

Walled Lake Central High School

three

refocus

recommit

respond





It's official. Detroit is now the poorest big city in America.

And it may get worse before it gets better. But despite the tough economy, we're not discouraged. Walled Lake Central is here for a reason – to be a light in the darkness. I know it sounds a little corny, but for many of us a solid education for our children provides hope in an uncertain future. Michigan has never faced a greater economic crisis, and Walled Lake Central's never faced a greater opportunity. We know our neighbors are hurting. And I know we can rise to the occasion to help them out...if we all step up and just give a little. Here's what I mean. The level of giving during this year will determine whether we move forward or hit the pause button. Like your family budget, we face choices that are not always easy. In keeping with our history, we can only provide enriched experiences as people give of their time and money. But to hit our goals, I need your help in "three" areas: Refocus, Recommit, Respond.



Dave Barry | Principal

refocus

Our operating budget is supplemented through grants and contributions from the Foundation for Excellence. It comes from the generosity of others and although not essential to our existence, it does help.

Now we're asking you to refocus on this overlooked area and see how important it actually is. Every year over 1,700

students walk through our doors. Thousands of families benefit and their lives are changed. That kind of impact is priceless. But there is a price tag attached to providing excellence in education. It takes thousands of dollars every single week to effectively carry out our basic operation.

What's at Stake? We're humbled to be one of America's best high schools. But I believe we are called to do more. In 2009 we're hoping to increase student achievement and decrease the failure rate.

Start Giving Regularly. All of us reap the benefits of a solid education for our students. Yet only a small minority of parents contribute regularly either with their time or money. Reverse that statistic by giving a percentage of your income to the education of your son or daughter. Giving on a regular basis is an investment in your child's future through these uncertain times.

Make a one time Gift. Special one-time, gifts are the lifeblood of the Foundation for Excellence. They give tax relief to you and help us catch up for the shortfalls from the state budget crisis. It's a win-win deal that fuels every educational opportunity and allows us to accomplish our mission for this school. .

To make sure we reach these goals, we ask you to refocus...



recommit

The total amount pledged to the Foundation for Excellence the last two years is nearly \$182,000.

We are now we're asking you to recommit to keep our momentum going.

As careful stewards, we are proceeding with projects. Our progress is determined by the speed of the money coming in.

What's at Stake? As more money comes in we will proceed with plans to expand our curriculum choices and enrichment experiences, offer more technological support and interventions for the classrooms. But without your support, these projects may be delayed.

Honor Your Existing Pledge. Last year, hundreds of families made a pledge. If you're behind, try to catch up. But if recent circumstances force you to suspend your original pledge, we understand. Just do what you can when you can, but stay in the game. Things may change over the next year and you can honor your pledge in any time frame that works for you.

Make a New Pledge. Perhaps you haven't heard about this program. If so, we'd love for you to jump in with a pledge that's over and above your regular contributions. The Foundation for Excellence campaign runs all year, so any amount given weekly or monthly can really add up to make a huge difference. Many families decided to sacrifice something (like cable TV or a vacation) and transfer those savings to the Foundation for Excellence. To make a donation visit www.foundation4excellence.com/donate.html

To stay on target, we ask you to recommit...



respond

What's at Stake? We see hope in the faces of hungry, hurting people in our own school and around the world. Our goal is to meet the immediate needs of our students. To help break the cycle of generational poverty, we will also provide educational tutoring, mentoring relationships and leadership training.

Get Face to Face. Right now, we're asking for your financial help. Later on, we'll ask you to roll up your sleeves and get personally involved. Whether well off or feeling the pinch, working or unemployed, we can all help by giving our time and talents to others. Here are some ways to get involved; Tuition Expedition, Bocce Bash, Reading in the Park, our online shopping site, Millionaire's Poker Party and Comcast Cash for Schools program.

To meet these local needs, we're asking you to respond...

refocus

Be a Percentage Giver. It's a great feeling to give a % of your income. Start low, work up. But do something regularly.

Make a one-time Gift. Your special contribution bridges the gap in our finances. And it's a tax break for you.

recommit

Honor Your Existing Pledge. Catch up now and keep our projects on track. Stay in the game.

Make a New Pledge. Now is a good time. Jump in with a pledge and boost our impact.

respond

We have never been (and never will be) pushy about giving as we recognize most families make significant contributions.

Though our budget is always a concern, we recognize that in most of Walled Lake's existence, fiscal responsibility and increasing student enrollment gets us back on track. Our community has been great, and you have been faithful in your support. So, we are full of optimism. At the same time, we want you to know that we have not buried our heads in the sand. We are regularly interacting with members of our school family who are out of work and we join them in thoughtful consideration as they seek employment. These are tricky times and Walled Lake's leaders are seeking wisdom as we navigate between being paralyzed by fear on one hand and being too aggressive on the other. Each day though, thousands of students are being educated. Surely, this is a time to have gratitude. A time to know that something incredible is happening that defies what the media will report, what Wall Street will generate, and what any politician could ever bring us.

It is a time for remembering that much of what is good about our world happens through education and being part of a bigger community.

Above all, we want you to know that we are extending complete freedom with no expectations to give anything as we ask you to consider this "three" opportunity. Let's journey together, and consider the thousands of student lives that will be touched because of your generosity.

Dave Barry | Principal

P.S. – Please feel free to contact Sandy Richards, Executive Director of Foundation for Excellence personally with any questions or concerns at 248.956.2116

sandyrichards@wlcsd.org | www.foundation4excellence.com

