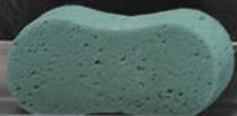




Rude Park Child Care Center



A photograph of a black chalkboard with a silver metal frame. The word "MISSION" is written in the center in large, white, bold, sans-serif capital letters. The chalkboard surface is dark and shows signs of use, with some lighter smudges and streaks. At the bottom left of the chalkboard, there is a small, green, rectangular eraser. The chalkboard is mounted on a light blue wall.

MISSION

It is our vision to build a state-of-the-art facility
to serve the growing population of Sun Valley
and the surrounding areas so we

NEVER turn away a family in need.

*And we need the Lions Club of Denver to
help us do it.*

It is our hope today to obtain the commitment from the Lions Club/Lions Club Foundation for your substantial involvement in this project. We thank you for all your past assistance and ongoing support for Rude Park. In order to complete the Capital Campaign, **we need direct and active participation from you.**

WHY A NEW BUILDING



These kids and families deserve a quality early childhood learning experience, along with all the societal benefits (reduced drop out rate, reduced crime rate, higher educational achievement) that come with it. A new school building, in the midst of all the new construction, sends the message to these kids and families - **your education is just as important as the rest of this development.**

WHY A NEW BUILDING

- Significant **increase in capacity** needed
- Complete **remodel is cost prohibitive**
- **60 - year old building**
 - Asbestos mitigation needed; infrastructure to be brought up to code; constant maintenance at great expense
- **Improve disability accessibility**
- A **safer/secure environment** for students, parents, and staff
- **Improved energy efficiency** to reduce utility costs



WHY A NEW BUILDING

- Upgraded design elements to facilitate learning in a **COVID environment**
- Include building design elements to facilitate modern educational practices and technology
- **TIMELY** redevelopment of Sun Valley District and Stadium District as well as the now completed Decatur-Federal Station
- **A needed upgrade to your long-term investment**
- An exciting project that existing members can get behind and a tool to recruit new membership

WHY A NEW BUILDING

- A 2018 Urban Institute study revealed what is **important to immigrant populations in choosing educational facilities** for their children. These communities were drawn to “bright, clean and attractive facilities” that offered a “variety of activities designed to build relationships with families and sustain parent engagement.”
 - Other items that promoted enrollment and retention of both students and staff
 - Modern design elements
 - Updated security and technology
 - Buildings designed specifically for Pre-K school, including right-sized furniture

WHY A NEW BUILDING

“The Importance of Facility Quality in Early Education” — Claire Charlton, Early Education Journalist

- “...minimum licensing standards do not address the many **environmental aspects of a quality early childhood environment**, like indoor air quality, temperature, adequate ventilation, noise reduction, optimal lighting, furnishings, ease of access, group gathering spaces, and more. **These elements impact student productivity.**”
- “Facilities also contribute indirectly to student success by improving job satisfaction for teachers and administrators. Traditionally, childcare is a low-compensation environment, but **a quality facility can provide the resources necessary for the teachers to do their best work.**”

WHY A NEW BUILDING

- “Less recognized is the way a quality environment boosts teacher satisfaction in an industry choked by high turnover and low pay.”
- “These elements impact student productivity. One study found that young students performed better on tests in classrooms with good ventilation and comfortable air temperature. Additional research supports better student performance and behavior in comfortable classrooms.”



WHY A NEW BUILDING

QUALITY MATTERS IN EARLY CHILDHOOD LEARNING SPACES

1

TEMP & AIR

Room temperature & air quality
impact student performance

2

COLORS

Room colors guide
focus & participation

DAYLIGHT

Natural daylight boosts learning

3



4

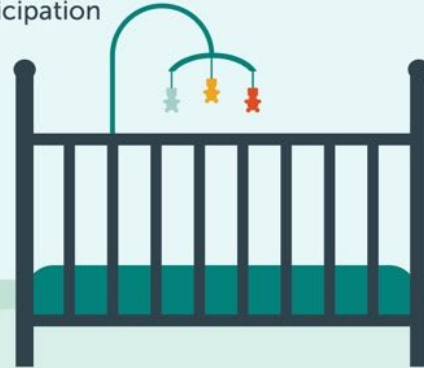
VENTILATION

Ventilation controls odors
& reduces illness

5

OUTDOOR PLAY

Builds social/emotional
& creative skills



7

LESS NOISE

Less noise equals less stress & behavior problems

6

FACILITY QUALITY LIFTS OVERALL QUALITY

Boosts ROI, inspires teachers, reflects family dignity

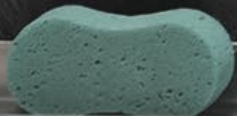
WHY A NEW BUILDING

National Institute of Early Education Research, Preschool Policy Report
April 2007 finds that:

- Well-designed facilities enhance child development and program quality
- An adequate supply of facilities is needed to support rapidly increasing preschool education programs
- The quality and location of the facilities can encourage enrollment and parent involvement
- Facilities can help promote a positive workplace in an industry challenged to retain experienced teachers



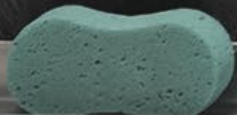
CAPITAL CAMPAIGN



What is a Capital Campaign?



- A concerted effort to raise a substantial amount of money
- Extensive, complex and intense
- Requires coordination and cooperation from the ENTIRE organization, the community, as well as existing and new supporters
- Capital campaigns are expensive and take multiple years
- This capital campaign is currently budgeted at \$4,000,000



COLLABORATION = SUCCESS

A Stanford Social Innovation Review article by Jason Lee states:

- “Fundraising together, charities can reach goals and create the sort of impact they might never be able to achieve by themselves. Through collaboration, they can expose their organizations to new potential donors and supporters. Meanwhile, donors are looking for organizations to work together and bring in more of the community so that their support can have more far-reaching impact.”
- “The results of collaborating to raise funds can be astonishing, and there are countless ways organizations can work together. Joint hosting a gala, and splitting resources and revenue is a common approach and has met with a lot of success. “

LIONS CLUB EXPERIENCE

- Previous Capital Campaign Experience
 - Rocky Mountain Eye Institute and Rocky Mountain Eye Institute Foundation
 - An exciting idea for an eye institute but they recognized that one Lions Club could not go it alone
 - Partnerships with University of Colorado, the University of Colorado Foundation, Colorado and Wyoming Lions Clubs
 - Obtained \$2 million in seed money
 - Rocky Mountain Lions Eye Institute Foundation created memorandum of understanding with CU Health Sciences Center
 - Lions Club committed to raise \$6 million
 - Took 12 years

LIONS CLUB **ADVANTAGES**

- Previous Capital Campaign Experience
- Own the building and the land
- Ability to fund the capital campaign
 - A capital campaign will cost upwards of 10% of fundraising goal
- Clearly identified brand with instant name identification
- Existing and extensive infrastructure
- Larger network to support the Capital Campaign
- Extensive existing online presence and social media platform
- Existing donor base



A black chalkboard with a silver metal frame is mounted on a light blue wall. The chalkboard surface is dark and shows signs of use, with some lighter, chalky areas. The text "WHAT'S NEXT?" is written in the center in a bold, white, sans-serif font. At the bottom left of the chalkboard, there is a small, green, rectangular eraser.

WHAT'S NEXT?

SUMMARY OF INITIAL NEXT STEPS

- Create partnership with both Lions Club of Denver and the Lions Club of Denver Foundation
- Create partnership with Mile High Early Learning
- Create Capital Campaign Committee made up of multiple members from each of the aforementioned entities and Rude Park Board
- Conduct in-person meeting to perform Capital Campaign Assessment
- Receive seed money and funding for Capital Campaign
- Solicit City/County of Denver for possible \$750,000 contribution

CONCLUSION

- Need a new building
- Lions Club is the owner and it is your investment
- Lions Club has the infrastructure / branding necessary for a capital campaign
- Past capital campaign successes (Rocky Mountain Eye Institute)
- And drum roll please.....FUNDING
 - Money begets money and we need a kickstarter
 - Capital Campaigns are expensive
- ***Remember it's for them***

