

East High School Alumni Foundation



For the Service of Humanity

The Campaign for East High School



What is the Campaign for East High School?

The Campaign for East High School is a \$4 million fundraising campaign to:

- Update and expand the activities campus for outdoor athletic and arts extracurricular activities
- Expand the endowment for student scholarships

The pressing need:
Why we are requesting your support

EHS students are increasingly at a disadvantage

Our extracurricular facilities and equipment need to be upgraded, so our students can enjoy what other suburban schools offer.

Many East High School students have postsecondary education plans; however:

- > The growing cost of education is a burden our families cannot carry
- > Heavy student loan debt is not a reasonable option





The solution: *The important role you play*

Private support can give EHS students the same or better opportunities.

\$4 million is needed to bring this vision to fruition:

\$3.5 million to update and upgrade our outdoor facilities and

\$500,00 to expand the endowment for student scholarships.

Activities Campus: to improve East High School extracurricular facilities and equipment for arts and athletic programs, which lag behind comparable facilities and equipment at suburban schools



Scholarships: to provide more assistance and opportunity for students beyond graduation, including multi-year scholarships to reduce student debt



Leslie Morris, EHS Principal

"East High pride is alive and well! We have a vibrant and large student body. We have a diverse cultural experience. We have excellent teachers. What we need to continue to flourish as one of Des Moines' most revered high schools, includes enhanced facilities for extracurricular endeavors and expansion of our scholarship program, to ensure our students who wish to continue their education after graduation have opportunities to do so. These two priorities cannot be understated. We hope you will join us in these efforts to support East High students today and far into the future."



Campaign Priority

Activities Campus

The goal to expand and upgrade the activities campus is \$3.5 million.



This initiative will allow East High's athletic facilities to align more closely with those at suburban high schools. Student participation in sports, physical fitness and the arts will be enhanced by state-of-the-art facilities.

- **Multi-use field:** Create new synthetic turf field for physical education, band, soccer and football practices as well as community use – \$2 million
- **Softball and Baseball Upgrades:** Enhance dugouts and press boxes for both the softball and baseball complexes – \$500,000
- **Concessions:** Update concessions and restroom building – \$600,000
- **Scoreboard:** New football scoreboard to enhance player and visitor experience – \$400,000

Why the campaign?

This campaign and these projects are critically important to East High School's future ability to remain one of the premiere high schools in our state.

The traditions, success and pride that are East High School can only be continued if we ensure our facilities meet 21st century standards. Private support is needed because:

- > School district funding is not adequate to fully support modernizing facilities to the degree needed
- > East High School students deserve an equitable learning environment similar to what neighboring students enjoy

- 2,200+ students will utilize the field for physical education, band, football practice and soccer
- Safe and sustainable campus amenity for multiple school activities
- State-of-the-art synthetic turf providing facility equity for East High School students





Campaign Priority

Expand Scholarships

\$500,000 will help expand our existing scholarship endowment fund.

- The East High School Alumni Foundation (EHSAF) currently has an endowment fund of almost \$4.5 million.
- In 2020 the fund awarded \$186,700 in post-secondary scholarships to 87 students
- Despite this admirable trend of success, we need to increase the endowment in order to reach more students and provide more multi-year scholarships



- Allows more students to experience post-secondary education without heavy debt load
- Provides perpetual income stream, year after year, to support East High School students as they begin their post-secondary education journey
- Allows a gift made today to have impact for a lifetime

Rory Walling, EHS Scholarship Recipient

"I am now a student at Iowa State University but I continue to have a lot of Scarlet Pride! I was grateful to receive a scholarship when I graduated in 2017. East High gave me the foundation to succeed at the next level, both academically and athletically. I think a new synthetic turf field would be a great addition to the East High campus. It would benefit a lot of students and teams – band, soccer and even football, my personal favorite!"



Why is private support needed?

Raising private dollars in support of a public school typically raises this question: *Why do I need to donate when I pay taxes to support our schools?*



The answer is simple and yet complex.

East High School has benefited from large and small improvements over its long and storied history. Many improvements have been made by Des Moines Public Schools and others have been initiated by alumni. ***However, no private fundraising has been done for more than 15 years.***

While East High School continues to deliver an exceptional educational and extracurricular experience, the ability to enhance East High's physical environment and compete with suburban schools who have new facilities is difficult.

To bridge the gap in funding we must look for sources outside taxpayer support to invest in East High's future. Our tax dollars alone will not be enough. If we wish to maintain our reputation and proud history we will need to combine private funding with public funding.

- The new multi-purpose field and campus upgrades will both favorably impact physical health, academic achievement and mental well-being for the 2,200+ students served annually at East High School.
- These are important projects and ***The Campaign for East High School*** will allow us to bring these projects from “just a dream” to reality.



Tim Pearson, Campaign Co-Chair

“As a proud East High alum and long-time youth soccer coach, I feel it is critically important to “level the playing field” for our East High students. Our facilities need to be upgraded so East High students have the same opportunities as their suburban counter-parts.”

With your help, we can achieve this goal!

Your support of ***The Campaign for East High School*** will help ensure that East High continues its legacy of excellence.

This campaign will enable us to bring both exterior campus facilities up to today's standards and ensure scholarships are available for students today and far into the future.

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SCALE OF GIVING TO RAISE

\$4,000,000

Gift Range	#Needed
\$1,000,000	1
\$500,000	1
\$250,000	2
\$150,000	2
\$100,000	5
\$50,000	8
\$25,000	10
\$10,000	15
\$5,000	30
Less than \$5,000	Many

2

Ways Your Gift Can Be Made

- By check, cash or credit card
- Appreciated securities
- A pledge to be paid over 3 years
- Life income gift such as a charitable gift annuity
- Tangible personal property

3

Leaving a Legacy...Naming Opportunities

The Campaign for East High School provides the opportunity to honor individuals, families and foundations through a naming opportunity.

This is a tangible way to create a lasting legacy – honoring East High School's heritage while also supporting its future.

Naming opportunities begin at \$100,000 and we will be happy to discuss available options.

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Join Us Now

Complete a pledge form and send it to:

East High School Alumni Foundation
PO Box 696
Des Moines, Iowa 50303

For more information please contact:

Steve Taylor at 515-360-0664 or
Tim Pearson at 515-306-2690

*Gifts to the East High School Capital Campaign are tax deductible to the fullest extent of the law.
The East High School Alumni Foundation is a 501(c)(3) organization under the Internal Revenue Code.*

Steve Taylor, Campaign Co-Chair

"I am a graduate of the EHS class of 1966 and a proud third generation Scarlet. Like many of you I have many fond memories of my time at EHS and am grateful for the education I received. To give back to East we are anxious to bring much needed financial support to an appreciative school and deserving students. I hope you will share our excitement about what this campaign can mean for the future of EHS."



Committee Members

Tim Pearson and Steve Taylor, Co-Chairs

BJ Baker, Connie Fulk Boesen, Tom Hockensmith, Robert Johnson, Kathy Johnson Kahler, John Kelly,
Leslie Dahl Knudson, Pat Logan, Pat Schneider, Julie Christiansen West, Jeff White, Mike Zelenovich



The East High School Alumni Foundation

EastHighSchoolAlumniFoundation.org

