



Help Us Spread the Word About Waldorf Education in the UK

Dear Friends,

We urgently need your support to help fund a national media, marketing and advocacy campaign that will increase awareness and understanding of Waldorf education in the UK. This effort is critical to ensuring the survival and growth of our schools during these financially challenging times.



Why Now?

Childhood and adolescence in crisis

Today's children face unprecedented challenges: high-stakes knowledge-based assessments, excessive exposure to social media, post-pandemic isolation and a volatile global landscape, are all affecting their mental health and wellbeing.

The Waldorf story

Waldorf schools have a strong story to tell of change and renewal after the crisis of 2019 when the DfE closed schools. Now we succeed in inspections. A new articulation of the curriculum demystifies the Waldorf approach and explains it in modern educational language, appealing more effectively to parents, educators, and policymakers.

Our Goals

Increase enrolment: Support our schools to attract more families and pupils.

Influence policymakers: Strengthen understanding and advocacy among politicians and thought leaders.

Shape the future of education: Contribute to the national debate on what's best for children's education and wellbeing.

Recruit teachers: Inspire new colleagues to join the Waldorf movement.



A perfect moment

Both the new Government and parents are calling for education that is broad and balanced which fosters creativity, imagination, critical thinking, emotional resilience and other aspects which Waldorf education embodies. Yet too many people are either unaware of our schools or hold misconceptions about our approach.

Opening Doors for Waldorf

The Education Secretary, Bridget Phillipson, has called for a 'Head, Heart, Hands' approach:

"We need ... a curriculum that prizes skills as well as knowledge, that values and nurtures creativity alongside academic success." *Labour Party Conference 28 September 2022*

"Every child should go to a school where they are free to be themselves, free to make friends, free to explore their talents." *Confederation of School Trusts Conference 7 November 2024*

"Assessment should value the whole child - their creativity, social skills, and critical thinking - not just exam results.." *Tes 28 September 2022 - "Labour plans curriculum reform that prizes 'skills as well as knowledge'"*

Our messaging will show how Waldorf education offers exactly this and more:

A broad and balanced education that nurtures wellbeing and develops essential life skills.

Demonstrates how a later start to formal learning supports child development.

Combines academic learning with artistic and physical activities to foster creativity, connection to the natural world and a love of learning.

Integrates subjects in a way that mirrors real-world problem solving.

Places art, music, and storytelling at the heart of the curriculum, nurturing emotional intelligence and imagination.

Includes unique activities like Eurythmy which harmonise movement, rhythm and personal growth.



What Your Donation Will Support

A national social media and marketing campaign to highlight the benefits of Waldorf education, demonstrate its relevance and how it may have solutions to many of the pressing challenges facing young people today.

A programme of political advocacy, engaging with Government, Parliament, and the media.

The Urgency of Your Support

Rising financial pressures, including new VAT on school fees, loss of charitable relief on business rates and increased operational costs, are straining our schools. Without action to promote them, we risk more closures.

Your donation will help ensure that Waldorf education remains a vital and growing part of the UK's educational landscape.

How to Donate

Online

Visit [waldorfeducation.uk/support-us/donate](https://www.waldorfeducation.uk/support-us/donate)

Post

Send a cheque to Steiner Waldorf Schools Fellowship, 35 Park Road, London NW1 6XT

Together, we can help ensure that Waldorf education flourishes and grows, providing support for children and families across the UK.

Thank you for your generosity and support.

Warm wishes,

Fran

Fran Russell

On behalf of the Waldorf UK Trustees