



Everett High
School of Champions

Endowment Campaign

Providing a lasting legacy.....



BLUE and GOLD CLUB

... helping all students achieve success

The EHS experience is alive and well – with help from those who care.....



Homecoming still brings out the kids!



You never know who will show up to help out! Ronald McDonald put a fun slant on WASL testing day breakfast sponsored by B&G and local businesses. Breakfast served by alumni and Rotary Club of Everett.

Education funding faces challenges.....

- ▶ **K – 12 funding as a % of State budget has declined over the past 10 years**
- ▶ **In 1997-98 the State provided 75.5% of the Everett School District budget. In 2007-2008 it was down to 70.3%, a decrease of 5.2%**
 - *** Washington ranks 42nd in spending and 46th in class size nationally!**

Percentage of Expenditures Covered by State \$

(Expenditures not covered by the state are funded locally!)

▶ Special Education	84%
▶ Transportation	65%
▶ Athletics and Activities	0%
▶ Distance Learning Program	0%
▶ Building Security	0%

Overall Budget Offers Little Discretion.....

▶ Instructional Staffing	44.8%
▶ School Support Staffing	7.1%
▶ Categorical Programs	11.2%
▶ Special Education	9.7%
▶ School Operations	3.9%
▶ Non-Discretionary (Fixed) Costs	11.2%
▶ Central Instructional Operations	3.0%
▶ Central Business Operations	8.3%
▶ <i>Available for District Activities</i>	<i>0.8%</i> *
<i>Total</i>	<i>100.0%</i>

* ***Includes textbook adoptions, staff development, materials, supplies, equipment and travel.***

****ASB funds pay for athletics and other non-curricular programs***

A.S.B. Budget Is Limited.....

Our student body fundraises, but falls short in funding of necessary support for athletics and extra-curricular activities

▶ **Athletics** **\$10,000**

- Covers uniforms, officials, equipment, post-season expenses

▶ **Band and Choir** **\$ 2,000**

- Covers all activities and program needs beyond the cost of instructors

▶ **Drama** **\$ 1,000**

- Covers all activities and program needs beyond the cost of instructors



BLUE and GOLD CLUB

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An active board – focusing on students and programs....



Nominated for "Golden Apple" Award



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How does Blue and Gold help “Bridge the Gap”?

- Four B&G “liaisons” keep us in touch with staff
- Requests come to us through counselors, coaches and staff

- ▶ **Financial assistance for students in need**
 - Field trips for students with special needs
 - Student participation in classroom and athletic activities, camps and seminars
 - ASB cards for over 100 low income students, allowing them to participate in clubs and other activities
 - Back packs with school supplies and calculators for advanced math classes for needy students without resources
 - Special Shoe Program

- ▶ **Classroom grants – 12 granted in 2008**
 - Special instructional material, calculators, PE equipment, field trip for Avid program, student art gallery infrastructure

- ▶ **Recognition for superior achievement**
 - Award recognition in academics, leadership and athletics



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Alumni and community are consistent and generous supporters of EHS Students



B&G receives \$12,000 check from Class of 1963

Numerous classes have shown incredible generosity over the years

Your class could make a lasting legacy for the students of EHS

The endowment will ensure a consistent and growing source of support

Blue and Gold will work with you to mobilize your class in its own effort to build the endowment

Benefits to Everett High for years to come.....

Students

- ▶ **Support creates a cycle of success**
- ▶ **Energized by knowledge of support from alumni and community**
- ▶ **Increased graduation rates**
- ▶ **Renewed interest in school and activities**
- ▶ **Better students**
- ▶ **Better citizens**

Staff

- ▶ **Attracts top teachers and staff for a competitive program base**
- ▶ **An environment of appreciation and support encourages enthusiasm for innovation**
- ▶ **Appreciation for support from the community through Blue & Gold – builds goodwill**
- ▶ **Goals for classroom reached through extra effort and stepped-up funding**



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Are we making a difference?

“Blue and Gold has been a very important part of the success of the music department for as long as I have been at EHS – 17 +years.”

Gary Evans – EHS Band Director

“We greatly admire the B&G commitment to “even the playing field for students with less financial ability...and appreciate the leadership and demonstrated results achieved.”

Ed Petersen – Everett School Board

“A few years ago, I suddenly found myself a single parent with three children still at home and a very minimal wage job to support us. My son was a student at Everett High School and was determined to play sports. This was rather costly at times, and often I did not have the necessary monies to pay for activities....Someone told me about Blue and Gold and they quickly and quietly came to our aide! [B&G] made a huge difference in my son's school years and helped him have courage during a difficult time in our lives.”

Parent of EHS Student

Endowment Goal \$2 million – Can it be done???

What it takes to reach our goal

Gift Range	# Donors	# Contacts	Subtotal	Cumulative Total
\$ 200,000	1	4	\$ 200,000	\$ 200,000
\$ 150,000	2	8	\$ 300,000	\$ 500,000
\$ 100,000	2	8	\$ 200,000	\$ 700,000
\$ 75,000	3	12	\$ 225,000	\$ 925,000
\$ 50,000	5	20	\$ 250,000	\$ 1,175,000
\$ 25,000	15	60	\$ 375,000	\$ 1,550,000
\$ 10,000	20	80	\$ 200,000	\$ 1,750,000
\$ 5,000	25	100	\$ 125,000	\$ 1,875,000
< \$ 5,000	100	400	\$ 125,000	\$ 2,000,000
Totals	173	692		\$ 2,000,000

Individual donors or graduating class commitments

***As of 1/31/08 over \$300,000 pledged!**

Growth and Support from a \$2 Million Endowment

Year	Earnings	Support	\$2,000,000	3 yr avg
1986	\$346,440		2,346,440	
1987	99,724		2,446,164	2,264,201
1988	320,986	122,308	2,644,841	2,479,148
1989	656,608	132,242	3,169,207	2,753,404
1990	54,447	158,460	3,065,194	2,959,747
1991	756,551	153,260	3,668,485	3,300,962
1992	276,310	183,424	3,761,371	3,498,350
1993	374,181	188,069	3,947,484	3,792,447
1994	-14,843	197,374	3,735,267	3,814,708
1995	1,118,040	186,763	4,666,544	4,116,432
1996	710,808	233,327	5,144,025	4,515,279
1997	1,227,982	257,201	6,114,805	5,308,458
1998	1,261,362	305,740	7,070,427	6,109,753
1999	869,380	353,521	7,586,286	6,923,839
2000	-61,752	379,314	7,145,219	7,267,311
2001	-268,803	357,261	6,519,155	7,083,553
2002	-596,894	325,958	5,596,303	6,420,226
2003	1,054,791	279,815	6,371,279	6,162,246
2004	526,523	318,564	6,579,238	6,182,274
2005	257,775	328,962	6,508,051	6,486,189
2006	729,292	325,403	6,911,940	6,666,410
2007	420,384	345,597	6,986,727	6,802,239
Totals	\$10,119,292	\$5,132,564	\$6,986,727	

How you and your class can support us.....

Be involved in the endowment campaign as an individual or as a class:

- ▶ **Organize your class (or connect us with the right people)**
- ▶ **Identify those who may “challenge” the class with matching or larger gifts**
- ▶ **Let B&G help you communicate the endowment to your class with:**
 - **cover letters and other promotional materials**
 - **ideas for your own “campaign”**
 - **a website (www.blueandgoldclub.com) which will have the powerpoint presentation, video and all the information and forms needed to learn about and commit to the endowment campaign.**

SUMMER BASH – SATURDAY, AUGUST 23 AT FLORAL HALL!!

We'll help educate your class and provide the materials to make class success happen!

Blue & Gold, Inc.

October 31, 2007

Board of Directors

Steve Rattenmier
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 Everett, WA 98201
 Phone: 425.428.1111

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 1000 1st Street
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 Everett, WA 98201

Jo Metzger
 1000 1st Street
 Everett, WA 98201

Dear EHS Class of 1997 Alumni:

It is a real privilege for our organization to be part of the fundraising efforts by the Class of 1997. Many of our board members fellow members of your class well, so we are not surprised that your love of EHS and your charitable inner have merged and accepted a full blown campaign to benefit future generations of students at Everett High.

It is important that you are aware of the scope of work that is done at Everett High through Blue and Gold, Inc., as you consider making a donation to the Blue & Gold Endowment. Like you, we believe that Everett High School builds strong students and leaders for the future who will be assets to their communities. Through the gifts we receive, Blue and Gold, Inc., an all-volunteer organization, provides substantial support to needy students and student activities at Everett High, promoting academic and school success in a very significant way. Nearly 100% of the funds raised go to work at Everett High School.

Over the last year, Blue and Gold, Inc. has supported and/or funded the following:

- Award recognition in academics, leadership, and/or athletics
- Field trips for students with special needs
- Calculators for students in advanced mathematics
- Books for Advanced Placement classes at Everett
- Student participation in camps or seminars for leadership, band, football, wrestling, volleyball, and basketball and numerous other activities
- ASST cards for low-income students
- Classroom books for English Language Learner students
- Classroom appliances for students with special needs
- Athletic shoes for needy students involved in school cooperation
- Recycled sports physicals for needy students
- Back packs with school supplies for needy students without resources
- WASH. Test Reading program - Provided breakfasts for over 100 sophomore students.

Everett High School's student population falls within the lowest quartile of socioeconomic levels in Snohomish County. Continued support through Blue and Gold, Inc. is the key to filling needs not met by other funding.


Our funds are derived from merchandise, grants, fund raising, apparel sales and donations from alumni and the community. Our endowment campaign will ensure that future generations of Everett High students will have the resources to succeed in high school and life.

Please consider making a gift to assist us in "Helping All Everett High School Students Achieve Success". Thank you.

Steve Rattenmier, Board President Jo Metzger-Levin, Endowment Chairperson

PO Box 1194 • Everett, Washington 98206 • (425) 428-1111
 info@blueandgoldclub.com • www.blueandgoldclub.com

Blue and Gold, Inc. is a 501(c)(3) organization registered with the Internal Revenue Service and the Washington Secretary of State. Our identification number is 01-1313015.


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PLEDGE COMMITMENT

I (We) hereby pledge \$ _____ in cash or marketable securities to EHS Blue & Gold Club, Incorporated, payable on the following schedule:

\$ _____ annually in equal installments

\$ _____ now and \$ _____ at the end of the four year pledge period.

Securities to be determined

This donation is for the Blue & Gold Endowment which will go to support academics, athletics and activities at Everett High School.

Date: _____

Signature: _____

If you wish to remain anonymous please check

If I am interested in getting more information on how I can include Blue & Gold in my estate plans

Meeting Notes: _____

PO Box 1194 - Everett, WA 98206 / info@blueandgoldclub.com

Customized cover letter to help you communicate.

Pledge form for commitments. Tracked by B&G.

Making the Endowment work.....



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A local organization with deep ties to the Community

www.grethereverettcf.org

The charitable funds they administer are created by individuals, families, businesses and organizations. Grants are awarded each year from investment income to many humanitarian, educational and cultural organizations.

Our “partner” in the Endowment

- Caretaker of funds
- Provides professional management and donor resources
- Fund distribution restricted to academics, athletics and activities at Everett High School forever

Beyond the endowment.....

Blue & Gold is able to accept “planned” gifts which includes the following:

- ▶ **Gift from your estate through your will**
- ▶ **A retirement account or insurance policy with B&G named beneficiary**
- ▶ **Securities or property (especially with a low cost basis)**
- ▶ **Charitable remainder trust**
- ▶ **Charitable lead trust**



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YOU can help all students achieve success!

**If you have any questions on the
Endowment Campaign, contact:**

Jo Levin –	425.385.4418
Ross Rettenmier –	425.338.1544
Lori White -	425.252.1188

**For more information
Visit the website at:**

www.blueandgoldclub.com