

La Cañada Fitness Center Naming Addendum

Concept: LCFEF, in conjunction with High School Leadership and other High School support/affiliate organizations (Boosters, PTSA, Choral Parents, Music Parents) will “sell” naming rights to both side entrance columns in the redesigned Fitness Center space. This may potentially raise as much as \$180,000.

Purpose: These funds will be used to pay for capital improvement projects in the Fitness Center. All projects will have the District’s seal of approval. Each affiliate group can participate in this addendum, and the proceeds of this particular naming opportunity will directly target projects in the Fitness Center. This is an addendum to the existing Spartan Spirit Campaign, and does not replace the existing program, but rather augments one project area. The Fitness Center requires upgrades that necessitate windows, HVAC, and other significant improvements. This addendum will augment the existing funds so that significant progress may be achieved in the upcoming year. The Spartan Spirit Campaign will continue, and each support program will be consulted by Mr. McFeat as to their highest priority needs and then an overall “wish list” will be created and fundraised. Phase II is already in progress and funds will be directed as previously planned in the founding documents. The District and LCFEF will continue with their previously existing line items. The District’s list will likely include larger facility improvement projects and the LCFEF’s list will likely include funds for the district’s on-going commitment to technology upgrades. All in keeping with the philosophy that this one-time, capital campaign, is for high school capital improvements and equipment. Program funding will be proportionate to size of the program and number of students impacted. **Gifts may not be directed to any particular program – and if the overall goal is not achieved, each program’s share would be reduced commensurately.**

Benefit to LCFEF: The opportunity to collaborate with other affiliate support groups; the potential to increase giving among LCHS families; and to help raise more funds for LCUSD, which is our mission.

Benefits to Donors: This campaign will be run through LCFEF and as such, the same benefits that are afforded to LCFEF donors will be afforded to these donors – which basically means yard signs at various levels and perhaps other major donor benefits, if applicable.

Potential Drawbacks to LCFEF: There is the potential that donors who may have contributed to LCFEF for our annual campaign may view this capital campaign as their annual support this year. However, with giving levels so low among LCHS families, the potential for a net gain of donors and donations from this subset is probably more likely.

Implementation: December campaign launch with a spring culmination. LCUSD will handle all aspects of sign fabrication and installation. LCFEF will handle donation processing. All affiliate groups will market and promote.

Immediate Next Steps: LCFEF Board approval; LCUSD Board approval. Mr. McFeat has already met with affiliate groups to garner buy-in and develop “wish-lists” last year. Also, all group presidents agreed to sign on to this addendum.