



ORIENT  
YOUR HEART

BE A VOICE  
OF HOPE

BECOME  
INVESTED

We must work *together* to  
**educate** all children and bring  
healing to neighborhoods.

*Courage*  
TO  
**C****MMIT**  
*All in with St. Marcus*



## You don't have to look hard to catch a glimpse of the desperation that exists in the central city of Milwaukee.

In fact, you probably have to work hard not to see it.

A child's potential wasted because no one took her hand.

Few people showed her how to learn. Families are divided and ravaged by the prevalence of black male incarceration. Mothers are fearful for their children's future because in their world, safety and work is elusive and the stress of food insecurity is haunting. Children are left at the mercy of a true and present downward spiral in a city that *yawns*.

Childhood should be a time of growth, learning, imagination and joy.

Children as young as age six express fear about their family's ability to keep them safe in the home, their school or their neighborhood. We can't afford to wait to heed their cry. To the extent that we allow our children to remain vulnerable, all of us are endangered. Yet, when armed with a different vision of how to address the challenges faced, we can construct a new reality...now.

We can create a "caring community," relational in composition, anchored by schools that provide safe and nurturing environments. This type of learning community is key to changing the dismal trajectory in which many families in our city exist.

St. Marcus holds its students to high standards. In the hallways, you marvel at four-year-olds transitioning in straight lines or twelve-year-olds in uniform. In classrooms, eager hands shoot up in response to teacher's prompts. Colorful art lines the walls. And dancing, yes, dancing and singing. Voices and bodies light up a space with the love of Jesus.

If you look more closely, you notice the blazer that's three sizes too big and the shoes that won't stay tied. You spot the intense focus on the child's face, and only if you ask would you learn that this child is like an iceberg: Only so much is visible on the surface. Below there is brokenness, pain, self-doubt and fear.

Before the school year begins, his teacher visits his family. There, they witness that for this child and for many children in our city, *the struggle is real*.

The City of Milwaukee tragically lays claim to the nation's:

...largest African-American achievement gap

...highest African-American male incarceration rate

and ranks among the highest infant mortality and child poverty rates.



# St. Marcus offers **Hope.**

Ask students about what God said to Joshua and they'll tell you,

*"Be strong and courageous. Do not be terrified; do not be discouraged, for the Lord your God will be with you wherever you go."* JOSHUA 1:9

It's time to end years of apathy and lack of courage.

St. Marcus boldly and courageously speaks out for high-quality education, and against practices that destroy children and families in our community.

St. Marcus is committed to the success and well being of every child. NO EXCUSES.

**We must work together to educate all children  
and bring healing to neighborhoods crying for revitalization.**

***Our driving vision...***

***To be the best Christian, urban school in America.  
Through expansion, partnership and collaboration,  
St. Marcus is boldly committed to pursuing opportunities  
to serve as a catalyst for school reform  
and community-wide transformation.***





# A History of *Courage* & A Catalyst for *Change*

**H**aving served Milwaukee's children for over 140 years, St. Marcus has become a catalyst for positive change. Founded in 1875, St. Marcus has remained an anchor in its ever-changing neighborhood. Courage led to a commitment to hold fast through the tumultuous years of the Civil Rights Movement and into the present, staying the course of racial integration despite the flight of much of the population to the suburbs.

When St. Marcus joined the Milwaukee Parental Choice Program in 1997, it began to grow beyond its capacity, filling seats with children from the surrounding neighborhood. The school's driven leadership team propelled a vision forward to create one of the best Christian urban schools in America by combining the power of the Gospel with a rigorous, no excuses philosophy of education. The realization of this vision has resulted in the development of the largest Lutheran elementary school in the nation. St. Marcus further serves as an impetus for educational reform in the city of Milwaukee.

Over the past decade, St. Marcus has more than doubled its campus size and enrollment. St. Marcus remains one of the oldest operating schools in the city of Milwaukee with a track record of perseverance through change and positive, courageous action in the face of adversity.

Touching the lives of over 700 students at the Main Campus was a beautiful blessing...*but it was not enough.* Hundreds of children continued to fill the waiting list.

Milwaukee is a racially and economically segregated city. Of the current support services in place, most lack a holistic framework, leading to fragmentation between and within neighborhoods. Social capital, neighborhood health, and indicators of strong civic capacity are often strained by physical decay, persistent public safety issues, and economic hardship. In this politically polarized city, local conflicts block the path to community revitalization.



**St. Marcus has envisioned a community of connectedness, safety, and productivity** anchored by two high-performing schools a mere four blocks apart. Educational, environmental, and physical safety are hallmarks of healthy neighborhoods. The holistic community St. Marcus aims to nurture with these two sites will feature access to quality education, health resources and disease prevention, cradle to college programming, and educational and Gospel outreach to families. Individuals will be empowered to positively impact and change their communities by living their faith.

St. Marcus will continue to serve as a catalyst, leader and community anchor through partnerships with organizations that share a proven track record of a commitment to excellence, consistent use of best practices and a reputation for doing *whatever it takes*.

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**Individuals will be empowered to positively impact and change their communities by living their faith.**

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## The St. Marcus Mission ...

*to disciple children for Christ, now and for all eternity,  
and to train them in excellence for their roles in their  
family, church, community, workplace and country.*



*Courage to Commit is a four-year comprehensive campaign, launched on July 1, 2014, to support the growth and operations of St. Marcus School by focusing on PEOPLE, PLACE and PROMISE.*

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- Increase capacity to ensure 1,050+ students have access to a high-quality, Christ-centered education
- Raise \$18,800,000 to meet the operating, capital and endowment goals required for St. Marcus School to provide children with the resources they need
- Complete the purchase, renovation and expansion of the North Campus, located in the Harambee neighborhood
- Acquire property around the North Campus
- Develop additional green space for students through the acquisition of a vacant lot located across the street from the Main Campus
- Create an outdoor environmental learning center one block south of the Main Campus
- Raise resources in support of teaching, learning and professional development
- Endow campus operations and student services to ensure sustainability
- Provide holistic resources to students and families that ensure academic success

### *Main Campus Updates*

- Build two additional classrooms to serve a growing population of students with special needs
- Construct a connector hallway between the middle school building and Krier Center
- Provide additional middle school office space for staff (the growth of the middle school from 250 students to 360 students makes this necessary)
- Build out a small group instruction classroom

*In addition to these immediate goals, Courage to Commit will have the following impact:*

- Empower St. Marcus to continue leading the school reform movement in Milwaukee, and serving as an education choice advocate for children and families
- Expand the impact St. Marcus and community partners have on the Brewer's Hill neighborhood into the Harambee neighborhood as faculty, staff, and parents relocate, invest and work together to transform a struggling neighborhood

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## **CAMPAIGN BREAKDOWN**

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**North Campus and other capital needs - \$10,500,000**

**Annual Giving - \$6,300,000**

**Endowment - \$2,000,000**

**Total: \$18,800,000**

## PEOPLE

### **Goal: \$6,300,000**

*Courage to Commit* aims to sustain the highest level of academic and spiritual programming at St. Marcus by bridging the gap between the real cost of educating students and voucher funding. St. Marcus educates a student for approximately \$4,000 less than the public school system, yet there is still a \$1,800 gap between voucher funding and the actual cost to educate one child.

Bridging the funding gap as St. Marcus expands is critical to providing the quality education all students deserve. \$6.3 million of the four-year \$18.8 million campaign goal will be dedicated to the ongoing operating costs of St. Marcus over and above the voucher funding amount. Broadening the annual base of support will prioritize the sustainability of our model for Christian education for years to come.

***Bridging the funding gap is critical to providing the quality education all students deserve.***





A group of young Black students, likely in a school setting, are shown from the chest up. They are wearing white short-sleeved shirts and dark blue neckties. The students are standing in a line, with some looking directly at the camera and others looking slightly away. The background is a brick wall, and the lighting is natural, suggesting an outdoor or well-lit indoor environment. The text "PEOPLE PLACE PROMISE" is overlaid in the bottom right corner in a bold, yellow, sans-serif font.

PEOPLE  
PLACE  
PROMISE





## PLACE

### ***Goal: \$10,500,000***

*Courage to Commit* will expand the North Campus into an educational center that will have the flexibility to serve 350+ students from K3 to 8th grade; additionally, it will serve as another community resource for school families and neighborhood residents.

The Main Campus will serve 700 four-year-olds to 8th graders.

The middle school will grow from serving 250 middle school students to 360 students.

The estimated cost for the purchase and expansion of the North Campus, property acquisition, Main Campus renovations and additions, green space and an outdoor environmental learning center is \$10.5 million, allowing St. Marcus to serve 1,050+ students in K3-8th grades between two campuses.





Whatever it takes.

## PROMISE

***Goal: \$2,000,000***

*Courage to Commit* will enhance the long-term sustainability of St. Marcus School by increasing the school's endowment fund by \$2 million. Interest earned on the endowment will fund student aid, building maintenance for the second campus, operational support, and a hedge against inflation and economic uncertainty.

An endowment affords an opportunity to perpetuate an individual's or family's values for generations. It provides sustaining support for programs that share and promote the same values.

The St. Marcus endowment allows donors to provide a life-changing education infused with faith and values. All children will have access to the highest quality education. Alumni will graduate high school on time and enter higher education or the job market as influential, Christian leaders. By design, families will continue to be engaged in their child's learning and will positively impact their communities.



# North Campus Rendering



RINKA CHUNG ARCHITECTURE INC





St. Marcus  
North Campus



A close-up photograph of a young child with dark, curly hair and large, expressive eyes. The child is looking upwards and to the left with a gentle smile, showing their teeth. They are wearing a bright red t-shirt. In their right hand, they are holding a small, yellow, rectangular object, possibly a piece of paper or a small toy. The background is blurred, showing hints of colorful lights and what might be a window or a display. The overall mood is warm and hopeful.

*Play, Learn and  
Grow with Jesus*

**St. Marc's**  
Lutheran School



# C2C LEADERSHIP



**CAMPAIGN CHAIR Fred Lautz**  
**Managing Partner, Quarles & Brady LLP**

I have the courage to commit because I believe St. Marcus provides children with quality education and hope in the future that comes only through faith in Jesus Christ. These two forces are the only effective answers to Milwaukee's problems of poverty, crime, drugs and unemployment.



**CAMPAIGN CABINET Stuart Banghart**  
**President, Grover Corporation**

I have the courage to commit because I believe that children represent the future of the city of Milwaukee and that it is our responsibility to do everything possible to help them succeed as moral and productive citizens of a great city.



**CAMPAIGN CABINET Mike Dowling**  
**Chief Executive Officer, CL&D Graphics**

I participate as a cabinet member for the Courage to Commit campaign because St. Marcus gives hope and the tools kids need for success to those who need it most. They do it with God's love and grace and are a beacon of hope in Milwaukee.



**CAMPAIGN CABINET Steve Dickson**  
**Retired, Former Vice President and Controller, WE Energies**

I have the courage to commit because I believe St. Marcus is a great investment in urban education. I believe my investment in St. Marcus will pay great dividends through transformed lives and transformed communities.



**CAMPAIGN CABINET Bill Boelter**  
**Chairman, The Boelter Companies**

I have the courage to commit because...if you make just one visit to St. Marcus you will see how inspired education can make the positive difference, like nothing else, in the future of our Milwaukee community.



**CAMPAIGN CABINET Ruth Lansing**  
**Vice President - Chief Relationship Officer, Partnership Bank**

My excitement about St. Marcus begins with its students who radiate order and purpose against a backdrop of chaos and despair. What sustains that excitement is the relentless passion and commitment of its staff and leadership who do so much yet are always looking for ways to do more. This inspiring St. Marcus family gives me courage to commit.



**CAMPAIGN CABINET Mark Reinemann**  
**Retired St. Marcus Executive Director**

I have the courage to commit because I believe we can change Milwaukee one child at a time by sharing with students the knowledge that Jesus is our Savior. In addition, by showing patience and understanding, we can teach these children the skills they need to succeed.



**CAMPAIGN CABINET Katie Brumder**  
**Licensed Realtor, Keller Williams Realty & Managing Member, Itasca Automation Systems, LLC**

I have the courage to commit because I feel the presence of Christ in the children, staff and community every time I walk through the doors of St. Marcus. These children are thriving through a Christ-based education and it is making a difference in our community.



**CAMPAIGN CABINET Robert Kieckhefer**  
**Managing Partner, The Kieckhefer Group**

St. Marcus is a beacon of light and hope in the central city of Milwaukee. Children and their families desperately need access to a high-quality education; and they need it NOW. Robert Kennedy said: "There are those that look at things the way they are, and ask why? I dream of things that never were and ask why not?" It is time for those on the sidelines to wake up and realize that someone else isn't going to fix the problem. We have to.



**Visit** St. Marcus to witness first-hand the love and discipline that define the school's culture and empower its students. Schedule a tour by sending a message to Katie: [katie.hein@stmarcus.org](mailto:katie.hein@stmarcus.org)

**Make a list** of your personal values. How many of them align with the Courage to Commit Campaign?

**Have a cup of tea** with St. Marcus Superintendent Henry Tyson and ask him *why* he does what he does every day. Or contact a cabinet member to find out *why* Courage to Commit has a special place in his or her heart.

## ORIENT YOUR HEART

**Pray.** Ask God how you can best use your time, talents and treasure to serve. Pray for all children and families in the city of Milwaukee. Pray for St. Marcus.

**Talk with family and friends.** Genuine dialogue has the power to change lives, so don't be shy! Choose 5-10 people to contact regarding Courage to Commit. Pick up the phone and give them a call or invite them to lunch.

## GET INVOLVED

**Host a gathering...** a party, a soirée, or a get-together. Invite your social circle into your home to connect and toast to positive change.

## BE A VOICE OF HOPE

**Use social media** to share St. Marcus' vision *and why you care*. St. Marcus School is on Facebook, Twitter and YouTube -- connect with us and let's rally others' support for #CourageToCommit!

**Connect with local businesses and organizations** because pursuing this vision will require the support of many individuals, businesses, organizations and foundations. Community partnerships are essential to reaching children and families with life-transforming education, services and resources. *Who do you know?*



**INVOLVED!**

**BECOME  
INVESTED**

**Volunteer** in the classroom,  
or volunteer for the Annual St. Marcus School  
Benefit Gala (held the second Saturday in  
November). Volunteer *your* talent.

Tell us about yourself:  
[volunteer@stmarcus.org](mailto:volunteer@stmarcus.org)

**GIVE.** Visit [www.stmarcus.org](http://www.stmarcus.org)  
and make a donation today to  
invest in tomorrow's leaders  
through Courage to Commit.

**Be a sponsor** for a classroom or a  
learning experience. To inquire about  
a sponsorship contact Heather:  
[heather.schubert@stmarcus.org](mailto:heather.schubert@stmarcus.org)

**Assign St. Marcus as your will/  
trust beneficiary** to make a gift  
part of your legacy, and part of  
St. Marcus' impact into the future.

**Consider an annual gift**  
to regularly sustain and support  
operations at St. Marcus School.  
You can choose your payment  
schedule and methods. For more  
information, contact Heather:  
[heather.schubert@stmarcus.org](mailto:heather.schubert@stmarcus.org)

**THE TIME IS NOW.**

St. Marcus is a beacon of hope in a bleak educational landscape. The school will turn away hundreds of students currently on a waiting list, many of whom will end up in chaotic, dysfunctional schools where they will have little hope of life-long success.

***Do you have the courage to commit? There is no limit to what a dedicated group of people can accomplish when they respond to the call for courage and commit to the cause.*** This effort is meant to spark a revolution, the transformation of a community and the building of better futures for its children--*its greatest and most vital assets*. For the sake of our communities, our city, our state, and our nation...for the sake of every child, ***TAKE COURAGE AND ACT.***





## A PRAYER FOR OUR CITY

God, thank you for being our compass and guiding us in your plans. Thank you for bringing together passionate, driven people who are locking arms to raise up educated leaders. Thank you for the many ways in which families are blessed through community-wide transformation. **Please bring healing, growth and joy to Milwaukee. Amen.**





“BE STRONG AND COURAGEOUS. DO NOT BE TERRIFIED; DO NOT BE DISCOURAGED,  
**FOR THE LORD YOUR GOD WILL BE WITH YOU WHEREVER YOU GO.**” JOSHUA 1:9



# Thank You



There is no limit to what a dedicated group of people can accomplish when they respond to the call for courage and commit to the cause.

For more information, visit:

[www.couragetocommit.org](http://www.couragetocommit.org)

*Courage*  
TO  
**COMMIT**  
*All in with St. Marcus*

