

# Investing in

OUR CHILDREN  
OUR COMMUNITY  
OUR FUTURE



# \$3,700,000

## CAPITAL CAMPAIGN

### ELIZABETHTOWN AREA EDUCATION FOUNDATION

# Letter from the Campaign Leadership Team



## **Dear Friends and Neighbors,**

More than 50 years ago, Elizabethtown Area School District launched its athletic program by offering students a chance to play interscholastic sports for the first time. In the decades that followed, E-town area sports have grown not only in offerings, but also as an integral piece of our outstanding school system providing numerous benefits academically, socially, and physically to generations of students.

With more than a half-century in the books, we are writing to tell you about a critical effort underway that will further E-town area athletics and the community for current and future generations: the **Investing in Our Children, Our Community, Our Future Capital Campaign**. This exciting initiative is being led by the Elizabethtown Area Education Foundation, and we are proud to be the chairs for this very worthwhile endeavor.

Our students and children are at the core of this campaign. We currently have over 650 student-athletes participating in at least one sport, and we hope that number will continue to grow so they, too, can reap the benefits of a healthy, active lifestyle. In addition, this campaign will benefit the various community groups that serve our youth such as GEARS, Rheems Athletic Association, and the Elizabethtown Boys Club. Our vision is to improve the school

district's athletic fields so that current and future generations are blessed with the same wonderful formative opportunities and sense of community that have been provided to those who have come before them.

Given the current economic environment, some people might say we are taking on a capital campaign with an ambitious goal of \$3.7 million at the wrong time. We believe the opposite is true. School district and community fields are in need of improvements now in order for our local athletic programs to continue to thrive and grow. We also know that tax dollars can only stretch so far. As such, we have assembled a team of community volunteers who are giving of their time and money as we embark on this effort. We are confident that together we can reach our campaign goal.

Please take a few moments to review this brochure. We are confident you will agree that this campaign is worthy of your financial support and volunteer time. If you are interested in learning more, please call any one of us with your inquiries.

Very truly yours,

Barbara Andrews      Kevin Dolan  
Robert Enck            Joseph Murphy

## History of the Foundation

**In 1989**, the Elizabethtown Area School District partnered with a group of volunteers to form the Elizabethtown Area School District Scholarship Foundation. In its early years, the Foundation's main purpose was to encourage the educational achievements of high school students by providing scholarships and financial assistance for the higher education of deserving graduates.

Over the years, the Foundation evolved to support more than just graduating seniors. The Foundation's new mission is to secure funding and award monies that will enrich and enhance learning in the District and help prepare students for the 21st century. The Foundation now funds programs and services that supplement and are outside the normal operations of the District in the areas of academics, the arts, and extra-curricular activities, as

well as continuing to award scholarships to high school students. The cornerstone of the Foundation's mission is its Educational Classroom Grant Program, which was launched in 2008. This program awards funds to teachers to implement innovative and unique programs in the classroom. Since the program's inception, the Foundation has awarded over \$31,000 in grant money to educators throughout the District.

The Foundation's continued association with the school district, which now totals over 20 years, allows businesses, alumni, and residents with an interest in the quality of education delivered by the Elizabethtown Area School District to make a tax-deductible gift to the Foundation and help make a difference in the life of a student.

# Reasons for the Campaign

**The Elizabethtown Area School District** firmly believes that athletics are a key building block in the development of our children. As such, the District offers an array of athletic programs for high school and middle school students. The cornerstone of the Campaign is the goal of providing a first-class athletic experience for all District students and to provide opportunities for a healthier, more active lifestyle to the greater Elizabethtown community. Athletics provide a strong foundation on which to build a well-rounded lifestyle. Athletic competition and exercise benefit us all socially, personally, physically, and academically.

**Students who participate in athletics learn valuable life lessons such as:**

- Leadership Skills
- Strategic Thinking
- Relationship Skills
- Time Management
- Attitude Control
- Teamwork
- Self-Discipline

Complementing the immediate benefits of exercise and sports participation - better fitness, reduced stress, greater self-confidence, and improved healthy habits - participation in athletics provides benefits beyond the obvious:

- Better School Attendance
- Higher GPA and Graduation Rates
- Fewer Disciplinary Problems in School
- Greater Success in College
- Positive Body Image in Younger Women
- Less Likely to Experience Depression
- Increased Self-Esteem
- Lower Teenage Pregnancy Rates

Currently, the overuse of existing District athletic fields, coupled with an ever-increasing demand for more access, has created an environment that is overwhelmed and unsustainable. Seventeen fall and 15 spring sports, as well as a multitude of other groups including physical education classes, the marching band, and community associations use the fields. The District seeks to rectify this problem by installing synthetic turf on two fields (Thompson Field and Jane Hoover Field), repairing the track and field complex, and replacing the tennis courts.



## Noteworthy Athletic Statistics

- Elizabethtown has over 650 student-athletes competing annually in at least one sport.
- 17 fall and 15 spring sports utilize Elizabethtown Area School District athletic fields.
- Cumulative participation in Elizabethtown Area athletic programs totals nearly 1,100 student athletes.
- Elizabethtown hosts over 175 athletic competitions annually on District fields.
- Physical Education classes, marching band, and community recreational groups utilize District fields throughout the year. More than 450 total events are hosted annually on District fields.
- More than 500 youth involved with community organizations practice and compete on District fields.

# Financial Accountability

Synthetic Field Improvements – Jane Hoover Field .....	\$ 1,157,287
Synthetic Field Improvements – Thompson Field .....	812,800
Contingency/Traffic Maintenance/Bonding & Insurance .....	542,184
Tennis Court Demolition & Construction .....	458,499
Synthetic Track Improvements – Thompson Field .....	411,648
Professional Fees .....	146,896
Stadium Entrance Improvements .....	73,220
Endowment .....	50,000
Shot Put/Javelin/Discus Area .....	47,466
<b>Campaign Goal .....</b>	<b>\$ 3,700,000</b>



## Range of Giving

<b>Number of Gifts Needed</b>	<b>Size of Gift</b>	<b>Total</b>	<b>Cumulative Total</b>
1	\$500,000	\$500,000	\$500,000
2	250,000	500,000	1,000,000
4	100,000	400,000	1,400,000
10	50,000	500,000	1,900,000
20	25,000	500,000	2,400,000
40	10,000	400,000	2,800,000
80	5,000	400,000	3,200,000
Many less than	\$5,000	\$500,000	\$3,700,000

## Why should I contribute to the Capital Campaign when I already pay school taxes?

Contributing to the Capital Campaign will allow the Foundation to raise funds privately to supplement, not supplant, capital improvements that tax dollars cannot provide. The Campaign funds will be used to improve school district athletic facilities with no impact on the District's millage rate. The identified projects will not only benefit school district programs but also many community youth programs and their participants.



## Why should I contribute to the Capital Campaign when I no longer have children in school?

Contributing to the Capital Campaign will provide the Foundation with funds for use in improving school district athletic facilities for the benefit of the greater Elizabethtown community, not just the school district. The much needed upgrades will help to ensure the fields are safe and accessible to not only District programs but also the many community groups like GEARS and the Boys Club that regularly use them for years to come. As such, giving to the Campaign is an investment in a diverse group of local organizations and in our community's future.

## Is a Capital Campaign goal of \$3,700,000 realistic?

Yes. While the goal is ambitious, the Elizabethtown Area Education Foundation and nearly 50 community volunteers are committed to ensuring the \$3.7 million Capital Campaign goal is achieved. The volunteers working on behalf of the Foundation are advocates for the Campaign and are working to ensure broader community involvement, increasing the likelihood of a successful Campaign. A five-year pledge period is available to meet everyone's philanthropic endeavors.



## Is my gift to the Elizabethtown Area Education Foundation Capital Campaign tax-deductible?

Yes, The Elizabethtown Area Education Foundation is registered as a 501(c)(3) non-profit organization. Gifts of cash and appreciated securities to the Foundation as part of the Capital Campaign are tax-deductible to the extent allowed by IRS regulations for charitable donations.



ELIZABETHTOWN AREA  
HIGH SCHOOL / MIDDLE SCHOOL  
COMPLEX

EAST HIGH STREET SR-4008

SCHOOL LANE

GALLERY LANE

A

BEARS

E-TOWN

POTENTIAL STORMWATER  
MANAGEMENT AREA

*Investing in* Our Children, Our Community,



Our Future

## Stadium Area Improvements

### ***New Stadium Entrance***

- New Parking Lot Drop Off Area
- Stadium Entry Plaza
- New Ticket Booth Locations

### ***Stadium Field***

- New Synthetic Field (Infill)
- New Track Surface
- Pedestrian Traffic Flow Improvements

### ***New Tennis Courts***

- 6 Regulation Tennis Courts
- Viewing Plaza

### ***New Parking Area***

- 128 Standard Parking Spaces
- 4 Handicap Parking Spaces

## Jane Hoover Field

### ***Jane Hoover Field***

- New Synthetic Field
- New Bleachers (800 Seat)
- New Fencing
- Stadium Lighting
- Pedestrian Access

### ***Field Event Area***

- Shot Put (2)
- Discus
- New Fencing

Elizabethtown Area  
Education Foundation



## May I give a gift “*In Memory Of*” or “*In Honor Of*” a friend or loved one?

Yes. The Capital Campaign presents an excellent opportunity to give a gift *In Memory Of* or *In Honor Of* a loved one. Many parents, grandparents, and friends give a gift *In Honor Of* their children or grandchildren. *In Memory Of* gifts provide family members with an opportunity to honor the memory of departed loved ones. It also is an excellent time to leave a legacy gift by “naming” a building or stadium structure to assure the family name will continue in perpetuity.



## Why an “Athletic” Campaign?

Currently, the overuse of existing District athletic fields, coupled with an ever-increasing demand for more access, has created an environment that is overwhelmed and unsustainable. The District seeks to rectify this problem by installing synthetic turf on two fields, repairing the track and field complex and replacing the tennis courts.

## What is the overall community benefit of the Capital Campaign?

Community groups will benefit by having better and safer fields to use for community group contests. Currently, the District can only allow community football and soccer groups to use the fields sporadically in order to preserve the fields for school district use. However, turf fields can be used at all times and are not affected by rain, so community groups will have much greater access to the fields for their contests.



# Campaign Naming Opportunities

<b><u>Naming Opportunity</u></b>	<b><u>Requested Amount</u></b>
Athletic Complex.....	\$ 1,000,000
Stadium .....	500,000
Thompson Field.....	RESERVED
Stadium Scoreboard .....	RESERVED
Jane Hoover Field .....	RESERVED
Walking Trail .....	100,000
Baseball Fields (2) .....	100,000 each
Tennis Complex.....	RESERVED
Courts 1 & 2.....	20,000 each
Courts (4) .....	10,000 each
Track – 8-Lane.....	75,000
Each Lane .....	10,000 each
Parking Lots.....	50,000 each
Thompson Field Concession Stand .....	75,000
Main Press Box .....	50,000

<b><u>Naming Opportunity</u></b>	<b><u>Requested Amount</u></b>
Ticket Booths .....	25,000 each
Jane Hoover Field (1) .....	
Thompson Stadium (4) .....	
Necessary Rooms .....	25,000 each
Daubert Gymnasium (2) .....	
Scoreboards (6) .....	25,000 each
Landscaping .....	25,000
Trees.....	5,000 each
Handicap Accessible Section .....	25,000
Stadium Lighting.....	25,000 each
Thompson Field (1) .....	
Jane Hoover Field (1) .....	
Baseball Dugouts (4) .....	25,000 each
High School Team Locker Room.....	25,000
High School Training Room .....	25,000
Filming Platform/Crows Nest .....	25,000

<b><u>Naming Opportunity</u></b>	<b><u>Requested Amount</u></b>
Equipment Rooms	
Large (1).....	25,000
Small (1).....	10,000
Players Benches.....	10,000 each
Thompson Field (1) (1 RESERVED)	
Jane Hoover Field (2)	
PA Systems (3).....	10,000 each
Stadium Bleachers (Each Row).....	10,000 each
Thompson Field	
Jane Hoover Field	
Officials Rooms (2) .....	10,000 each
Flag Poles (2) (1 RESERVED).....	10,000 each
Goal Posts (2) .....	10,000 each
Bleachers .....	5,000 each
Benches.....	5,000 each
Mat Hoist (2) .....	5,000 each
Endowment .....	50,000

## Is the Elizabethtown Area School District Board of Education supportive of the Capital Campaign?

Yes. The Elizabethtown Area School District Board of Education fully supports the Capital Campaign. In addition, numerous Board members are serving on the various volunteer committees throughout the Campaign helping the Foundation raise the \$3.7 million needed to complete the field improvements. The Board is also supporting the campaign by providing the funding for campus infrastructure items, such as storm water management and expanded parking, that are part of the District's overall campus master plan.





# School Naming Opportunities

**Naming Opportunity**      **Requested Amount**      **Naming Opportunity**      **Requested Amount**

**High School**

Gymnasium .....	RESERVED
Auditorium .....	\$500,000
Administration Building .....	250,000
Library .....	250,000
Cafeteria .....	100,000
Lobby .....	50,000
Large Group Instruction Room .....	50,000
Administration Board Room .....	50,000
Superintendent's Office .....	25,000
Donor Recognition Plaque .....	10,000

**Middle School**

Cafeteria .....	50,000
Main Lobby .....	25,000

**Elementary Playgrounds (2)**

Hard Surface Playground (1) .....	25,000
Soft Surface Playground (1) .....	25,000

**Bear Creek School**

Library .....	50,000
Gymnasium .....	50,000
Music Room .....	25,000
Cafeteria .....	25,000
Science Lab .....	25,000
Administration Office .....	10,000
Scoreboard .....	10,000
Bleachers .....	5,000 each

## How will the Endowment fund be used?

The Capital Campaign will establish an endowment fund that will be used by the Foundation to support its Educational Classroom Grant program. The Foundation has awarded over \$31,000 in educational classroom grants the last two years to support innovative and creative programs in every school in the Elizabethtown Area School District. The programs supported by the Foundation have enhanced learning in the classroom above and beyond what normally occurs.



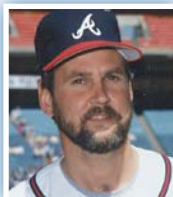
# Campaign Leadership



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Phil Daubert  
*Honorary Chair*



Gene Garber  
*Honorary Chair*



Jane Hoover  
*Honorary Chair*



Richard Miller  
*Honorary Chair*



Dr. Michael Worman  
*Foundation President*



Dr. Amy Slamp  
*Superintendent*



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Robert Enck        Joseph Murphy

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Jeremy Adams	Scott Kingsboro
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Meade Bierly	Amy Livingston
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Mike Cottle	Shane Piper
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Dave Dolan	James Sostack
Robert Dolan	John Spittal
Debbie Dupler	Steve Stouffer
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Barbara Andrews  
Shirley Deichert  
Robert Enck  
Bernadette Hohenadel  
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*I've been involved with E-town area athletics since the 1950s in many capacities including as a player, coach, and fan. I am very proud to be a part of the rich heritage associated with our sports programs. It is obvious that the Investing in Our Children, Our Community, Our Future Capital Campaign is an outstanding initiative designed to enhance our fields and enable our students to play their very best on fields they can be proud of. This campaign is not for us but from us. It's an investment in our children and their overall education. Now is the time for each of us to do our part and add to the foundation built by previous generations.*

– Jack Cassebaum

A copy of the official registration and financial information of the Elizabethtown Area Education Foundation may be obtained from the Department of State by calling toll-free, within PA, 1-800-732-0999. Registration does not imply endorsement.