

BRIDGING the GAP

The Jenkins School Campaign



A PRIVATE SCHOOL FOR EARLY LEARNING
The **JENKINS**
School



Dear Jenkins School Alumni, Families, and Friends,

In this packet of information are many, many names of alumni, families, staff members, teachers, business partners and other friends who have been a part of the long and wonderful Jenkins School story. We are all connected by the experiences we or our children have had at this amazing school. We are an educational family, a family that dates back to the 1800's.

I write to assure you that the future for our beloved Jenkins School is bright, but I must tell you that we are in dire need of your financial support in the short run to overcome cash flow shortages resulting from our recent move off the Millersville University campus.

Loyal and hardworking school volunteers, families and staff members were saddened – and some shocked – to learn that Millersville University asked The Jenkins School children and families to leave the campus in 2009. Fortunately, we did find a new home for the school and we feel blessed to be close to our roots in Millersville and to have wide access to potential new families and friends all across this part of Lancaster County. The move, however, has necessitated the need for a **one-time, focused fundraising effort aimed at “bridging a financial gap”** right now and building other resources for a healthy and bright future. Here is our rationale for this special appeal:



1. **The Jenkins School has a new, bright home** and it has some significant costs and losses directly associated with the move off of the Millersville campus. Some of the costs and losses were anticipated (and covered) and some were not.
2. **The School seeks to grow in size and service in the next two years** – this will require it to do more marketing and to offer at least some financial aid to families who show need.
3. **The School seeks to add more accessible and up-to-date technology** to its curriculum in the new location. It seeks gifts of cash and/or computers and software to achieve this important goal.
4. **The School seeks to eliminate all of its debt** to the bank and the structured debt owed to Millersville University.
5. **The School wants to plant the seeds for a future, permanent endowment** – one that will grow in size and impact over the years – to help ensure a more stable and predictable financial future.

Please read the following bits of information and **please consider joining me and the many other fans of The Jenkins School in providing financial support right now!** The Jenkins School will gratefully receive gifts and pledges of any amount – and all gifts may be paid out over a period of three years, if desired. A table of the number and ranges of gifts/pledges we need are listed on the pledge form in the back pocket of this packet. Please give as generously as you can.

Thank you, in advance, for being a loyal friend of The Jenkins School!

Sincerely,
Scott Bibus
Board President - and father to Annie

The Jenkins School: A Case for Support

The Board of Directors of The Jenkins School, as well as interested stakeholders, desire to **preserve and enhance the educational experience of our current students and to significantly increase enrollment** so that the school will achieve financial stability and to insure the sustainability of the school for future generations.

For the **first time in the history of the school, the Board is launching a comprehensive Capital Campaign** to address current operational and technological issues but more importantly to provide long-term solutions. The funds secured through the campaign will provide an **important bridge from the old to the new, from the past to the future.**



History

The Jenkins School has been operating since 1858. During its long and rich history, it has offered high quality, innovative curriculum to a wide range of age groups from early childhood through high school. While once known as the Millersville Laboratory School, the Jenkins name has been associated with the school since 1971. Elizabeth Jenkins spent 22 years (1948-1970) with the school and was known in part for incorporating a focus on Spanish language and culture into the classroom well before that was a norm.

As an operating unit of Millersville University, the school was first developed to act as an educational aid for new teachers and early childhood educators. During the spring of 1978, the college administration changed the focus of the curriculum to provide a setting in which pre-service and in-service teacher education students could observe and participate in exemplary education practices. The school not only served the Millersville students and faculty, but also the surrounding

community including a free pre-K program for 4 year old residents of Penn Manor School District.

Jenkins was under the control of Millersville University until 1998 when it incorporated as a separate 501(c)(3) organization. The Jenkins School remained as a happy tenant on the Millersville campus until the summer of 2009 when they began operating at their present location.



Led by the Director, Kathy Bailey since 1998, the staff includes state-certified teachers, graduate students and University undergraduate students as teacher aides. All members of the teaching faculty are fully certified in elementary and/or early childhood education and/or special education by the Pennsylvania Department of Education.

“Jenkins School was a big stepping stone to my daughter’s current academic success. The dedicated staff at Jenkins offered her the perfect balance of a loving and learning atmosphere. We felt like we were part of the ‘Jenkins Family’, not the ‘Jenkins School’.”

- Paul McMurtrie

As in the past, Millersville graduate and undergraduate students are involved in the Jenkins classroom activities in various ways. Their enthusiasm and creativity add immeasurably to the school.

The Problem

From the late 1990’s until 2008, The Jenkins School and Millersville University worked to construct an educational and business partnership that would allow Jenkins to remain on campus under terms that were agreeable to both parties. In 2008 it became evident that The Jenkins School would no longer be allocated space on campus and was asked by University administrators to begin looking for a new home. To the delight of The Jenkins School staff, Board members, volunteers and Jenkins families, a new home was found at Holy Spirit Lutheran Church.

The move, while a positive step forward, has created a number of challenges for The Jenkins School. The primary difficulty has been a decrease in enrollment in both the 2009 Summer Camp as well as during the present academic year (a 38% decrease). Despite strong enrollment numbers at The Jenkins School in the years before the announcement by Millersville University, confusion over our future location (*Are we going to stay on campus or must we leave? Where will the school go?*) forced some families to make alternative educational and summer camp plans for their children over these tumultuous months. While the new location boasts brighter classrooms and provides increased security measures, the unanticipated (but necessary) start-up costs associated with the move have placed an additional strain on the budget. These temporary challenges have forced the school to incur approximately \$30,000 of new debt that is in addition to a \$50,000 structured obligation owed to Millersville University.



Throughout its vibrant history, Jenkins has served Millersville and its surrounding communities, crafting a high-quality early childhood curriculum and enriching lives in hundreds of families. With their new location (still close to its old home), Jenkins is poised to attract new students from other areas of Lancaster County. An aggressive marketing campaign will need to be conducted to inform prospective families on the benefits of a Jenkins education.

 **The Solution**

The Board of Directors has determined that a comprehensive Capital Campaign is both the most prudent and necessary step to insure the viability of the school for the immediate and long-term future. Those who love the school and have witnessed first hand the positive impact of a Jenkins education are needed to step forward. This proposed campaign will not only solve the current budget deficit but will position the school for growth and stability. It will help to bridge the gap between the rich Jenkins School heritage and its bright future.



Fundraising Campaign Goal: \$250,000

Current Operating Needs.....	\$60,000
Loan/Debt Elimination.....	\$80,000
Computers & Technology.....	\$15,000
Marketing, Advertising & Public Relations.....	\$50,000
Financial Aid/Scholarships.....	\$20,000
Endowment/Savings Fund.....	\$25,000
Total.....	\$250,000

Campaign donations will be utilized to accomplish the following key objectives:

A. Current Operating Needs \$60,000

Funds needed to cover current operating expenses to offset the budget shortfall created by the move and the decreased enrollment.

B. Loan/Debt Elimination \$80,000

As a result of moving expenses and decreased enrollment, Jenkins has needed to borrow \$30,000 with a line of credit. Jenkins also has a \$50,000 liability to Millersville University for amounts charged by the University for rent, utilities, and staffing costs. The school seeks to eliminate all debt as it grows.

C. Computers & Technology \$15,000

Approximately 15 new computers and a high quality laser printer are needed so that each classroom will have two computers as well as upgrading very outdated computers that are used by the Executive Director and Administrative Assistant.

D. Marketing, Advertising & Public Relations \$50,000

All existing marketing and fundraising materials need to be updated to reflect the new location. In addition, in order to attract additional students, Jenkins will need to launch an aggressive public relations and marketing campaign including print ads and an updated website over the next two years.

E. Financial Aid/Scholarships \$20,000

Current budget constraints do not allow for any meaningful financial aid to be offered or awarded to needy families. As part of the planned increase in enrollment over the next two years, the Board desires to make a Jenkins education available to a greater number of families. Available financial aid would allow Jenkins to target underserved populations. After this two-year

period, future financial aid awards will be made possible by healthier operating budgets thanks to the elimination of debt payments.

F. Endowment/Savings Fund \$25,000

The Board desires to create a fund that could be used for special projects or curriculum enhancements and that would provide a safety net and help to ensure the long term stability of the school.



A call to action to all fans of The Jenkins School!

Below is a list of the number and range of gifts that are required for this campaign to be an unqualified success. We ask you to consider the most generous gift level that you can! Gifts of all sizes will be gratefully accepted and you may make payments on that pledge over a three-year period, if desired. **Your gift will help build a bridge to the future for your school.**

\$250,000 – Campaign Gifts Needed

Number of Gifts	Range of Gifts *	Amount from Level	Cumulative Amount	Annual Payments On Three Year Pledge
1	\$50,000	\$50,000	\$50,000	\$16,667
1	\$30,000	\$30,000	\$80,000	\$10,000
1	\$15,000	\$15,000	\$95,000	\$5,000
3	\$9,000	\$27,000	\$122,000	\$3,000
6	\$6,000	\$36,000	\$158,000	\$2,000
10	\$3,000	\$30,000	\$188,000	\$1,000
50	\$900	\$45,000	\$233,000	\$300
Several	< \$900	\$17,000	\$250,000	varies

* can be paid over a three-year period.



Summary

This effort will truly be **“Bridging the Gap”** between a distinguished past and a bright and secure future for our Jenkins School. The results from a successful campaign now will not only lead the school through a short-term cash flow problem, but enhance for the long term opportunities for current and future students, families and teachers through financial aid, updated technology and a new endowment.



**Thank You for
Your Consideration
and Your Support!**

**The children, families and teachers
– past, present and future –
appreciate your wonderful
and vital support.**