

Capital Campaign Frequently Asked Questions



RENOVATION PROJECT

1. ***What areas of the school will be included in the renovation project?***

The renovation project will include: Renovation of the primary classrooms with increased space and fixture upgrades to enhance the learning environment, along with adding primary washrooms. As well, renovations of the front entrance and administration areas, kitchen, washrooms and change rooms to enhance functionality and atmosphere, repositioning the stage area in the gym to enhance overall performance of the space and to add a performing arts practice space for band, choir and drama. Finally, the roof will be replaced with a pitched roof design over the entire school to resolve the ongoing issues with the flat roof.

2. ***Why do we need to spend money on the front entrance and administrative areas of the school? We will still be a good school and can function without it.***

Any facility needs periodic upgrades to ensure it continues to meet the changing and growing needs of those it serves. The front area of our school is currently looking tired and dated, the entryway is cramped, and the office space is not an efficient environment in which to work and converse with students, parents or visitors. It is our goal to enhance the overall functionality and atmosphere of the front of the school and create a space that is inviting and where the school community can socialize and student work can be displayed. We want to ensure the experience and appearance of our building suits the vibrant character of our school.

3. ***Does the school have a contingency plan for finding classroom options while some classrooms are under construction? What will the disruption be to the school during the construction and renovation project?***

Typically, school renovation projects see construction begin as soon as school is out and finish by the time school starts. This renovation will likely take longer than the two months of summer holidays. The five senior classrooms will remain relatively untouched. Possible interim solutions are currently being investigated.

4. Why are we renovating our old building for \$3M when we could build a new school for an additional million or two?

The cost of building a new school of the same size would cost approximately \$5 M. The Community Assessment conducted by The Dennis Group Inc. indicated that our community has the capacity and affinity to support a \$3M project. If we were to build a new facility, it would place the heavy burden of a mortgage of approximately \$2M directly onto tuition paying parents.

A few years ago when the Property Committee was exploring the possibility of purchasing another school, an engineer reviewed our existing building and declared it structurally sound. Our current location is relative to the other schools in town. We can share facilities (track, soccer fields, gym) and cooperate on other activities (Terry Fox Run, authors' visits, other programs of interest, and wetland project on the high school property) with the two other elementary schools and both high schools. Because of that collaboration, we are more visible here than what we may sometimes think.

5. We recently raised funds for the library renovations so was that a waste of money now that the library is going to be moved?

The library was completed at time when we had an insurance claim and needed to complete the project within a specific timeline. The long-term plans of the library were included in the new building design and most of the library is positioned to be easily relocated when the time comes. There will be some minor costs that will not be recovered, but they are also offset by some of the insurance claim that, in order to receive funds, we had to complete within one year of the flood damage to the old library.

6. When did the project become one large single project as opposed to a multi-phased approach and why?

The strategic plan identified four areas requiring improvement.

The construction of the pitched roof affects other areas of the building making it more feasible to have the construction project encompass all four areas in one renovation. The Dennis Group advised testing for the total amount of project, \$3M during the Community Assessment, and the study found the community entirely supportive of the project scope and the amount.

Engaging the community in one single campaign also addresses the desire of the fundraising team to avoid a level of donor fatigue. Segregating the renovation into separate phases would require multiple smaller campaigns.

7. Are there enrolment figures to justify the need for this renovation and expansion?

In general, enrolment has been quite stable and in fact is trending up. What is especially encouraging is the number of young families who are choosing to send their children to HCS.

This generation of parents is committed to providing the best for their children. We see that in the quality and variety of programs outside of school in which they enrol their children. They desire a Christian education for their children with solid academics, extracurricular options, good music or French program, program resources for children with special needs, etc. A Christian education by itself for most young families is no longer enough.

In order to stay attractive for all young families, we need to ensure our facilities are inviting and up to date; facilities that can provide a solid, basic program plus the extras, at a time when other school systems are facing cutbacks.

Upgrades to our facilities have been discussed for a long time. The “3 R’s” campaign addressed upgrades in the upper three rooms. The intention was to continue with all the rooms, but finances and other priorities took over. We are addressing needs as identified in the strategic plan with this renovation.

8. *I’m concerned this renovation project will lead to increased tuition fees. Quality Christian education needs to be affordable so we can serve as many students as possible.*

The Huron Christian School Board of Directors is committed to keeping the cost of Christian education affordable. Funds for the renovation project will be raised through the capital campaign and will not become a burden to tuition paying families.

9. *How much will we need to fundraise before the shovel can go in the ground, and when will the renovations happen?*

The Board has mandated that the building renovation will commence only when 90% of the necessary funds have been raised. In keeping with this, it is anticipated that the renovations will begin Summer 2018, however, it will depend on the pace of the campaign, the number of campaign volunteers and how quickly we can raise the necessary funds.

THE GIFT OF EDUCATION PROJECT

10. *What kinds of projects will benefit from the Gift of Education Project through the campaign?*

It is our intention to gift 10% of the funds received through the campaign to organizations that advance Christian education in developing countries. Our support will help to build schools, provide education and leadership training, and bursaries.

11. *How will it be determined which projects and countries will be the recipient of the funds?*

During the planning phase of the capital campaign the Pre- Campaign Team determined that the maximum impact of the Gift of Education Fund would be made by working with an organization with existing programming in a developing country. After some research, EduDeo was deemed to be an ideal partner fit.

12. *I'm not sure I am in agreement with the Gift of Education concept through the campaign. I/we already support similar projects on our own.*

We see the capital campaign as an opportunity to teach and demonstrate to our children and students how we too can and are called to be a blessing to others. We do appreciate that some families may already support charitable causes including those in developing countries. Therefore, we have provided the option to 'opt out' of the campaign Gift of Education Project for those who would prefer that 100% of their gift to the campaign supports the school's renovation projects.

CAPITAL CAMPAIGN

13. *What is the policy on how the funds collected will be held or invested until needed for construction?*

All campaign funds will remain in our bank account and will collect interest until they are used for the stated intent. All interest earned on these capital donations will be applied back to the capital fund.

14. *Where will the financial support come from?*

Huron Christian School has been in existence for 55 years and, with the Lord's blessing, will be around for many decades more. It is our intention through the capital campaign to include all of the generations involved at the school: past, present and future. All current and past parents, grandparents, alumni, staff, volunteers and past donors will be invited to give, as well as appropriate businesses. Certain foundations will also be approached to increase the level of support for the school and its vision.

The majority of the funding for the capital campaign will come from families who no longer have children in the school. It is our hope that they continue to recognize the impact Huron Christian School has made in the lives of their children, and will want to ensure that future families have the same opportunity as we follow the Lord's leading for the future of our school.

Although we understand the significant annual commitment of current families, they will also be invited to participate in the campaign. It is not our intent to exclude any group from having the opportunity to help build the legacy for the next 50+ years.

15. *What if the campaign does not reach the \$3M campaign goal?*

Under the leadership of The Dennis Group Inc., a Community Assessment was conducted in the spring of 2016 and it was established that the community is fully supportive of the campaign. However, if we are unable to reach our campaign goal, the building plans will be adjusted.

16. How will other campaigns within our catchment area affect the support for the Huron Christian School campaign?

It was identified through the Community Assessment that there are no other campaigns currently in our area that may affect the support to our fundraising initiative and therefore positions us well to move forward now. Should the occasion arise however, we will work with these communities to ensure our mutual success. It is God who will provide the resources necessary to see all areas of His kingdom grow.

17. How are families outside of the traditional Reformed background being encouraged to choose Huron Christian School as their educational institution of choice?

Huron Christian School is using various methods to connect with families outside the traditional church community: Pastors from all churches represented at the school are invited to our annual Pastor's lunch. We have excellent attendance. Pastors are invited to participate in our opening and our theme assemblies. They are also invited to be a part of celebrations such as our graduation program. The choir and praise teams visit local churches to participate in their worship services during each school year, and the principal regularly makes presentations.

The Promotions and Marketing Committee is currently designing a promotional information postcard about Huron Christian School for church mailbox distribution. The committee also ensures local radio ads promote various programs held at the School throughout the year: "Calling All 3 Year Olds", "Ready, Set, Alphabet", the annual musical, etc.

The greatest ambassadors for Christian education continue to be the families currently attending Huron Christian School. Families are constantly encouraged to talk about HCS with those they are in contact with in their community- at soccer, hockey, other programs, etc...

Various student outreach activities are no less important in continuing to raise the profile and visibility of the school in the community i.e. involvement with "The Day Away" program, road side clean up, volunteering at the soup kitchen, and participating in food drives for the food bank.

18. How can Huron Christian School engage and draw support from all of its supporting communities?

It is important to the Campaign Cabinet to reach all communities supporting Huron Christian School. Every effort is being made to ensure a generational and geographical cross section of the school community is represented on the Cabinet and team of canvassers. This will also include representation from the key church communities that we serve.

19. Why hire a consulting firm to help us with the campaign?

This practice is consistent with the approach taken by many other Christian schools in Ontario as like Huron Christian School, we do not have the internal expertise to run a campaign of this size. Professional

fundraisers provide extensive experience in conducting successful campaigns. They are instrumental in guiding organizations through the challenges of raising significant funds including volunteer recruitment and motivation, building and maintaining campaign momentum, and developing strong fundraising strategies to ensure the fundraising goal is met. Through their objectivity they are able to recommend the best course of action for the benefit of the organization and successful outcome of the campaign.

Huron Christian School has contracted The Dennis Group Inc., a faith-based consulting firm because of their extensive experience working with Christian schools and guiding them through the campaign process.

20. *How is the campaign progressing? How much has been raised?*

The Campaign Cabinet and Canvassers are working diligently to raise the funds as quickly as possible. We have received heart-warming support from those we have visited thus far. We will be making an announcement as to how much has been raised at the 2017 Spring Membership meeting.

21. *How will the project be communicated to the community?*

The Huron Christian School Campaign Cabinet has a detailed Communications Plan for the campaign. Overall, project communications will occur through regular monthly campaign newsletters which will provide key developments regarding the campaign efforts and building plans and progress toward our other goals. Strategic use will be made of all Huron Christian School's existing communication channels on a regular basis, including the Pink Sheet, the Link, Facebook, and the Website. It is the intention that the campaign will be profiled at certain Huron Christian School events held throughout the year. Targeted communications may be developed for specific divisions of supporters as required, for example, churches and alumni. A variety of communication methods will be employed to reach these important groups.

22. *How will the annual fundraising events be handled during the campaign?*

Our annual fundraising initiatives will continue during the campaign as we feel these provide important social gathering opportunities for our supporting community as well as support for many important operational needs throughout the year. During the Community Assessment, it was identified by the majority of interviewees that they would continue their annual support for the school, as well as provide a gift to the campaign. The campaign is in support of a special renovations project and is separate from the annual funds therefore it is our hope that our annual donors will continue their support while investing in the future of the school through the campaign.

GIFTS TO THE CAMPAIGN

23. *How much of my gift is eligible for a charitable tax receipt?*

All gifts to the capital campaign will be eligible for a 100% charitable tax receipt. This is totally unrelated to the cost of education deductions factored into tuition payments.

24. When will I receive my charitable tax receipt?

Charitable tax receipts will be issued in February of the following year. For multiple gifts or pledge payments made throughout the year, a cumulative tax receipt will be issued.

25. May we give different amounts in different years for our pledge payments?

Yes. A flexible payment plan on a pledge to the campaign can be created to best suit the financial situation of each donor. Therefore, each pledge payment can be of a different amount in any given month or year throughout the pledge payment period. The suggested pledge period is three years, but this can be adjusted to the financial situation of the donor.

26. Can I designate portions of my gift specifically to either the Gift of Education Project or the renovation project?

It is the intent that 90% of every gift to the campaign will be designated to the renovation project with 10% toward the Gift of Education Fund. While we hope that supporters will allow the campaign leadership and the Board to allocate their donations accordingly, the opportunity to 'opt out' of the 10% Gift of Education Fund is provided for those donors who would prefer 100% of their donation to be designated to the renovation project.

27. Can I donate to the capital campaign by credit card?

Yes. The School is able to accept donations made via credit card through the Canada Helps Website at www.candahelps.org. However, there is a 3.5% fee charged to the school for the use of this service.

28. What does the campaign pledge card look like?

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Online Giving

You can make a gift to Huron Christian School through debit or credit card at: www.canadahelps.org (Note: Donations made by this method will have tax receipts directly issued by canadahelps.org)

A 3.5% processing fee will be charged to Huron Christian School.

- I have not attended Huron Christian School in my life.
- I would like information on enrolling in Huron Christian School in my life.
- I (we) am a graduate of Huron Christian School.

Name: _____ Year of Grad _____

Name: _____ Year of Grad _____

Maiden Name: _____

Thank you for your support!

Your full donation is eligible for an income tax receipt

Please return pledge card & payment to:



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