

THE GREEN DRAGON FOUNDATION

VISION 2020: OUR CHILDREN – OUR FUTURE Campaign

Case for Support

Executive Summary:

THE LEWISBURG AREA SCHOOL DISTRICT

The Lewisburg area is fortunate to have a school system that has been a source of pride in the community for generations. Our schools are immensely important local assets that make the community attractive to businesses and new residents. Lewisburg area schools are known for high quality teaching, diverse athletic and extra-curricular activities, high-level test results and outstanding college placement.

Yet, despite this consistent success, the school district faces challenges. A funding environment limited by unpredictable government support has made it prohibitive for both programmatic and capital advancement. While the district is blessed with steady employment, it is constrained in its tax base by a lack of commercial enterprise in favor of government and not for profit employers. Further, the district was operating for many years with a high school facility that was inadequate to meet the 21st century learning needs of our students and did not meet the current state mandated standards for effective teaching environments. Yet, **challenges often present opportunities.**

THE GREEN DRAGON FOUNDATION

Founded in 2008, the Foundation is an independent, nonprofit 501(c)(3) organization whose mission is to “**provide and direct funding for the realization of educational, cultural and athletic programs, and capital improvement projects**, for the enrichment and enhancement of the students of the Lewisburg Area School District.”

To further its support of programmatic priorities within the LASD and to enhance existing and planned capital projects, the foundation embarked on an ambitious multi-year comprehensive campaign to raise \$2.5 million.

THE CAMPAIGN, VISION 2020: OUR CHILDREN – OUR FUTURE

The Campaign seeks support through gift commitments for capital improvements, long-term investment through endowment, and multi-year support of programs. The Foundation seeks to raise support in four main areas. These are: Annual Foundation Support, Capital Enhancements for new high school construction, Program Endowments and Outright Program Support (annual “pass through” gifts). **The total goal for the campaign is \$2.5M.**

The VISION 2020: OUR CHILDREN – OUR FUTURE Campaign offers donors a variety of naming opportunities never before offered within the school district. Working closely with the LASD School Board and school administration, the Foundation has been granted exclusive rights to offer naming opportunities within the new high school. The Foundation is also offering naming opportunities with programmatic endowments.

VISION 2020: OUR CHILDREN – OUR FUTURE and YOU!

With your support, The Green Dragon Foundation seeks to provide our students with leading edge facilities and an advanced curriculum that will create an enriching educational environment where students can grow, learn and thrive. Gifts from concerned individuals and families, businesses, organizations and foundations become investments in children, in our future and in the Lewisburg community.

VISION 2020: OUR CHILDREN – OUR FUTURE CAMPAIGN, WHY NOW?

Because our help is needed NOW. Your gift is needed NOW. Together we can make a difference and the time is NOW. The district completed construction of its new high school in December 2016 and NOW is the time to help make it the best learning environment for our students and faculty.

Together, we are making the best, better...

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THE LEWISBURG AREA SCHOOL DISTRICT

The Lewisburg area is fortunate to have a school system that has been a source of pride in the community for generations. **Our schools are immensely important local assets that make the community attractive to businesses and new residents.** Lewisburg area schools are known for high quality teaching, diverse athletic and extra-curricular activities, high-level test results and outstanding college placement. The district is also known for high quality, thoughtful engaging school administration which has become the focal point as the district has undertaken a bold new strategy of program and capital enhancement.

The Lewisburg Area School District (LASD) is a learning community that prepares every child individually to meet the challenges of today and tomorrow. Its daily mission is to provide all students with a safe, respectful, and challenging learning environment that is student-centered, personalized, data-guided, and supported through appropriate technologies and shared leadership. **The district, in partnership with the greater community, will ensure an education that will enhance the viability of our region.**

VISION 2020, the district’s strategic plan, represents the priorities of the Lewisburg community as articulated by the 200+ stakeholders who participated in its original development, as well as those who participate in periodic reviews. This shared vision goes well beyond state requirements. It speaks to the many aspects of schooling that will create a blueprint for educating every child, individually, to meet the challenges of their future. The 21st Century learning community the district is creating is the foundation that makes LASD one of the best school systems in the nation. An important piece of VISION 2020, an extensive Master Facilities Plan was adopted by the LASD school board in November, 2010.



In nearly every measure – scores on state and nationally mandated tests, rankings, student placement in academic, athletic and artistic competition, teacher recognition, etc. - LASD excels. The district was recently ranked as a **US News Silver Medal School for the third time** and Best Community for Music in the U.S. for the fourth consecutive year. LASD was also ranked in the top 5% of 500 districts based on PSSA Exams score for five consecutive years. Our elementary school has been recognized as High Achieving Title I school by the PA Department of Education and our middle school has been nationally ranked first in the state for eighth grade math on the PSSA exam.

In short, our school district is thriving!

Yet, despite this consistent success, the school district faces challenges. A funding environment limited by unpredictable government support has made it prohibitive for both programmatic and capital advancement. While the district is blessed with steady employment, it is constrained in its tax base by a lack of commercial enterprise in favor of government and not for profit employers. Further, the district was operating for many years with a high school facility that was inadequate to meet the 21st century learning needs of our students and did not meet the current state mandated standards for effective teaching environments. Yet, **challenges often present opportunities.**

“We have an A-1 music department and science program with inadequate space. The entire interior is inadequate and must be updated for every aspect of learning. We are growing and need to meet the advanced needs of the future.” ~Bob Donehower, LHS '36

THE GREEN DRAGON FOUNDATION

The Green Dragon Foundation (GDF) is in a unique position to help realize the Vision 2020 strategic plan by enhancing programmatic efforts and improving planned capital projects.

Founded in 2008, the Foundation is an independent, nonprofit 501(c)(3) organization whose mission is to **“provide and direct funding for the realization of educational, cultural and athletic programs, and capital improvement projects,** for the enrichment and enhancement of the students of the Lewisburg Area School District.” Its 27-member board is comprised of individuals from local business, and the legal, medical, and education sectors of the Lewisburg community united in their passion for continuing the excellence of the LASD.



The Foundation supports students and faculty across the district by promoting, sponsoring, and encouraging educational activities. By continuing to strengthen our outstanding schools, **The Green Dragon Foundation is enhancing the health of our town and surrounding areas.** The Lewisburg area is a community of incredible people – parents, teachers, school administrators, community leaders and alumni, committed to assuring that a quality, public education is available to every student in our community. The Foundation believes that by investing in education, we are investing in our future.

“What’s special about this community is that they really value education. They want good things for their children and take pride in the district. Our schools improve property value and attract businesses. If people who are interested in coming to work here don’t think there’s a good school system, they’ll go work somewhere else. It all works together-it’s a symbiotic relationship.”

~Dr. Mark DiRocco, Retired Superintendent, LASD

Since its inception, the Foundation has built a professional fundraising operation attracting the support of over 1,200 donors, and **has given more than \$940,000 in supplemental funding to the school district.** The generosity of the Foundation Board has covered the majority of operating expenses while supporters have made a significant difference for the children of Lewisburg. The Foundation’s original vision of funding that is big, bold and broad has manifested itself to include:

- Sponsoring **Link Crew**, a proven middle school to high school transition program
- Equipping **21st Century Classrooms** with learning technology that increases achievement
- Underwriting district-wide **special needs and student support programs** to ensure every child’s needs are met
- Enabling **art program enhancements** at the high school , Kelly Elementary and Linntown Intermediate that stimulate creativity
- Supplying **musical instruments for the middle school lending library** so all children have the opportunity to play a musical instrument regardless of their circumstances
- Purchasing **inquiry-based science kits and advanced science laboratory equipment for K-12** students to experience hands-on learning opportunities that develop critical thinking skills



“Science equipment has given students a hands-on opportunity to improve their knowledge of science. This has resulted in students participating in more independent studies and opened up opportunities for advancement in science. LASD scored highest in the state for science.” ~David Himes, Ret. Principal, LAHS

Under the direction of its president, R. Brooks Gronlund and its Board of Directors, The Green Dragon Foundation has built a positive working relationship with the LAHS Alumni Association and other important school support groups like the Lewisburg Green Dragon Sports Booster Club and the Lewisburg Elementary PSA (Parent Student Association). From modest beginnings, the Foundation has grown to be a force in providing direct support to LASD. The Foundation has established **‘The 1885 Society’** to receive bequests, and developed an **endowment program** to provide even greater philanthropic support of the district.

To further its support of programmatic priorities within the LASD and to enhance existing and planned capital projects, the foundation embarked on an ambitious multi-year comprehensive campaign to raise \$2.5 million.

The Campaign, VISION 2020: OUR CHILDREN – OUR FUTURE

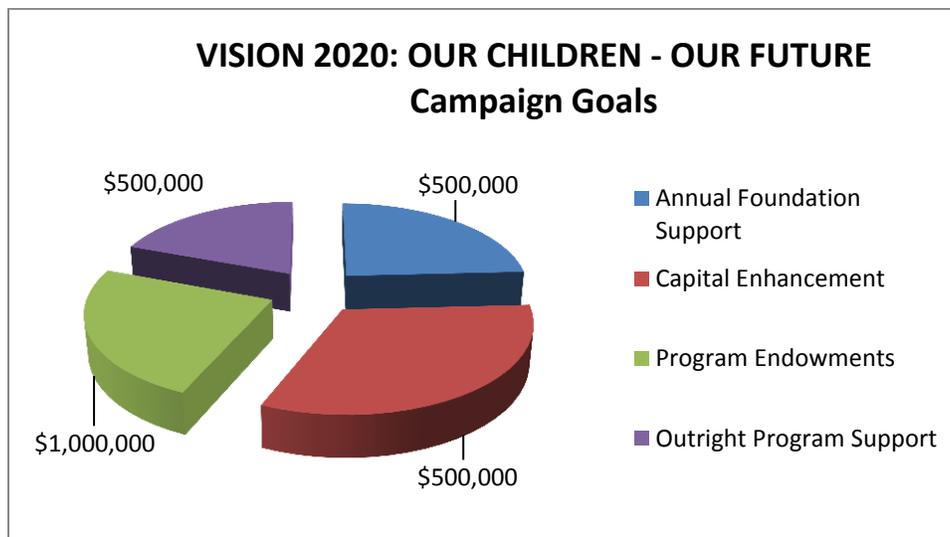
The **VISION 2020: OUR CHILDREN – OUR FUTURE Campaign** seeks support through gift commitments for capital improvements, long-term investment through endowment, multi-year support of programs and, in partnership with the LAHS Alumni Association, additional funding for scholarships.

As options for new curricula expand, as technology advances, and as faculty learn of new techniques and resources to use in the classroom, our educational opportunities broaden and deepen. The Green Dragon Foundation has worked closely with the LASD in aligning its strategic goals with that of the District. To that end, **the “VISION 2020: OUR CHILDREN – OUR FUTURE” Campaign integrates seamlessly with LASD’s strategic plan to guide the education of the next generation of students in our community.**

“We can augment higher critical thinking and problem solving skills with a computer or an iPad better than we ever could with paper and pencil or textbooks. Computers are the tool of today’s workforce. If our students are going to be competitive in the region, state, nation or even internationally, they better know how to use technology because our international counterparts are leading the charge with technology.” ~Dr. Mark DiRocco, Retired Superintendent, LASD

Under the VISION 2020 platform, the Foundation has worked cooperatively with the District to develop funding opportunities to augment existing program priorities and enhance infrastructure beyond what the District is capable of doing on its own. **In so doing, this campaign, if successful, will move the District further towards securing excellence for years to come.**

The Foundation seeks to raise support in four main areas. These are: Annual Foundation Support, Capital Enhancements for new high school construction, Program Endowments and Outright Program Support (annual “pass through” gifts). The total goal for the campaign is \$2.5M.



Annual Foundation Support

The Foundation seeks to raise significant resources in basic foundation support. Foundation operations have been supported primarily through its Board of Trustees. The Foundation seeks to continue this practice while asking donors to consider comprehensive commitments toward programmatic/capital projects with some support for the Foundation. A strong and vibrant Green Dragon Foundation is critical to the continued success of supporting LASD.

Capital Enhancements

The Green Dragon Foundation supported the District's plan for a new high school facility. While the District worked hard to optimize financing for the building project and minimize the burden on district taxpayers, the Foundation wishes to enhance the District's efforts in several ways.

By enhancing *planned Phase I interior facilities* in the new high school such as:

- Equipping each new classroom as a **21st Century “smart classroom”** with the latest technology available for learning environments.
- Upgrading science classroom facilities into **state of the art science labs**.
- Augmenting choral and instrumental music classrooms with acoustic enhancements and technology turning basic classrooms into **musical learning environments** ensuring the vibrancy of our highly acclaimed programs for our students.
- Transforming the art classrooms into **LAHS Art Studios**.



By supporting *exciting Phase II-IV exterior facilities* that will only be completed through private contributions such as:

- **Constructing athletic fields** to accommodate nearly all of the district's 24 varsity sports on the district's 200+ acre campus to include two soccer fields, multi-use fields, tennis courts, track, multi-use stadium and baseball/softball complex.
- Building an **outdoor learning center** for students to experience hands-on environmental learning.
- Creating a community accessible **“Dragon Trail”** walking/jogging path, nature trail.

Program Endowments

Through the campaign, the Foundation is **increasing its focus on matching donor interests to the academic, arts, athletic and support program opportunities** that exist throughout the district. To accomplish this goal, the Foundation will seek support for program specific endowments, both general and named, the income from which will support LASD programming for the life of the fund. Examples of general endowments include:

- GDF Endowment for 21st Century Classroom
- GDF Endowment for Athletic Programs & Facilities
- GDF Endowment for Business, Economics and Entrepreneurism
- GDF Endowment for Educational Programs
- GDF Endowment for Health & Wellbeing
- GDF Endowment for Performing & Visual Arts Programs
- GDF Endowment for STEM (Science Technology Engineering Math) Programs



“Gifts from The Green Dragon Foundation allow students to have the high quality experiences and learning opportunities in the arts that we know lead to successful, well-rounded individuals. Without these types of gifts and support from our

community we cannot sustain our programs, such as the spring musical.”

Outright Program Support

The Green Dragon Foundation will also seek outright (annual) support for specific, approved programming within the district. Gifts to programs will go toward direct budget enhancements on an annual basis. The Foundation works closely with the district in order to align donor intentions with program needs and desires of the district.

Scholarships

While the Foundation does not raise money directly for student scholarships, it does support the efforts of The Lewisburg Area High School Alumni Association in its efforts to build endowment funds to provide meaningful college scholarships to deserving LAHS seniors.

Naming Opportunities

The VISION 2020: OUR CHILDREN – OUR FUTURE Campaign offers donors a variety of naming opportunities never before offered within the school district. Working closely with the LASD School Board and school administration, **the Foundation has been granted exclusive rights to offer naming opportunities within the planned new high school.** The Foundation also offers naming opportunities with programmatic endowments. Naming opportunities for interested donors on both capital “Bricks and Mortar” projects and endowments will give interested donors the opportunity to associate their family name or the name of a loved one, in a very public fashion within the Lewisburg Area School District so that generations of students and parents to come will appreciate their generosity.

Legacy Gifts

The Green Dragon Foundation, through **The 1885 Society**, is accepting testamentary and planned gifts. The Foundation encourages all donors to consider making GDF part of their estate plans and to explore the concept of planned giving with foundation representatives. Legacy gifts allow donors to maximize their giving to the campaign and, most importantly, leave a legacy of support for district children of future generations. Please consider what you might do to support GDF in your plans.

“Everybody should leave a legacy behind... You should be able to control how you want to be remembered.” ~Richard Bingaman, LAHS '66

VISION 2020: OUR CHILDREN – OUR FUTURE and YOU!

With your support, The Green Dragon Foundation seeks to provide our students with leading edge facilities and an advanced curriculum that will create an enriching educational environment where students can grow, learn and thrive. Gifts from concerned individuals and families, businesses, organizations and foundations become investments in children, in our future and in the Lewisburg community.

The Green Dragon Foundation in cooperation with the LASD and the LAHS Alumni Association is changing the lives of children for generations to come, here in our own community and beyond as Lewisburg graduates go on to change the world. Please join us in strengthening LASD by supporting transformation opportunities for our students and confirming our community's long-term commitment to the excellence of our schools.

We hope you will consider participating in this grand effort and ask that you contact The Green Dragon Foundation to discuss the many ways you can make a difference in VISION 2020: OUR CHILDREN - OUR FUTURE!

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NOW is the time for which The Green Dragon Foundation has been preparing for the past 8+ years. Milestones include:

- In 2008, the organization was founded
- In 2009, hired its first executive director, secured office space, created its website
- In 2010, began publishing its semi-annual newsletter, The Green, and its Annual Report and Honor Roll of Donors, and sending direct-mail appeals
- In 2011, co-hosted its first annual Alumni Weekend event
- In 2012, established its first endowment
- In 2013, created The 1885 Society and conducted a campaign planning study
- In 2014, appointed a campaign planning committee to prepare for the comprehensive campaign
- By 2016, established eleven named and seven general endowments
- And along the way, the Foundation has distributed more than \$940,000 to LASD in support of its students, programs and faculty.

The Foundation has strategically developed its organization to raise significant funds through a comprehensive campaign. Everything the organization, its supporters, board of directors and volunteers have done and planned for has prepared the Foundation for NOW-to raise substantial funds to keep Lewisburg's strong programs strong, to create even greater innovative programs, classrooms and curriculum. ***Together, we are making the best, better...***