



**GROSS CATHOLIC**

FAITHFUL • COMPASSIONATE • DRIVEN

## CAMPAIGN PLANNING STUDY RESULTS



Dear Gross Catholic Family,

### I HAVE EXCITING NEWS TO SHARE!

Gross Catholic recently conducted a planning study to gauge support for addressing some pressing needs facing our school. Many thanks to the over 150 members of the Cougar Family who participated in this study and offered their feedback. I am excited to share with you the results of the planning study and our decision to move forward with a capital campaign.

Our campus has for over 50 years provided students with the learning spaces necessary to fulfill our mission to develop Christian leaders through educational excellence, rooted in Catholic values, and live out through service, compassion and community. But as with all aging facilities, ongoing maintenance is required. Specifically, we look to rebuild the retaining wall between our baseball and football fields, replace the chiller, update our fire panel and resurface the parking lot. In addition, we look to eliminate \$1.5 million in historical debt and to renovate our classrooms.

» **THIS EFFORT HAS THE POTENTIAL TO ELEVATE OUR SCHOOL BY TRANSFORMING IT INTO A SAFER, MORE ACCESSIBLE AND MODERN SCHOOL CAMPUS.**

This comprehensive study showed remarkable support for our plans for Gross Catholic and for a campaign to fund them. Many respondents indicated they were willing to give their time, talent and treasure to make a campaign possible. We plan to take them up on their offer and extend one to many others in our school community. The details of the study are shared on the back of this letter.

On October 30, members of our School Board and I received the planning study results. The board discerned and voted unanimously to move forward with a campaign. ***We believe an extraordinary opportunity awaits us to make a lasting impact on the faith and family-based education our students receive.***

Soon, we will ask for your support. For now, we ask for your prayers.

With Blessings,

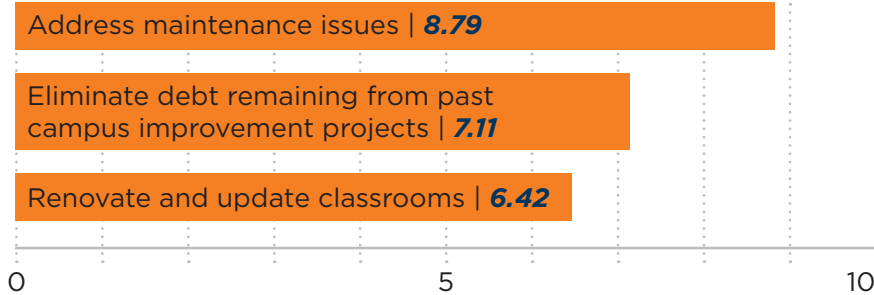
Steve Eubanks  
President



## STUDY PARTICIPANTS

**34** Personal interviews | **123** Mail and online surveys

## PRIORITY OF RESPONDENTS



Scores were calculated by assigning a value of 10 points for a high priority, 5 points for a moderate priority and 0 points for a low priority. The cumulative value for each project was then divided by the number of responses for that project.

## OVERALL OBSERVATIONS

- Participants love Gross Catholic. To them, it feels like family.
- They expressed overall support for a campaign and indicated a willingness to give. Whether all projects under consideration can be addressed will require the attention of school leaders and the volunteer campaign team they recruit to assist.
- Safety concerns with the parking lot, fire panel and retaining wall should be addressed. Several understood that due to the age of the school, maintenance projects are necessary and will demonstrate sustainability for the school's future.
- The school's debt needs further explanation. Some participants were not aware Gross had debt and question why projects were completed if immediate funding was not available. Still, participants believe it should be reduced or, ideally, eliminated.
- Renovating the classrooms is a worthy goal; however, some indicated that the maintenance projects and the debt were higher priorities. Overall strong support for the three projects indicates a need for a campaign with tiered goals. At the same time, multiple respondents indicated a desire for the campaign to do more for the classrooms. Some felt that this is the only goal that could help increase enrollment and should be pursued.
- The school is prime for a campaign and must draw on support from key audiences, especially alumni. A campaign could be a way to bring alumni back into the Gross Catholic family.

## KEY STATISTICAL FINDINGS



**91%** of respondents personally favor a capital campaign, **including 97% of those interviewed.**



**87%** of respondents will make a personal gift to the campaign, **including 97% of those interviewed.**



**34** respondents indicated they would serve in a leadership position.

