



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
COMMIT
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
...lowest 4th grade reading scores
...highest African-American male incarceration rate
...highest African-American infant mortality rate
and one of the highest 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*

Having 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.*

**Individuals will
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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.

- 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

CAMPAIGN BREAKDOWN

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.



PEOPLE
PLACE
PROMISE



Whatever it takes.

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.

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



St. Marcus
North Campus

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 the 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.

*Play, Learn and
Grow with Jesus*

St. Marcus
Lutheran School

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

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

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

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.



GIVE. Visit 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

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.

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.



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



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.



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!

THE TIME IS NOW.

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?*

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

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