

Kennard-Dale
LIGHT UP THE NIGHT



Capital Campaign

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A Message From The Chains

RAM "LIGHT UP THE NIGHT" CAPITAL CAMPAIGN

The South Eastern School District and Kennard-Dale High School have a long history of athletic success. Our shared tradition is one of high standards and excellence. We believe that athletic competition builds well-rounded students and individuals. We recognize the value of athletics: teamwork, commitment, integrity, dedication, sportsmanship, personal fitness, discipline and a strong work ethic. Our scholastic athletes represent our community with great pride. Please join us in building a new athletic facility worthy of their effort and reflective of our community, southeastern York County, and our Commonwealth.

The Kennard-Dale Sports Booster Club is working with the South Eastern School District Board of Directors in this endeavor. We seek to supplement, not supplant, their efforts. That is why the Kennard-Dale Sports Booster Club created and authorized a Stadium Campaign Committee to explore alternative funding and seek broad community support. To this end, we have embarked on a Capital Campaign to meet this need – the very first of its kind in our District. An ambitious goal of \$2,921,100 has been set.

This brochure will provide details of our efforts. It will explain the need for a new lighted, multi-purpose athletic facility and the justification of our goal and construction costs. Please take the time to review our Campaign and learn of ways you can help. A strong school is a strong community. Together we can reach our goals.

Thank you,



Ann Wilson
Campaign Co-Chair



David E. Page
Campaign Co-Chair



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

A: *Since the founding of the Republic, no individual has paid the full cost for the education of his/her children. The education of youth was considered such an important task by the founding fathers that it was considered appropriate for the entire community to bear the costs. It still is. A strong school is a strong community. The Capital Campaign will provide additional funds beyond the collective tax base. The Ram "Light Up the Night" Capital Campaign is working to enhance athletic, community and wellness opportunities for everyone in the South Eastern School District.*

MISSION STATEMENT

The Kennard-Dale Rams Sports Booster Club is committed to the belief that participation in sports programs can play a valuable role in the educational experience of student athletes by providing them with challenges and opportunities that cannot be duplicated in a classroom. The Sports Boosters pledge to support all our student athletes in their efforts to participate and excel in the sport of their choice.

RECENT ACCOMPLISHMENTS

- Provided custom-made trophy cases
- Purchased a concession building for the Kennard-Dale track
- Provided scholarships for student athletes
- Purchased video editing equipment to provide performance media for college recruiting purposes
- Completed a line of spirit wear
- Purchased a four-wheel Gator vehicle
- Provided athletic recognition banners for the Kennard-Dale Gym



The Sports Booster Club was formed in the 1970s as an umbrella organization for all Kennard-Dale sports programs. Recently, the Stadium Campaign Committee was formed to explore the funding possibilities for a Stadium Complex without increasing taxes. It is the goal of the Committee and the Boosters that our students and community residents have safe and adequate facilities comparable to other area school districts.



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

A: The Ram "Light Up the Night" Capital Campaign is working with the South Eastern School District to supplement, not supplant, capital improvements that tax dollars cannot provide. If students are to continue to excel athletically, we must provide opportunities to meet the challenges of the 21st century.



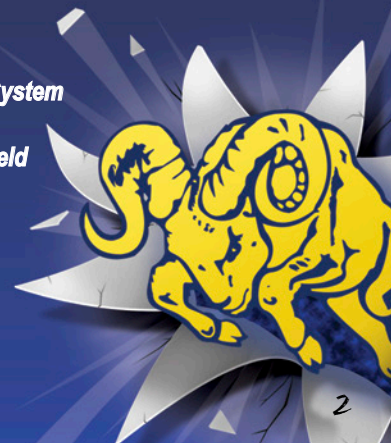
The Ram

"LIGHT UP THE NIGHT"
\$2,921,100
CAPITAL CAMPAIGN

SOUTH EASTERN SCHOOL DISTRICT

REASONS FOR THE CAMPAIGN

- **Increased, Safer Seating for Home & Visiting Teams to Accomodate Larger Crowds**
- **New Up-To-Date, Three-Room Press Box with Rooftop Viewing**
- **Stadium Lights to Enable Night Games & Activities**
- **Permanent Restroom Facility**
- **Superior Scoreboard & Sound System**
- **Synthetic Turf: Multi-Purpose Field**
- **Permanent Concession Stand**
- **ADA Compliance**



Financial Accountability of Campaign Goal

NEW ATHLETIC COMPLEX

Grandstand and Press Box	\$810,000
2,000 Home	
1,000 Visitors	
Three-Room Press Box with Viewing Platform	
Stadium Lights	\$195,000
Six (6) Pole System	
Field House	\$695,000
Concession Stand	
Restroom Facility	
Team Rooms	
Synthetic Turf	\$750,000
Site Work/Construction Fees & Permits	\$388,100
Scoreboard, Sound System, Ticket Booth, Flag Pole	\$83,000
Campaign Total:	\$2,921,100

Q: Is my gift to the Ram "Light Up the Night" Capital Campaign tax-deductible?

A: Yes, your gift is tax deductible. The Kennard-Dale Rams Sports Booster Club is registered as a 501(c)(3) non-profit organization which means that all contributions are tax-deductible to the fullest extent of the law.



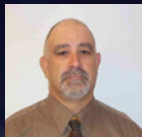
Campaign Leadership



Representative Stan Saylor
Honorary Chair



Ann Wilson
Campaign Co-Chair



David Page
Campaign Co-Chair



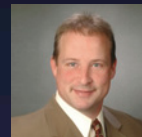
Jody Leighty, Esq.
Leadership Gifts
Co-Chair



Beverly Whiteford
Leadership Gifts
Co-Chair



Lori Wooldridge
Community Gifts
Chair



Sean Amberman
Gifts-in-Kind Chair



Robert L. Wildasin, Ed.D.
Superintendent
South Eastern School
District

Steering Committee

Sean Amberman
Matt Barr
Randy Blevins
Christine Del Grande
Theresa Geroux
Karen Graham
Jeff Halterman
Jeff Hersey
Jason Hoppes
Becky Homer
Ben Hushon
John V. Johnson
Kelly Jones
Rodney Jones
Maurice Klein
Terry Klender
Sean Lamont
Jody Leighty, Esq.
Andy Loucks
Don Marsteller
Lisa Marsteller
Gary McChalicher
Kerry McFatridge
Tom McShane
Ann Mulder
Selina Robinson
Jill Schulz
Cindy Seibel
Jeff Stratmeyer
Robin Stike

William Streett
Ira Walker, Jr.
William Ward
Beverly Whiteford
William Wilson

Kennard-Dale Sports Boosters & Capital Campaign Committee

Sean Amberman
Theresa Geroux
Jim Hornbarger
Kelly Jones
Rodney Jones
Maurice Klein
Sean Lamont
Jody Leighty, Esq.
Ralph Marston
Gary McChalicher
David Page
Selina Robinson
Jill Schulz
Cindy Seibel
Beverly Whiteford
Ann Wilson
William Wilson

Athletic Director
Gary McChalicher

Board of School Directors

Ralph Marston, President
Tonia Wright, Vice President
Paula K. Denton, Secretary
Mary Childress, Treasurer
Anna Bickford
Mary Hyson
Millard Neale
Ruth Ann Robinson
Traci Stauffer
Robert L. Taylor
Jennifer Tobias

Photography

Marston 24 Photographs
www.marston24.com

Brochure Design

Jarvis Green Design & Marketing
www.jarvisgreendesign.com

Brochure Printing

Velocity Color
www.velocitycolor.net

Fundraising Counsel

The NCS Group, Ltd.
2109 Market Street
Camp Hill, PA 17011
717.920.2010
www.ncs-fundraising.com

Q: Why was the decision made to construct a new stadium on the existing track field instead of on the football field?

A: After several construction options were reviewed, it was determined that the cost to renovate and add lights to the current stadium was equal, if not more, than the cost to construct a new stadium. By utilizing the current track and field site, the construction of a new stadium will be of greater value to the District and afford opportunities for multiple uses by additional scholastic sports and the community.

Q: How will an athletic facility with lights benefit the District and community?

A: With the installation of lights, the District will be able to host evening athletic events and expand usage and field access. Night athletic events will afford an increase in attendance and concession revenue. With coordination between the District and the community, stadium and field use can benefit the public in numerous ways from exercise and wellness initiatives to community events.



Today's Challenge...

- NO PERMANENT RESTROOM FACILITY
- LIMITED UTILITY SERVICE
- POOR LOCATION RELATIVE TO PARKING AREAS
- SAFETY ISSUES WITH EXISTING GRANDSTANDS
- NO STADIUM LIGHTING
- OUTDATED SCOREBOARD
- INADEQUATE SOUND SYSTEM
- OUTDATED CONCESSION STAND
- NOT ADA COMPLIANT
- SAFETY ISSUES WITH PROXIMITY TO MAIN STREET

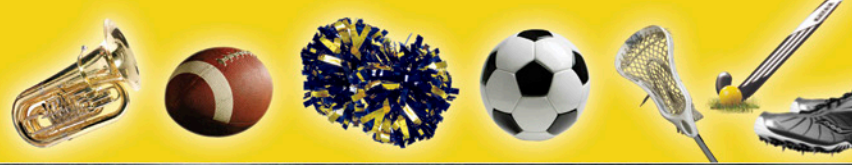


Above: New seating facilities would include closed risers on stairs and under seating. Railing systems would utilize safety mesh between top and bottom rails.

Q: What happens if the goal is not met?

A: In this event, the Stadium Campaign Committee will determine the best use of the available funds based on projects completed to date and remaining facility needs.

...Tomorrow's Solution



FIELD HOUSE,
CONCESSION STAND
& RESTROOMS

STADIUM LIGHTS TO
"LIGHT UP THE NIGHT"
FOR NIGHT ACTIVITIES!

INCREASED, SAFER SEATING
CAPACITY UP TO 1,000 FOR
VISITING TEAM FANS!

THREE-ROOM PRESS
BOX WITH ROOFTOP
VIEWING AREA

INCREASED, SAFER SEATING
CAPACITY UP TO 2,000 FOR
HOME TEAM FANS!

SYNTHETIC TURF TO
IMPROVE FIELD FLEXIBILITY
FOR MULTI-PURPOSE USAGE

KENNARD-DALE HIGH SCHOOL
ATHLETIC FIELD | FIELD HOUSE | GRANDSTANDS

MANN'S WOODWARD STUDIOS
ARCHITECTURE + MASTER PLANNING

410-344-1460

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Range of Giving Chart

MANY OPTIONS TO SHOW YOUR SUPPORT



A "Light Up The Night" fundraiser was held during a night game hosted at North Harford High School on October 22nd, 2010. Shown above are the Rams Cheerleaders donating \$800, an anonymous donation of \$2,500 and a great donation from The Kennard-Dale Rams Sports Booster Club of \$10,000! Thank You All!

**EVERY GIFT
GETS US
CLOSER TO
OUR GOAL!**



Number of Gifts Needed	Size of Gift	Total	Cumulative Total
1	\$500,000	\$500,000	\$500,000
1	250,000	250,000	750,000
1	100,000	100,000	850,000
2	75,000	150,000	1,000,000
6	50,000	300,000	1,300,000
16	25,000	400,000	1,700,000
32	10,000	320,000	2,020,000
64	5,000	320,000	2,340,000
Many less than	\$5,000	\$581,100	\$2,921,100

Q: Is a Capital Campaign goal of \$2,921,100 realistic?

A: Yes. The goal is attainable if we are able to acquire volunteers to help advance Campaign fundraising. "Friends give to Friends" and "Peers give to Peers." Volunteer participation will ensure community involvement, increasing the likelihood of a successful Campaign. In addition, a strong Gifts-in-Kind phase will provide opportunities for participation beyond monetary support. A five-year pledge period is available to meet everyone's philanthropic endeavors.

Campaign Participation Opportunities



Total Pledge	Yearly Payment	Monthly Payment	Bi-Weekly Payment	Weekly Payment
\$250,000	\$50,000	\$4,166.00	\$1,923.10	\$961.53
100,000	20,000	1,666.60	769.20	384.60
75,000	15,000	1,250.00	576.92	288.46
50,000	10,000	833.33	384.62	192.31
25,000	5,000	416.67	192.31	96.15
10,000	2,000	166.67	76.92	38.46
5,000	1,000	83.33	38.46	19.23
1,000	200	16.66	7.69	3.85

**THE PLEDGE PERIOD IS FOR 5 YEARS AND IS BROKEN DOWN OVER 60 MONTHS AND 260 WEEKS.*

Q: Is there a construction prioritization for the project?

A: The South Eastern School District will prioritize all construction based on the needs of the District and the demand for access to the new athletic facility. Any prioritization will be based on sound fiscal decisions and with the best interest of the students and community residents in mind.



Naming Opportunities

LEAVE A LEGACY!

Stadium Complex	\$500,000
Field	250,000
Field House	100,000
Concession Stand	50,000
Team Rooms (2)	10,000 each
Restrooms (2)	5,000 each
Press Box	75,000
Home Bleachers	75,000
Visitor Bleachers	50,000
Stadium Lighting	50,000
Light Poles (6)	10,000 each
High School Track	50,000
8 Lanes	10,000 each
Ticket Booth	25,000
Sound System	10,000
Landscaping	10,000
Donor Recognition Plaque	7,500
Row of Bleachers	5,000
Flag Poles (3)	5,000 each
Athletic Fields:	
Multi-Purpose Field	75,000
Tennis Courts	25,000
Baseball	25,000
Softball (2)	25,000 each
Field Hockey	25,000
Community Field	25,000
Scoreboards:	
New Stadium	75,000
Baseball	10,000
Band Rooms:	
High School	25,000
Middle School (2)	10,000 each

ADDITIONAL NAMING OPPORTUNITIES ARE LISTED ON OUR WEBSITE.

Q: Does the South Eastern School Board support the Ram "Light Up the Night" Capital Campaign?

A: Yes. The South Eastern School Board has pledged full support of the Kennard-Dale Rams Sports Booster Club and the Ram "Light Up the Night" Capital Campaign. They encourage donations to improve Kennard-Dale Athletic Facilities and endorse the fundraising efforts of the Booster Association.



Q: Will any size gift be important?

A: Yes. The Ram "Light Up the Night" Capital Campaign is a community effort. Donations of any size are important to the success of the Campaign. Individual donors, corporations, service clubs and foundations can all participate. Together, we can make a difference and "Light Up the Night."



THE RAM "LIGHT UP THE NIGHT" CAPITAL CAMPAIGN *of the* SOUTH EASTERN SCHOOL DISTRICT

\$2,921,100



Donor Clubs

Golden Ram Circle	\$250,000 and above
Distinguished Rams	\$100,000-\$249,999
Blue & Gold Society	\$ 50,000-\$ 99,999
S. E. Stadium Society	\$ 25,000-\$ 49,999
Ram's Horn Club	\$ 10,000-\$ 24,999
Kennard-Dale Club	\$ 5,000-\$ 9,999
Ram Fan Club	\$ 1,000-\$ 4,999
"We Believe" Team	\$ 1-\$ 999

Gifts of \$5,000 or more will be acknowledged on a Donor Recognition Plaque.

Total pledge \$ _____ Paid herewith \$ _____

Balance \$ _____ to be paid annually semi-annually quarterly bi-weekly

Over a period of 1 2 3 4 5 years, beginning _____, _____
(Circle one) (month) (year)

Donor _____

Address _____ Email _____

City _____ State _____ Zip _____ Telephone _____

This is my personal company company matching gift.

Payment: Visa MasterCard Card # _____

Exp. Date: _____ Name on Card: _____

Please make checks payable to: **The Ram Light Up the Night Capital Campaign**

Date _____ Signature _____

Fold here to fit in #10 envelope.

Fold here to fit in #10 envelope.

Fold here to fit in #10 envelope.

All gifts are tax-deductible to the fullest extent of the law.

Please check this box if you are considering a planned gift such as a bequest, a charitable trust, annuities, a gift of life insurance, a gift of appreciated stock or property. A representative from The Ram Campaign of the South Eastern School District will contact you.

The official registration and financial information for the Ram "Light Up the Night" Campaign for the South Eastern School District may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

Commemorative Opportunities

Commemorative and memorial gifts provide an enduring tribute to loved ones and friends.

This gift is given "In Memory Of" or "In Honor Of"

Name of person to be remembered or honored

Person to be notified _____

Address _____

Naming Gift _____

Please see the Campaign brochure for a list of available Naming Opportunities.

The Ram Light Up the Night Capital Campaign
CONFIDENTIAL: Capital Campaign
P.O. Box 41
Stewartstown, PA 17363

Thank you for contributing to the success of the Ram Light Up the Night Capital Campaign!

*Be part of the team and invest in
the future of our community!*



Q: *May I give a gift "In Memory Of" or "In Honor Of" a friend or loved one?*

A: *Yes. The Ram "Light Up the Night" 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. 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.*

LIGHT UP THE NIGHT

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