor or memorialize a special person.

Can I name a building?
Yes, Folk School donors are offered the opportunity to name the new Blacksmith Shop, the New House, and Hill House.

Please refer to the back pocket of this brochure for a list of naming gift opportunities for these buildings as well as for other components of the campaign.
Dear Friends,

On behalf of the Board of Directors, it is my pleasure to commend this Campaign to you. We uphold the mission of continuing to provide each student with the unique experience of learning in a non-competitive environment. One of our priorities is to offer well-equipped studio spaces and comfortable, safe living environments. A challenge is to maintain adequate facilities while preserving the simplicity and peaceful tranquility that define our school.

The Folk School has pressing capital needs that must be met to ensure that our mission will be carried on in the future. Thank you to all our generous friends who have helped us in the past. Your kindness humbles us. Please now help us as we launch our campaign to sustain and preserve our beloved school for the future. May it always be a place where we can explore our creativity, restore our spirit, and affirm ourselves simply as the individuals we are. Thank you again for helping us Forge the Future!

Sincerely,

Martha P. Coursey
Campaign Chair
“Set your feet fast in the common soil.
There are the roots of life.
There you must learn to stand.
Begin on the plan of every day—
not in the blue of the heavens—
and grow upward.
Must you not plough the field
before you gather in the harvest?
Love life. Hate no one.
With joy and sorrow, hope and faith,
you shall build here on earth
a bridge up to the stars.”

—Free translation of a favorite Folk School
song that inspired our blacksmiths
to forge the Folk School’s welcoming sign.

The Folk School, located in scenic Brasstown, NC, offers year-round weeklong and weekend classes for adults in crafts, art, music, dance, cooking, gardening, nature studies, photography, and writing. The Folk School presents concerts, dances, childrens’ programs, and seasonal celebrations of community life.

The John C. Campbell Folk School is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code (EIN: 56-0552780). All donations are fully tax-deductible to the extent allowable by law.