

ROOSEVELT *for Generations*



A "home away from home" for academic scholars to technical craftsmen,
from dreamers to makers, from families with generations-deep
allegiance to those with the new american dream.



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WHAT IS ROOSEVELT FOR GENERATIONS?

Roosevelt for Generations is a \$5 million fundraising campaign and collaborative effort between the Roosevelt High School Foundation and Des Moines Public Schools to:

- ▶ **Address current facility needs and innovative ways of learning – a vision that is beyond walls and beyond books**
- ▶ **Provide the necessary resources to support 21st century standards**
- ▶ **Respond to the needs of a diverse and growing student body, now numbering more than 2,000**
- ▶ **Continue the high standards of excellence which are the fabric of Roosevelt High School**

\$6.4 million is needed to bring this vision to fruition:

\$1.4 million from Des Moines Public Schools and \$5 million in private support from Roosevelt families, alumna and supporters.

“

Roosevelt has been near and dear to our family for 3 generations. We believe it is important to support *Roosevelt for Generations*, so that other families, just like ours, can continue to benefit from Roosevelt’s commitment to and history of excellence.”

**CHUCK & JANET BETTS,
CLASS OF 1950,
HONORARY CAMPAIGN CABINET**

THE PROJECTS

CAMPUS UPGRADES

Create a multi-purpose field for physical education, band and athletic activities as well as community use.

INTERIOR FACILITIES

- ✦ Create a multi-media center that supports current and evolving needs in technology, communications and 21st century learning
- ✦ Upgrade science labs to enhance STEM initiatives
- ✦ Enhance family and consumer science classroom (FACS) to expand programming

ENDOWMENT

Create an endowment to address needs above what public funding can provide; to assist students in need; and to support teachers with innovative endeavors.

WHY?

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

The traditions, success and pride that are Roosevelt can only be continued if we ensure our facilities meet 21st century standards.



“No matter whether it be academic or extracurricular pursuits, Rider Pride continues to flourish and grow in today's student body – yet the challenges to sustain this level of excellence are monumental. The importance of improving Roosevelt's physical facilities to enhance programming cannot be understated. We need the community's help to transform our learning environment into the best learning environment for students today and into the future.”

**KEVIN BIGGS, PRINCIPAL,
THEODORE ROOSEVELT HIGH SCHOOL**

CAMPUS UPGRADES

MULTI-PURPOSE FIELD

The multi-purpose field is one of Roosevelt's most heavily utilized amenities. It is home to:

- ✦ Outdoor physical education classes
- ✦ The state's largest marching band, numbering over 200 musicians
- ✦ A re-emerging football program
- ✦ A growing soccer program
- ✦ A storied track and field program

The current field, with natural turf, is negatively impacted by heavy use and inclement weather which has resulted in an uneven, unsafe surface.

Exterior campus renovation will include:

- ✦ **New field with synthetic turf**
- ✦ **New track surface**
- ✦ **Fencing**
- ✦ **Sidewalks**
- ✦ **Signage**
- ✦ **Landscaping & beautification**

GOAL: \$3.6 MILLION

\$3 million from
campaign fundraising

\$600,000 from
Des Moines Public Schools





IMPACT

- ✓ 2,000+ STUDENTS WILL UTILIZE THE FIELD for Physical Education, Band, Track, Football, Soccer
- ✓ SAFE, SUSTAINABLE campus amenity for multiple school activities
- ✓ State-of-the-art synthetic turf and track, providing FACILITY EQUITY for Roosevelt students

INTERIOR FACILITIES

MULTI-MEDIA CENTER

- † Interactive space with updated technology, computers and resources to create a state-of-the-art learning environment
- † Flexible spaces for group activities and student meetings
- † Quiet "pods" for individual study
- † Essential connectivity, technologies and presentation tools

SCIENCE LABS

- † Lab counters with acid resistant composite
- † New sinks
- † Upgraded gas system
- † Enhanced technology

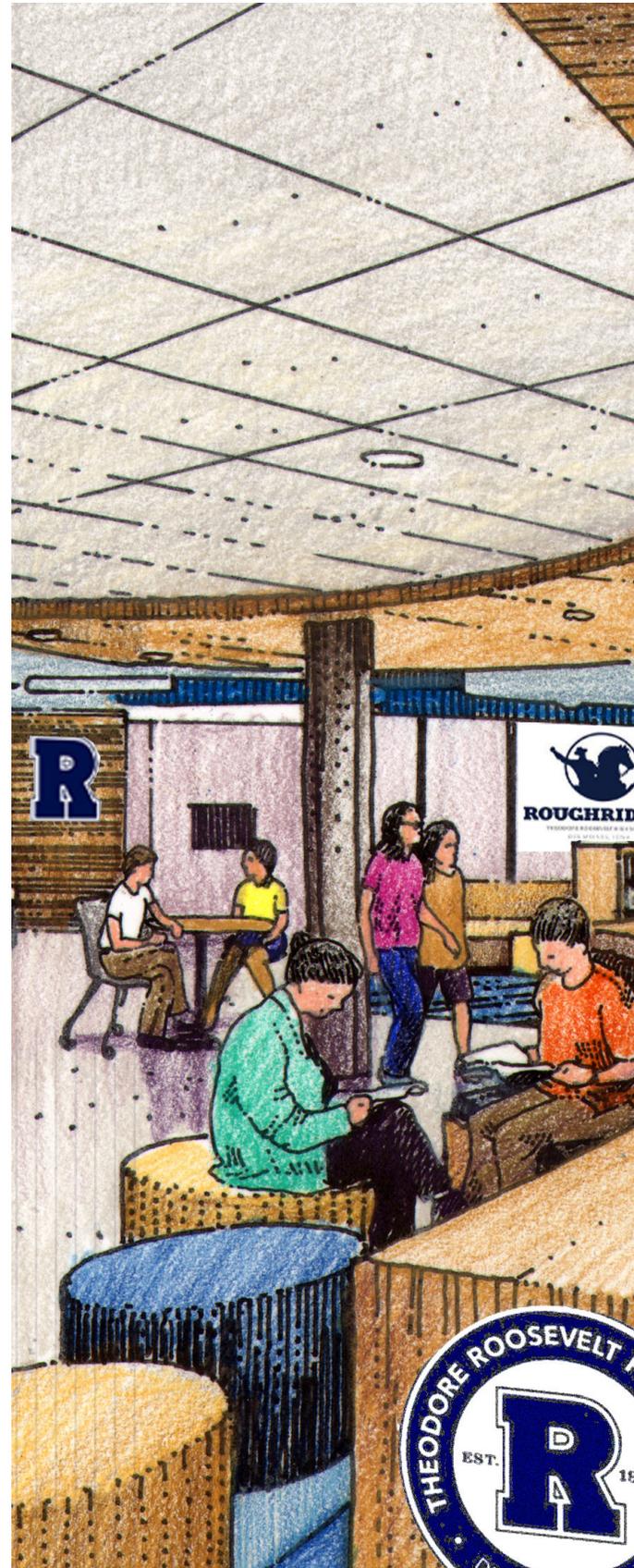
FAMILY & CONSUMER SCIENCE CLASSROOM

- † Stainless steel culinary stations
- † New appliances
- † Updated exhaust system

GOAL: \$2.1 MILLION

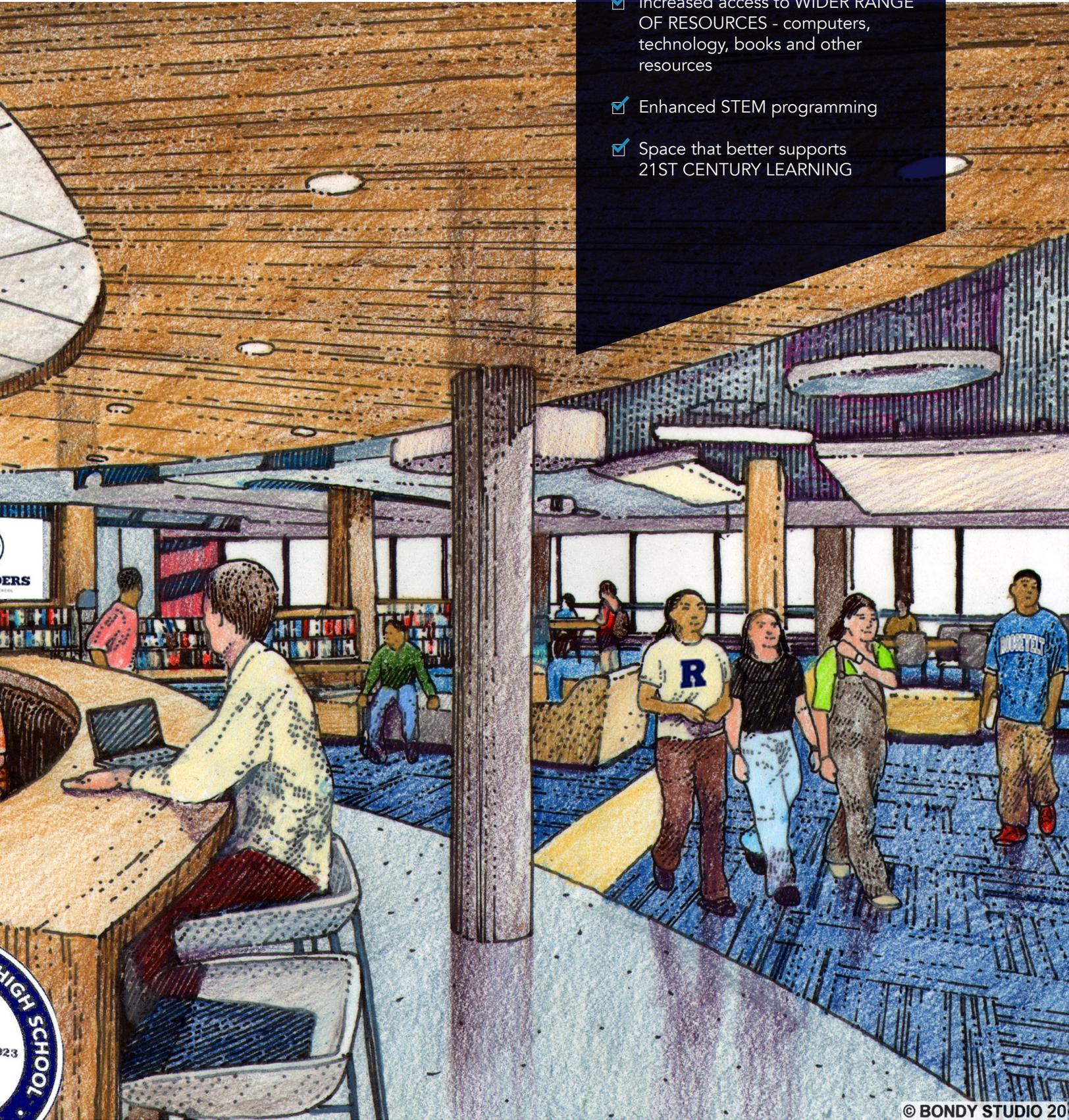
\$1.3 million from
campaign fundraising

\$800,000 from
Des Moines Public Schools



IMPACT

- ✓ Increased access to WIDER RANGE OF RESOURCES - computers, technology, books and other resources
- ✓ Enhanced STEM programming
- ✓ Space that better supports 21ST CENTURY LEARNING



ERS
HIGH SCHOOL
2023

ENDOWMENT

As Roosevelt experiences a collision of cultural, facilities and funding challenges, a robust endowment will provide a sustainable and perpetual income stream when public funding may run short.

An endowment will fund requests such as:

- † Professional development for teachers
- † Scholarships for students in need
- † Curriculum and programming innovations
- † Special requests from administrators and teachers to enhance student experiences

The corpus of the endowment will remain into perpetuity. Only the growth and interest will be used to provide support for special needs.

A \$500,000 endowment would typically provide approximately \$25,000 annually for special request and needs.

GOAL: \$500,000

\$500,000 from
campaign fundraising



IMPACT

- ✓ Allows gift made today to have impact for a lifetime
- ✓ Provides perpetual income stream, year after year, to support emerging needs
- ✓ Allows donors to “leave a legacy” for future generations of students



“It is important to plan and support today’s needs for Roosevelt, but it is also critically important to take steps to provide a perpetual source of funding for students and staff far into the future. An endowment is a great “investment” to ensure our beloved Roosevelt remains a premiere high school for many generations yet to come.”

ROOSEVELT CAMPAIGN CHAIR

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.

Roosevelt has benefited from large and small improvements over its nearly 100-year 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 a decade.**

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

It is important to note that Des Moines Public Schools is supportive of Roosevelt's efforts to modernize its facilities and enhance the educational environment.

Des Moines Public Schools has budgeted \$1.4 million for these capital projects which leaves us just over \$5 million to raise.

To bridge the gap in funding we must look for sources outside taxpayer support. Our tax dollars alone will not be enough. If we wish to maintain Roosevelt's reputation and proud history as one of the best in the state, we will need to combine private with public funding.



THESE PROJECTS WILL FAVORABLY IMPACT PHYSICAL HEALTH, ACADEMIC ACHIEVEMENT AND MENTAL WELL-BEING FOR THE 2,000+ STUDENTS SERVED ANNUALLY AT ROOSEVELT. THE ROOSEVELT FOR GENERATIONS CAMPAIGN WILL ALLOW US TO BRING THESE PROJECTS FROM "JUST A DREAM" TO REALITY.

HOW CAN YOU HELP

Your support of Roosevelt for Generations will help ensure that Roosevelt High School continues its legacy of being one of the best high schools in the state.

Gifts of all sizes are needed and appreciated to bring these important projects to fruition.

SCALE OF GIVING TO RAISE \$5 MILLION

Gift Range	# Needed
\$1,000,000	1
\$500,000	2
\$250,000	2
\$150,000	3
\$100,000	5
\$50,000	9
\$25,000	10
\$10,000	15
\$5,000	30
\$5,000 or less	MANY

LEAVING A LEGACY - NAMING OPPORTUNITIES

Roosevelt for Generations provides the opportunity to honor individuals, families and foundations through a naming opportunity.

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

Naming opportunities begin at \$50,000 and we would be happy to discuss available options.

WAYS YOUR GIFT CAN BE MADE



By Check Or Cash



Appreciated Securities



A Pledge To Be Paid Over 3 Years



Tangible Personal Property



A Life Income Such As A Charitable Gift Annuity

PLEASE HELP NOW

Complete a pledge form and send it to:

TRHS Foundation – 4211 Center Street – Des Moines, Iowa 50312

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



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