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Making the outside match the inside

ANNOUNCING THE IN MOTION CAMPAIGN

BY MARLENE BERGSMA, DIRECTOR OF COMMUNICATIONS AND ADMISSIONS

It's a joy to be a student, teacher or staff person at Smithville Christian High School. Now Smithville Christian is embarking on an intentional strategy to share that joy.

The board of directors of Smithville Christian has officially launched the *In Motion* capital campaign: to allow more people to have a hand in creating that joy and to allow more students to benefit from it.

The goal of the *In Motion* campaign is to throw open the doors of the school – both literally and symbolically, said administrator, Ted Harris.

When met, the \$1.4 million goal will pay for both a dramatic overhaul of the entrance to the school and for the bursaries needed to enroll even more students.

"The school is in motion towards a thriving, flourishing future," Harris said, one which will see more students

from many faith communities in Niagara benefit from a Christian education.

In order to do that, the school has to make some strategic investments to improve the form and function of its 30-year-old building – particularly its curb appeal, he said.

Some students and parents jokingly refer to the school's street presence as looking "like a prison," said Harris, and its



overall appearance is not very welcoming.

Working with architect Jason Brouwer of Brouwer Architecture, the board has approved a plan to relocate and expand the front foyer, making it bigger, brighter and more welcoming.

The new concept is designed to catch the eyes of passersby and clearly signal that this is a welcoming place, Brouwer said.

"The addition of an open and airy front foyer and the facade

improvements will give a cohesive and fresh aesthetic to the front of the building," Brouwer said. "The eye will be drawn to the new entrance located at the front corner of the building, a light-filled beacon which will give the school a new visual identity."

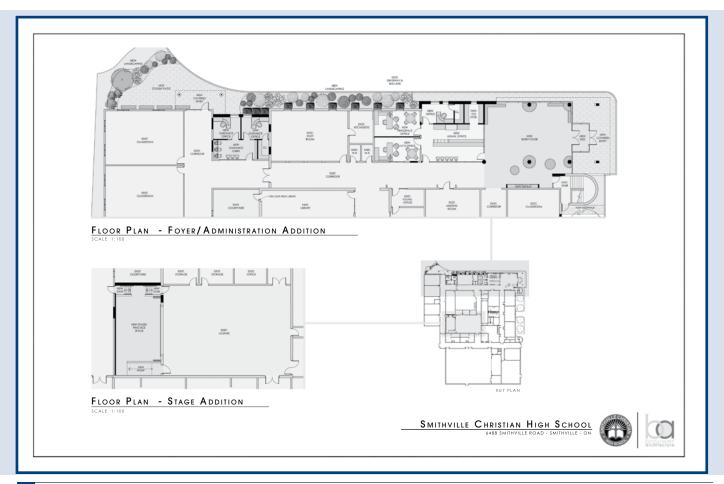
Once inside, students and visitors will be in a bright, lofty space that offers both room to showcase student work and space for students and staff to gather. Visitors will be able to see students engaged in their learning and immediately soak up the school's atmosphere, Harris said.

The renovation plan includes relocating some administration offices, providing badly-needed meeting and storage space and creating new guidance offices.

It will also provide more natural light to hallways and workspaces.

The campaign seeks to make the outside match what's going on inside, Harris said. The school's learning environment, atmosphere and reputation are earning rave reviews from students and their families, but the outside appearance and first impression "aren't in keeping with the vibrant character of the school."

Planning for the *In Motion* campaign began more than a decade ago, as part of the school's strategic planning, Harris said. As the very successful \$1.3 million Gateway Campaign wrapped up, the school's leaders committed to giving its supporters ongoing opportunities to partner in Smithville Christian's vision.



As Henry Nouwen writes in the "Spirituality of Fundraising," the *In Motion* campaign is an invitation to donors "to participate in the spirit of what we are about," Harris said. All donors, big and small, will know that they are contributing to the kingdom of God – by helping Christian teens belong, believe and succeed.

Harris said a capital campaign also gives the school an opportunity to connect with its supporters, find out what is on their hearts and tell them the story of what is happening these days at Smithville Christian.

"It draws them into the vision of our school."

Harris said "opening the doors and extending the blessing" of Christian education is a powerful message.

"Opening the doors is a symbol of what it means to be a 'Belonging' place," he said.

But in order to throw open the doors to welcome new students "they should be nice doors."

Harris said *In Motion* is meant to describe what's happening at Smithville Christian.

"We are a school on the move," he said, "intent on welcoming a wide group of people and doing what it takes to get there."



CAMPAIGN?

OK, but what about our Spring Drive?

BY TED HARRIS, ADMINISTRATOR

Normally at this time of year, you might be expecting a phone call from one of our dedicated spring drive canvassers.

But this year, you won't. Let me give you a little background to this decision along with some encouragement.

Since the goals of the campaign overlap with the goal of the annual drive, it is not appropriate to do them at the same time. In our campaign, we are targeting \$325,000 for our bursary fund. Lord willing, this will put our bursary fund on a great footing going forward.

How much do we need in our bursary fund? To be honest, we would love to have millions in this fund so that we can hold the funds in partnership with our Foundation and draw perpetual interest on them. Since we are making the bursary one of two goals of our campaign, we are choosing not to hold the drive this year, and we will make careful decisions about the drive during the balance of the pledge period (two additional years).

We strongly encourage our annual drive supporters to give prayerful consideration to your participation in our campaign. We do not want you to forget what a blessing it is to participate in building our bursary fund, and we invite your further participation in our building program. Please give our campaign canvassers the same wonderful response you give them at drive time. If there is any confusion about this drive and campaign language, please call the school and ask about it.

With some help from our friends

A successful fundraising campaign relies on the vision and generosity of donors, but first it needs champions. Let us introduce you to the visionary people who have agreed to join the *In Motion* campaign cabinet. Please pray for them and please thank them. We are grateful for their leadership and support.

Their contact information, including links to their email addresses, can also be found on the *In Motion* campaign website at www.smithvillechristian.ca.



MEET THE CAMPAIGN CABINET: Back row, from left: Fred Breukelman, Pete Glasbergen, Jacqueline Jones of The Dennis Group Middle row: Ted Harris, Otto Bulk, Mary Maida of The Dennis Group Front row: Duane van Staalduinen, Terry Talsma, Caroline Eyk, Garett Vanderwal and Ron Mulder.

- Otto Bulk, Dunnville
- (h) 905-481-0107
- (c) 905-818-7302
- (e) obulk@rosaflora.com
- Ron Mulder, St. Catharines
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• Fred Breukelman

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- (c) 905-630-6062
- (e) fbreukelman@smithvillechristian.ca
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- (e) duane@flowerpower.ca

• Ted Harris

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- (c) 905-246-4798
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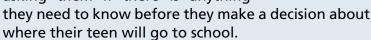
• Terry Talsma

- (h) 905-309-6969
- (e) tltalsma@cogeco.ca

Do us a favour: ask us for money

BY MARLENE BERGSMA,
DIRECTOR OF COMMUNICATIONS
AND ADMISSIONS

It's that time of year when I get to call the families of prospective students, asking them if there is anything



For many families, there is a question about finances — especially if they are also sending children to a Christian elementary school and are now facing double tuition.

For me, that's a fun question, because it's easy to answer.

We can help!

In fact, families who request a confidential bursary interview are doing us a favour. Each year, the money raised in our spring drive — and this year, some of the money raised through the *In Motion* campaign — goes to our bursary fund. The donors have given it to us to bless families, and although we may be tempted to spend it to repair that leaky toilet or to acquire a fancy new shop tool or great new textbook, we can't. We can only spend it on bursaries.

So please, do not feel reluctant to ask and please, encourage your friends.

Teenagers, if this is the school you want to attend, tell your parents. Teens, if there is a friend you want to invite to join you at school, pass this on.

Some people can afford to pay full tuition, and they should.

But if Christian education would bless you or a teenager you know and the cost is standing in the way, please set aside any pride or hesitation and please contact us.

It's a sad thing to have unspent money in our bursary fund, when we would much rather use it to bless another student.

To set up your confidential bursary interview, please contact me at mbergsma@smithvillechristian.ca.

Branding the *In Motion* campaign

BY TED HARRIS, ADMINISTRATOR

Our campaign team had a colourful discussion when we brainstormed our campaign logo for the In Motion campaign. The result, not surprisingly, was a colourful logo. The full colour version (check it out on the school website) brings to mind a few things.

First, the logo ties to our school logo by starting with the Bible and the cross as the basis for our instruction and for our development of community. This is indication that our campaign is really part of the life of our school and is an extension of our mission



Second, flames are certainly a recognition of the working of the Holy Spirit. Both in our school and in our work throughout this campaign, we rely on the working

IN MOTION CAMPAIGN

of the spirit to bond community, to move hearts and to shape lives. In our campaign, we pray that the Holy Spirit will prepare the hearts of those from whom we seek support and with whom we will have conversations about the vision of our school

Third, the logo is awash with bright colours. These colours represent the diversity within our student body. We are profoundly grateful that 44 area churches are now represented in our school. This is an answer to prayer for us, and we continue to pray that God

will allow us to bless more Christian teens with what our school offers. Making the building more welcoming and having a well-funded

> bursary program are two important ways to extend the blessing.

Last, there is clearly movement in the logo. Our In Motion campaign is so named because of the movement in our school. Education is changing; our teachers are constantly stretching their skills so that learners can have more meaningful learning experiences. It is our prayer that God will enable us to light a spark in our classes that will be fanned into flame in the lives of our young people.



Z Bulletin Board

READ MORE **ABOUT THE** CAMPAIGN.

request a visit

AND STAY UP TO DATE

WITH

campaign happenings

BY FOLLOWING THE



CAMPAIGN

LINK

FROM OUR WEBSITE AT

WWW.

SMITHVILLECHRISTIAN .CA

Surrounding our campaign with prayer

BY TED HARRIS, ADMINISTRATOR

Christian education always needs prayer, but at particular times it is good that this gets extra focus. As our *In Motion* campaign gets going, we have begun two means by which we encourage our supporters to pray for the campaign.

First, we have begun a prayer team. The team has been praying regularly for the efforts of the campaign. We have been sending them specific requests every week, and they have devoted time on our behalf bringing these matters before the Lord in prayer.

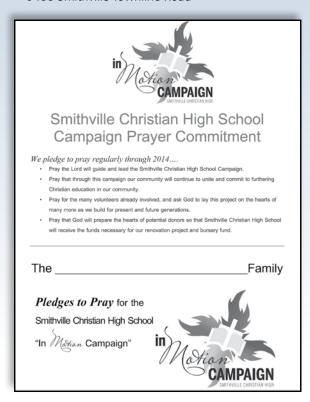
Second, we have produced a prayer commitment card as part of our campaign materials which supporters can return to us. Once they are returned to us, the cards will form a collage in the school's front lobby.

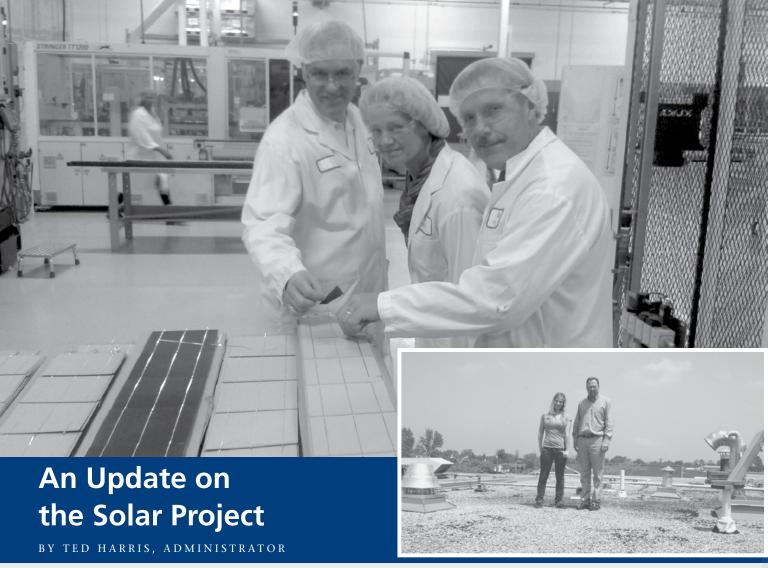
We know that our supporters pray for our school often, but we do ask all of our supporters to pray frequently and specifically for our campaign. Pray that it will unite Christians in support of our school, pray that the necessary funds will be raised, pray that we would be good stewards of what the Lord blesses us with, and pray that the results of this campaign would position our school to bless many Christian families.

To send a tangible sign of your prayer support, please sign a copy of the prayer card and send it to school. We will be glad to add it to the prayer wall in the front lobby. Students and staff will be blessed when they see the visible evidence of your dedication and support.

You can obtain a copy of the prayer card

- from the *In Motion* campaign website, found at www.smithvillechristian.ca
- by emailing the school office at office@smithvillechristian.ca
- by calling the school office at (905) 957-3255
- or by visiting the school at 6488 Smithville Townline Road





In 2011 we were excited to learn we had been awarded a Feed-In Tariff contract by the Ontario Power Authority.

Now, almost 3 years later, our Solar F.I.T. (Feed-In Tariff) Project is finally nearing the point where we can begin to move rapidly. The last couple of months have tried our patience as we have been waiting for approvals. Lord willing, we will be able to proceed soon with the construction phase and begin to draw energy from the sun for the good of our school community.

As we finalize our Notice to Proceed, we have begun to resurface the roof, after which we will get the panels in place as quickly as possible. Our finance committee has been devoting significant meeting time to the creation of plan to work through the finances of the project. As the Lord so blesses us, the project will serve as a significant source of revenue for our school. Our intent is to

use this revenue for technological advancements to enhance student learning, for opportunities to enhance school programs (e.g. class trips, innovative learning opportunities), and for ongoing investment in our endowment fund held with the Foundation. Though the energy will go into "the grid," the school will have extensive monitoring systems which will enhance student interaction with this project.

Given all that needs to happen in a short time frame this spring, please pray for our school as we finalize the details of this project. Pray that all would go smoothly this spring and that the Lord will bless our school and its students through this experience and through the funds it generates.

The Smithville Christian High School capital campaign is now 'in motion'!

Representatives from Smithville Christian High School visit a solar panel fabrication plant.

Over the past six months, a great deal of work has been completed to position us well for our \$1,400,000 capital campaign. In fall 2013, The Dennis Group Inc. a fundraising consulting firm who specializes in capital campaigns, particularly for Christian schools, conducted a series of interviews to gather our community's opinion on the campaign and the projects. The feedback was very positive and supportive of Smithville Christian moving forward! The planning phase of the campaign then began, including developing the campaign theme, logo, documentation, and identification of campaign volunteers. This phase was supported by the Pre-Campaign Team to whom we offer our sincere thanks and appreciation for their time and input. In January we moved into the active phase of the campaign which will unfold over the next 6-12 months as follows:

Recruitment of Campaign Cabinet and Canvassers
Board and Staff Campaign

Lead Donor Visits

Major Donor Visits

Community Campaign Launch (once campaign has reached 60% of \$1.4m goal)

Celebration Event!

WE ASK THAT YOU KEEP THE CAMPAIGN AND OUR DEDICATED VOLUNTEERS IN YOUR PRAYERS.

We are grateful for the vision and leadership of our Pre-Campaign Team:
Wayne Schilstra, Chair

Lorraine Vermeer

Al Elmers

Fred Breukelman

Caroline Eyk

Ted Harris

Mary Maida, Consultant
The Dennis Group

Students go on an annual \$50,000 spending spree

BY BEN BONSMA, STUDENTS' COUNCIL EXECUTIVE

Sports, Music, Clubs: where does the money for all of these extra-curricular activities come from?

Students' Council has been in charge of funding these activities for many years now, quite possibly since the school began. One of the big tasks of the Students' Council Executive is to create a balanced budget for the exciting extra-curricular events that happen at Smithville Christian.

Every year, near the beginning of the school year, members of the newly-elected executive go on a two-day retreat to decide their theme, plan their year and discuss what to do with their nearly \$50,000 budget. All staff sponsors are invited to submit budget requests and then we discuss where and how to allocate the money.

With the broad range of activities Students' Council sponsors we hope that there will an opportunity for every student to be involved in an extra-curricular activity or to enjoy some of the outings and activities we fund. We strive to budget fairly to each activity based on its needs and to keep a balance between athletics and activities overall.

WHERE DOES STUDENTS' COUNCIL GET THE MONEY TO DO ALL THESE ACTIVITIES?

Students' Council receives absolutely no money from the school or from students' tuition. Each student has to pay a \$200 activity fee at the beginning of the year. This fee makes up most of the Students' Council budget. Profits from the vending



Caption: Super magazine sales person Chantal Rauwerda plays Plinko under the watchful eyes of Students' Council members Sydney Vermeer and Alex Kamphuis.

machine are also a large chunk of our budget, contributing around \$7,000 annually. Because we don't know how much profit the vending machines will earn, Students' Council only budgets money from the activity fees. This means when we do receive vending machine money we usually use it to supplement deficits in the main budget or we add to our surplus money. We have a large surplus of almost \$18,000 this year. This money is used to give back to the students by making improvements to the school that benefit students, such as a new gym

floor, Pumpatorium equipment, trash and recycling cans, vending machines, foosball and airhockey tables, microwaves and the occasional free bonus such as prizes from Students' Council events or lunch for the school on some special days.

All the money given to Students' Council is given back to the students. Students' Council is set up to create fun activities for the school and to build community, and that is exactly what we do.



ACTIVITY	REQUESTS 2013-1
Athletics	19,000
Choir	3,500
Yearbook	2,500
Library Photocopier	1,500
Art Club	330
Athletics Council	1,000
Praise Team	1,000
Welcome Week	1,000
Executive Retreat	460
Spirit Days	500
Christmas Events	1,000
Ski Trip	1,000
30 Hr. Famine	1,500

ACTIVITY	REQUESTS 2013-14
Banquet	3,000
Events/Outings	2,000
Canada's Wonderland	2,500
Miscellaneous	1,400
Bookkeeping &	1,300
Banking Costs	
Food Drive	300
Book Club	300
Culture Club	550
Homework Club	260
TOTAL	46,500

God loves Christian education — and cats

FOR MANY FAMILIES, CHOOSING CHRISTIAN EDUCATION FOR THEIR CHILDREN REPRESENTS FINANCIAL SACRIFICE: DOING WITHOUT A FANCY VEHICLE, AN EXOTIC VACATION OR THAT LONGED-FOR RENOVATION. BUT MANY FAMILIES ALSO SHARE WONDERFUL STORIES ABOUT GOD'S FAITHFULNESS IN PROVIDING FOR THEIR NEEDS. HERE'S ONE SUCH STORY, WHICH COMES TO US VIA A CHRISTMAS LETTER SENT BY WILMA VELDMAN, HOST MOTHER OF SMITHVILLE CHRISTIAN STUDENT STAN HE AND MOTHER OF COVENANT CHRISTIAN SCHOOL STUDENT PAUL VELDMAN.





A well-fed Charles Veldman. Top right: Stan He.

BY WILMA VELDMAN

You know how there are contests and things from companies to win sums of money etc.? I have often wondered if there are actually winners in these.

Now I know the answer.

In July I found out that the CRA (Canada Revenue Agency) was sending out letters to families who made donations to an organization to distribute money for Christian schools. I went to the Post Office to check if we got a notice. On the

way home I stopped at the Hardware store to buy a bag of cat food. It had a thingy attached, to try to instantly win a free bag of cat food. I thought, why not? There was also a chance to win a moderately large sum of money and a year's worth of cat food.

Unfortunately, I did not win a free bag of cat food so I just kinda forgot about it. A few weeks later I was contacted via email to do a skill-testing question. I thought it was kinda silly to have to answer a skill-testing question, assuming everyone who entered the contest was contacted, and, I assume that most of those type of things are math questions. Since math is not my forte I ignored it until I got a phone call. The math skill-testing question was very easy so I passed it and then found out that I was in fact a winner.

I was still skeptical — until Fedex delivered the cheque in September. The cat food will come in four installments in the coming year, the first one arriving shortly after the cheque.

We are amazed with how the Lord provided for us at this time, because we did receive a letter from the CRA requiring us to pay a large sum of money back. This was totally not budgeted for, but the cheque from Whiskas covered most of that bill. And the cat is also blessed with a full year of his favourite cat food! This has been an encouragement for us to see that the Lord provided what we needed — the outstanding amount yet to be paid to the CRA was the exact amount that the school gave us in a bursary, and the school had no way of knowing the amount we received from Whiskas.

This has also been an encouragement for our adult children to see how God provides for Christian education.



SMITHVILLE CHRISTIAN HIGH SCHOOL FOUNDATION*

One of the highlights of our work at our Foundation is fulfilling our vision to help support a member school such as Smithville Christian High.

Inasmuch as it is encouraging to see our Foundation's asset pool continue to grow, being able to now gift tens of thousands of dollars to our member schools annually gives us greater joy. As often as it is possible and/or appropriate, disbursements (financial gifts to the schools) are made in person as a means to bridging the visual and the text.

To this, it was an honour last fall to present Al Elmers, Board Chair at the school, with a disbursement cheque totaling nearly \$20,000. To add texture to this singular event, over the course of the past five school years, over \$100,000 has been gifted in this manner to Smithville Christian High alone – whereas the overall asset pool of the Foundation has grown from under \$900,000 to now over \$2.1 million.

The numbers may add worthwhile texture; however, they don't tell the real story about school supporters making a difference – one at a time. The stand-alone disbursement and fund reports do not tell the stories about:

• The individual who in 2001 gifted \$102,000 so that each of the six founding member schools would immediately have \$17,000 as initial seed money in their endowment. Smithville Christian High was one of the beneficiaries of this unique gift.

• The individuals and couples that arranged for a bequest in their wills such that the school is

now receiving ongoing and annual gifts of earnings generated by their estate gifts. It's as if their annual giving continues even though they are no longer with us.

- The individuals and couples that have placed funds in Revocable Deposit Agreements and where the semi-annual earnings have been allocated towards the school's endowment (to generate even further gifts for the school) or allocated to flow-through to the school now to help fund bursary or other worthy programs.
- The couple with elementary aged school children that made a \$1,000 gift to establish the school's Computer Technology Endowment, and then continued with \$100 monthly pre-authorized contributions for the next number of years to grow the endowment to the point where it is now generating an additional income stream (gift) to the school to help fund and support the computer (and related) programs.
- The donors who have used in-kind transfers of appreciated securities (non-registered only) as a means to making a gift that remains with the Foundation for the long-term benefit of the school, or



Henry Koornneef presents a Foundation cheque to Smithville Christian High school board chair Al Elmers at a recent membership meeting.

with the designation to flow-through to the school as a means to honour an annual or capital campaign pledge. We should not fail to mention that these donors saw their capital gains liability (as part of securities that had grown in value) literally evaporate by transferring the securities in-kind versus first redeeming them for cash and gifting the net (after tax) proceeds to the school.

• The families that have been helped because of supporters following through on good intentions.

With God's continued blessings – and with your help, we hope to have many more stories to share and inspire – and to praise God for!

Inquiries may be forwarded to our Executive Director, Henry J. Koornneef at (905) 957-8172, (877) 340-9555, email: office@schoolfoundation.ca or to any Board Member http://www.schoolfoundation.ca/board2.html

Please visit us online - www.schoolfoundation.ca

*Registered business name of the Foundation for Niagara & Hamilton area Christian Schools

PLANNED GIVING QUIZ Top 10 Questions

- 1) Can you describe what "planned giving" is? (regular speak no jargon please)
- 2) Are you familiar with and understand the "Charity Child" concept?
- 3) Do you know how life insurance can be used to arrange a planned gift?
- 4) Does "RDA" stand for Revocable Deposit Agreement or Rainy Day Account?
- 5) Does the income from a Charitable Gift Annuity make an individual eligible for the \$1.000 Pension Credit on their Tax Return?
- 6) Can you offer one example of a taxefficient means of gift planning?
- 7) Can the gifting of appreciated securities through an in-kind transfer also be arranged through my will as readily as through an in-kind transfer during my lifetime?
- 8) Is it better to name two or more persons as Trustees (or Executors) in my will?
- 9) Can't I simply allow for my Trustee(s) to make a charitable contribution on my behalf?
- 10) Is it true that if I fail to plan for the tax liability associated with my registered assets (RRSP and RRIF portfolios) that Ottawa has claim on up to half upon my death?

You may have heard....

WE TOO ARE COMMITTED TO REDUCING OUR RELIANCE ON ACRONYMS.

Smithville Christian High Foundation is an officially registered business name of the **Foundation for Niagara & Hamilton area Christian Schools** – "our Foundation." In fact, each of the current ten member schools has a business name registered on its behalf – and the primary incentive for this business name initiative has been to help with "foundation branding" at school level.

That said, we'll be the first to suggest it's also because the legal name Foundation for Niagara & Hamilton area Christian Schools is simply too long and difficult for folks of all ages to get right. Even the acronym version with five letters is problematic for many. And the worst part with acronyms is that if you're not a community 'insider', you're at an immediate loss or disadvantage. In fact, even many insiders have reached a tipping point regarding our overuse of acronyms.

So when "our Foundation" began formal discussions two years ago with two other regional Christian school foundations in Ontario with the vision to create a stronger organization by amalgamating, the discussions eventually led to how to name the 'new' foundation. Easy to remember and conducive to the school business name branding initiative were two key priorities – but so was the commitment to reducing our default habit of creating yet another acronym.

To that end, we are pleased to share that when "our Foundation" formally joins together with the Central Ontario Christian Education Foundation and the Grand River Advancement of Christian Education Foundation this spring, the 'new' foundation will simply be known as the Christian School Foundation. Simple? Yes, and that's the point. But also too simple to pass the new corporate name search test, so (Canada) Inc. will follow as part of its full legal name.

In essence, very little will change for Smithville Christian High – the Smithville Christian High Foundation will be assumed by the Christian School Foundation and, Lord willing, we will continue working towards strengthening the Christian school movement by doing our part to create a strong and vibrant Smithville Christian High School.

Miss the acronyms yet?

Attention Smithville Christian High School students:

Planning to pursue your post-secondary studies in the Business Program at Redeemer University College? Have any concerns about meeting your tuition obligations once the first-year scholarships and incentives have lapsed?

We are pleased to share that the Koornneef Family Bursary in Business



has been established with Redeemer, an initiative that will be funded annually from the Koornneef Family Fund held with our Foundation.

There will be at least one bursary valued at

\$1,500 to \$2,000 to be granted annually to a returning student with demonstrated financial need who is enrolled full-time in the Business Program. Consideration will also be given to students enrolled in the co-op stream of the Business Program.

Redeemer will oversee all matters related to promotion and the processing of applications, with the Academic Standards Committee selecting the recipient(s). We're simply honored to help create awareness about yet another outcome resulting from local Christian school supporters following through on good intentions as part of their estate planning.



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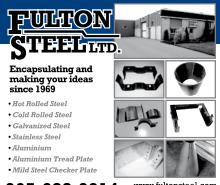
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