

# 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.



[WWW.TRHSFOUNDATION.COM](http://WWW.TRHSFOUNDATION.COM)



## 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
- ▶ Respond to the needs of a diverse and growing student body, now numbering more than 2,000
- ▶ Provide the necessary resources to support 21st century standards
- ▶ Continue the high standards of excellence which are the fabric of Roosevelt High School

**\$5.6 million is needed to bring this vision to fruition:**

\$600,000 from Des Moines Public Schools and \$5 million in private support from Roosevelt families, alumni 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

### MULTI-PURPOSE FIELD

Create a highly-functional and safe track and field for physical education, band and athletic activities as well as community use.

### A LIBRARY REIMAGINED

- ▶ Create a learning and innovation center that supports current and evolving needs in technology, communications and 21st century skills development
- ▶ Create space to foster small group projects and critical thinking

### ENDOWMENT

Expand 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.

Now, more than ever, it’s important that we provide a supportive learning environment for students.



“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 facilities to enhance programming cannot be understated. We need the community’s help to transform our current learning environment into something unique and cutting-edge, so the student experience is considered world class, rigorous and relevant.”

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

# MULTI-PURPOSE FIELD

## TRACK & FIELD RENOVATION

The track and field are two of Roosevelt's most heavily utilized amenities. They are home to:

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

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

### Renovations will include:

- + **New field with synthetic turf**
- + **Complete track reconstruction and surfacing**
- + **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

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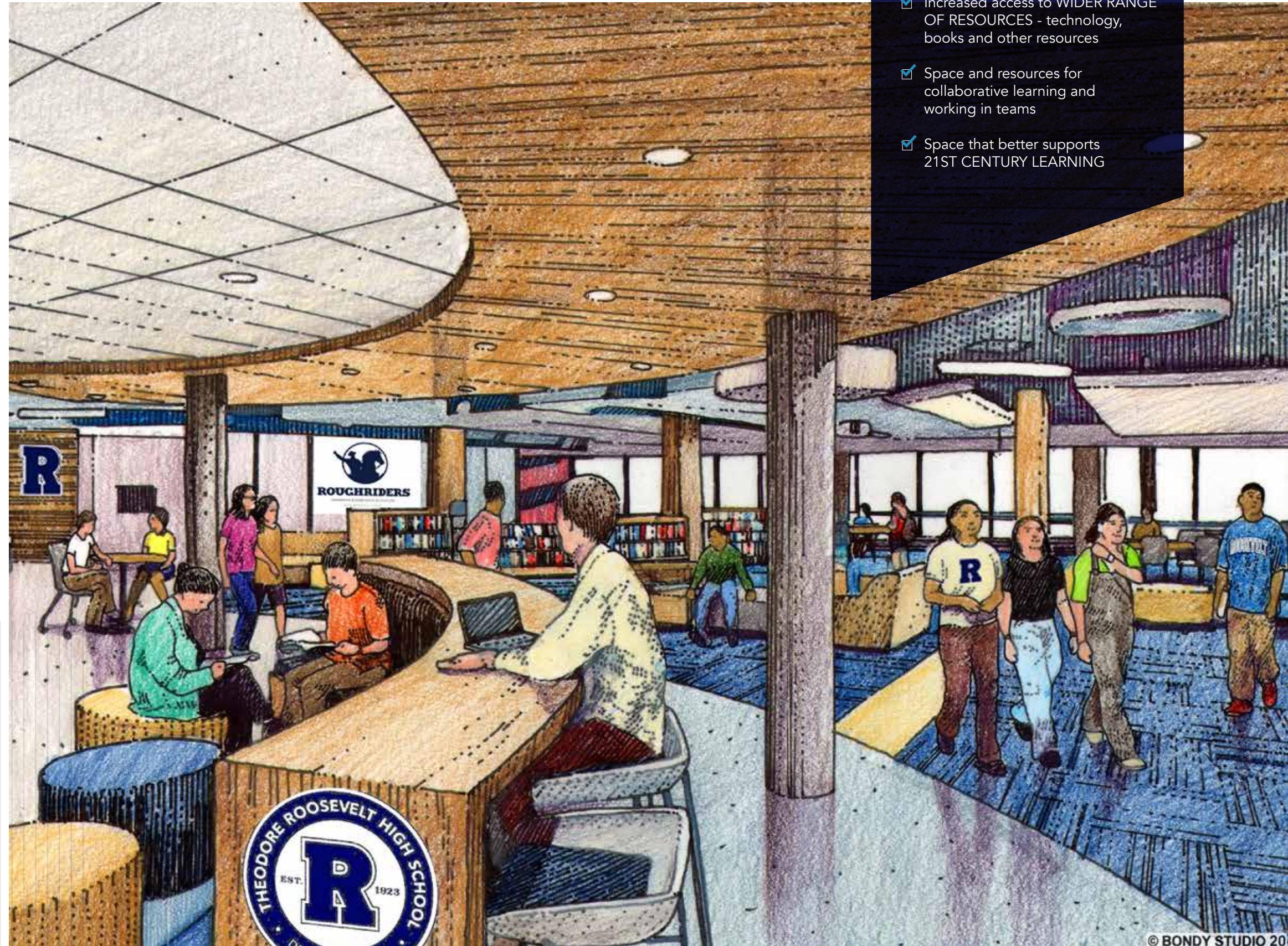
# A LIBRARY REIMAGINED

## LEARNING & INNOVATION CENTER

- † Create space to foster small group projects, collaboration and critical thinking.
- † Interactive space with infrastructure and resources to create a state-of-the-art learning environment
- † Essential connectivity, technologies and presentation tools
- † Flexible spaces for group activities and student meetings
- † Quiet "pods" for individual study

### GOAL: \$1.5 MILLION

\$1.5 million from campaign fundraising



## IMPACT

- ✓ Increased access to WIDER RANGE OF RESOURCES - technology, books and other resources
- ✓ Space and resources for collaborative learning and working in teams
- ✓ Space that better supports 21ST CENTURY LEARNING

# ENDOWMENT

Expanding the endowment will provide a sustainable and perpetual funding stream when public funding may run short. This is especially important as Roosevelt strives to meet the unique and evolving needs of its diverse student population.

An endowment will fund requests such as:

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

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.



## 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

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### GOAL: \$500,000

\$500,000 from  
campaign fundraising

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“In 1979 I graduated from Roosevelt High School with the foundation needed to succeed at the next level. I have always been grateful for the high-quality education and the many opportunities and experiences I benefited from at TRHS. That is why, even after all these years, I still have Rider Pride and want to continue to support this great institution and the Roosevelt Roughriders! I hope you will join Jackie, Brian and me in this important endeavor.”

**LAURA LEONARD,**  
**CLASS OF 1979**  
**ROOSEVELT FOR GENERATIONS CO-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.

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.

**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.**

## 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.






## 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.

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

## 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



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.

## 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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