



# TOGETHER

The Spirit of Catholic Education



A Leadership Gift Proposal  
**FOR YOUR CONSIDERATION**



Blessed Sacrament • Cathedral of St. Mary  
Holy Cross • Holy Spirit • Nativity • St. Anthony  
St. Benedict • Sts. Anne & Joachim



# TOGETHER CAMPAIGN

The Spirit of Catholic Education

*In order to educate, it is necessary to step out of ourselves and be among young people, to accompany them in the stages of their growth and set ourselves beside them."*

POPE FRANCIS

*"Thanks to all who accept the challenge of supporting our mission to educate and form the next generation of young people. Your generous support enables our Catholic schools to flourish and thrive. That spirit beautifully imitates "Christ, Who made Himself the 'Deacon' or servant of all.*

PRESIDENT MIKE HAGSTROM

## Executive Summary

St. John Paul II Catholic Schools is conducting the most important campaign in decades to position Shanley High School, Sullivan Middle School and Nativity, Holy Spirit and Trinity elementary schools for success for the next generation of area students who will benefit from an excellent Catholic education.

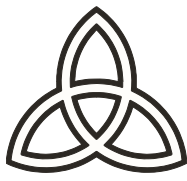
This campaign has three campaign goals we will accomplish through our efforts including:

- **Goal #1 – Fully funding a \$7 million dollar Teacher Salary Endowment to help us attract and retain the best and brightest teachers for all of our schools. *\$4.02 million raised to date.***
- **Goal #2 – Expanding Shanley High School through a \$6.1 million Activities Addition for athletic, theater, music, band and Speech/ Debate activities supporting our outstanding students. *\$2.5 million raised to date.***
- **Goal #3 – Retiring \$11.8 million in debt from our current Shanley High School and Trinity Elementary School Building projects. Accomplishing this goal will allow us to re-direct \$500,000 per year into reserves for operational needs. *\$3.6 million in pledges to date.* An additional \$5 million in dollar for dollar matching funds is also available for all gifts given to Campaign Goals #1, #2 and #3 to be applied to debt retirement.**

## Our Charitable Gift Request

Our request is for a Leadership Gift which could be pledged over a period of time up to five years. This gift to the goal(s) of your preference would allow us to complete our campaign goals and would leverage a dollar for dollar match from the Ron and Marlene Hoffart Family Challenge. For this gift we would humbly offer a family naming opportunity commensurate with your Leadership gift level.





# OUR CASE

for the Future of Catholic Schools

**Campaign Goal #1 - Fully funding a \$7 million dollar Teacher Salary Endowment to help us attract and retain the best and brightest teachers for all of our schools. \$4.02 million raised to date.**

## The Case for Teacher Retention

Ask any alumni who their favorite teacher is and they will likely have a list of more than one and those teachers from the 1940's, 1950's, 1960's and 1970's were often a teacher in Catholic schools their entire career. The one-income household of those decades has evolved to a two-income household. Gone are the days when one teacher's salary working in a Catholic School would pay the family bills. This salary gap for Catholic school teachers in the JPII schools is made more critical as public schools funded by the state have increased salaries and benefits for teachers.

While our teachers have always seen their roles as ministry, the need to financially take care of their family's needs has become critical and is taking its toll on the bedrock of the St. John Paul II system. Our beloved teachers. Our retention rate of JPII teachers is decreasing partly through natural attrition with re-location, retirement or family life changes and increasingly due to the economic realities our teachers and their families face. While parents still cite our teachers as the best, this out-migration of teachers for financial reasons (even though from a mission standpoint they would prefer to stay) is going to affect the value and quality of the education we provide if we do not address this along with all other needs.

- Approximate starting salary for a Shanley/JPII Teacher is currently \$31,500
- Approximate starting salary for a Fargo Public School Teacher is currently \$41,000

Currently to get all of our Teachers on par with Light of Christ Catholic Schools in Bismarck, would require an additional \$367,516 per year.

To provide an endowment for this teacher salary shortfall would require a minimum of \$7,000,000. To keep pace with inflation and to have the ability to recruit teachers on par with public schools who desire to teach in a faith based environment, the endowment will need to grow beyond this initial goal. This step is critical for retention of our teachers.

Our Top Donors (\$25,000 to \$1,000,000) as of 12/1/2019. Those that wish to not be on public lists have been listed as anonymous. List is in alpha order as to protect donor privacy where requested.

*Anonymous(1)*

*Kent & Corinne Busek*

*Dan & Heather Butler*

*Daniel & Pauline Dunn*

*Matt & Julie Friederichs*

*Emmet & Diane Moraghan Kenney*

*Keith & Rondi McGovern*

*Paul and Geneva Noah (in Tribute to John and Mary Noah)*

*Jim Pettinger Estate*

*Betty Lou Scott*

*Jim Wold Donor Advisor Fund*



When you drop your kids off every day at a place you know that the faith is being incorporated in every aspect of their day, you can rest easy knowing that you made the right decision in sending them to Catholic schools."

KEITH AND JULIE WILSON  
PARENTS OF STUDENTS AT  
TRINITY ELEMENTARY,  
SULLIVAN MIDDLE SCHOOL,  
AND SHANLEY HIGH SCHOOL

NOTE: Over \$2,000,000 of our \$4 million raise in Teacher Endowment funds is held at the Catholic Development Foundation, part of the Diocese of Fargo.



**Campaign Goal #2 – Expanding Shanley High School through a \$6.1 million Activities Addition for athletic, theater, music, band and Speech/Debate activities supporting our outstanding students. \$2.5 million raised to date.**

**A Case for Space**

With steady growth in enrollment (currently Shanley High school is at 32 year high with 356 students) and a trend toward higher participation rates in athletics, speech and debate, choir, band, theater, the need for extra space for all of these activities is critical now and will only become more so as our enrollment increases. With our goal of maximum high school and middle school capacity this project will become top priority and will aid us in further enrollment growth through a highly satisfied student body.

We are now in our 18th year in our current building and it has served us adequately and efficiently. But meeting additional instructional and community needs and preparing responsibly for our anticipated growth in enrollment requires expansion and refinement of the facility. Expansion highlights include:

- **Enlarged Commons (lunchroom and community gathering space)**
- **Enhanced Performing Arts Wing**
  - Band Rooms
  - Choral Rooms
  - Theater workshop and dressing rooms
  - Dedicated speech and debate room
- **Enhanced Athletics Wing**
  - Larger locker rooms
  - Weight room
  - Coaching offices
  - Meeting room
- **Improved access to the stadium, concessions and restrooms for all of our patrons and guests. (No more outdoor biffies)**

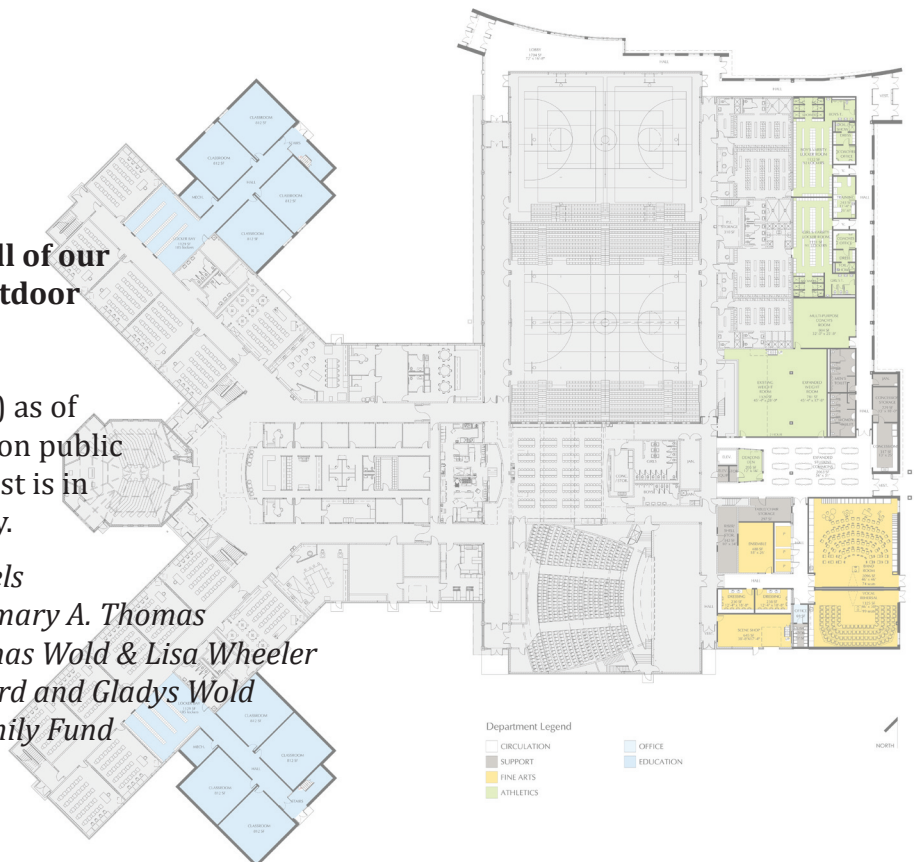
Our Top Donors (\$50,000 to \$500,000) as of 12/1/2019. Those that wish to not be on public lists have been listed as anonymous. List is in alpha order as to protect donor privacy.

*Anonymous  
Bell Bank  
Daniel & Pauline Dunn  
William & Teena Dietz  
Dale & Kelly Kadlec*

*Scheels  
Rosemary A. Thomas  
Thomas Wold & Lisa Wheeler  
Clifford and Gladys Wold  
Family Fund*

*Our work is not yet complete. We have seen significant growth, and this year alone, the St. John Paul II Catholic Schools Network grew by 70 students. This kind of growth is wonderful and I pray it continues, but we need to provide adequate facilities for our increasing student body.”*

**BISHOP JOHN FOLDA, FARGO DIOCESE**





*Ron & Marlene Hoffart with granddaughter, Katie Nistler '16 at Grandparents Day 2016*

### **\$5 MILLION HOFFART CHALLENGE GIFT**

The family of Ron & Marlene Hoffart have recognized the importance of completing the Shanley/Sullivan expansion. Though Ron went to his heavenly home on October 10, 2016, before doing so, he and Marlene pledged an additional \$5 Million Challenge for every NEW dollar given or pledged to finish the TOGETHER! Campaign!

**Campaign Goal #3 – Retiring \$11.6 million in debt from our current Shanley High School and Trinity Elementary School Building projects. Accomplishing this goal will allow us to re-direct \$500,000 per year into reserves for operational needs. *\$3.6 million in pledges to date.*** An additional \$5 million in dollar for dollar matching funds is also available for all gifts given to Campaign Goals #1, #2 and #3 to be applied to debt retirement.

### **The Case for Financial Stability**

We have accumulated debt over the last two decades from our key building projects. To offset this debt we have an incredible combination of challenge gifts from the Ron and Marlene Hoffart Family. All of these gifts are irrevocable trusts. One gift is set to come in 2020 and the other amounts upon Marlene's passing. In all the Hoffart family is pledging up to \$8.6 million in gifts to the campaign as a challenge to donors of all of the Together campaign goals.

### **Breakout of Hoffart Family Gifts and Challenge**

- \$1.3 million to be made in December of 2020 to be applied to the Trinity Elementary Project, reducing the unfunded portion of that project from \$8.3 million to \$7 million.
- \$2.3 million to be made at the end of Marlene's life to be directed again to Trinity Elementary, bringing the unfunded amount of the project to \$4.3 million.
- \$5 million dollar Together Campaign Challenge provides a dollar for dollar match for gifts to the building expansion, teacher salary endowment or debt retirement as decided upon by JPII Board. Board at this time is dedicated to using it first priority for debt.

The Hoffart Family gifts have the potential to reduce long term debt to \$3.5 million, provided \$5 million in cash and pledges is received for the Together Campaign between January 1, 2018 and her passing. To date \$1.3 million of gifts have already been given triggering match dollars. All Hoffart family gifts are in irrevocable trusts all earning at the correct pace to deliver at pledged amounts and could deliver more.





# CAMPAIGN CASE

## BACKGROUND DATA

### A Proud History of Growth

Since 1882 when a group from the Sisters of the Presentation of the Blessed Virgin Mary from Ireland came to open a school in North Dakota, the benefits of Catholic Education took root in Fargo. These “Irish Presentation Sisters” later established Sacred Heart Academy on Broadway. Bishop Shanley celebrated the opening mass for that school on September 8th, 1897.

In 1934 the first Deacons football team came into existence. Sid Cichy took the reins as Head Football Coach in 1948 and the Deacon Dynasty began. But it wasn't all athletics. From the very beginning, rigorous academics accompanied every student's journey creating the “well rounded student” who went on to become great Catholic citizens of the world. The impact of Catholic education has been cited by one successful alumnus after another as a bedrock to the journey of their lives.

The importance of philanthropy has played an integral role from the beginning as well. In the late 1940's the Sisters donated land adjacent to the west of Sacred Heart Academy and the Fargo parishes began a fund drive to build a new high school named in honor of Bishop John Shanley.

The first phase of the campaign with a \$400,000 price tag provided new classrooms, science laboratory, library, gym, showers, locker rooms, a cafeteria a two stall bus garage, quarters for an athletic coach/caretaker and space for a heating plant large enough to serve the completed structure.

*The first phase of the campaign with a \$400,000 price tag... created a building that thousands of students graduated from... fulfilled the future for decades of Shanley High School.*

That gift created the building that thousands of students graduated from. The gifts of that generation truly fulfilled the future of decades of Shanley High School students.

Other Catholic parish schools were founded over time including St. Anthony's, St. Mary's, Holy Spirit and Nativity. These schools all operated independently until 1987 when they were joined together into a network. In 1989, Shanley High School was added and the network became the Fargo Catholic Schools Network (FCSN). This network vastly improve operational efficiencies for all schools.

In 1996 the FCSN approved a long-range plan to improve Catholic education in the community. School facilities were studied for structural stability, educational functionality, effectiveness, handicap accessibility and adequate space for present and future needs.

*No undertaking in our generation will have a greater influence on the future of the Church in Fargo than Shanley High School”*

BISHOP OF FARGO, ALOISIUS J. MUENCH

As a result of the study, in October of 1998 the FCSN voted unanimously to proceed with a \$12 million dollar Cornerstone for the New Century Campaign to build a new combination Shanley High School and Sullivan Middle School complex on 40 acres of donated land at 25th street and 54th Avenue South. The school opened in 2002.

With the vision for a Catholic school in West Fargo, the school system became “St. John Paul II Catholic Schools” shortly after Pope John Paul II’s canonization (April 27, 2014).

## **CRITICAL SUCCESS FACTORS FOR CATHOLIC EDUCATION FOR THE NEXT GENERATION**

### **Population Growth/Enrollment Growth**

In the past three decades the city of Fargo and its metro area has gone through unprecedented growth. A growing population from a little over 9,000 in 1900 to 53,000 in 1970 to 105,000 in 2010 and today a population of 124,000 and a combined metropolitan area population of 229,000 have driven a need for another Catholic School in West Fargo and expansion of current facilities to meet the growing demand.

- Current enrollment for Shanley High School is at a 32 year high level with 356 students.
- St. John Paul II enrollment system wide is at 1190 students and growing (one of top three years of system wide enrollment)
- An increase in scholarship funding over time has allowed more families to investigate Catholic education as an option for a more personal, faith-based environment.
- The increase in new businesses like Microsoft, Aldevron, RDO and myriad new technology businesses have driven highly educated employees, new to the area to seek private education with Catholic schools for their children.

### **Accredited Private Education is Important to Families**

An important trend in private education is the trend of families wanting the highest performing schools for their children. This has mirrored our Catholic Schools’ desire since the late 1800’s.

- In January of 2019, the St. John Paul II Catholic Schools system was granted AdvancED School System Accreditation from the AdvancED Accreditation Commission, the national commission that confers the North Central Association Commission on Accreditation and School Improvement accreditation seal. This means that the system and all of its schools are accredited, and that St. John Paul II Catholic Schools is recognized across the nation as a quality school system. This international accreditation body uses the IEQ score (Index of Education Quality). All Catholic Schools in the AdvancED network of schools have an average IEQ score in the range of 278.34 – 283.33. The visiting team found the St. John Paul II Catholic Schools met or exceeded all standards and had an IEQ score of 303.23!



## Recognizing Campaign Generosity with Naming Opportunities

We want to offer our Leadership Level gifts with permanent naming opportunities commensurate with their gift amount. Spaces in our Shanley High School and Sullivan Middle School can be named for a family, for someone you want to pay tribute to such as a favorite Saint, a favorite teacher, a living or departed loved one, a special student, perhaps a class year as a group or a sporting team for a given year. There are approximately 60 naming opportunities available from \$25,000 to \$3,500,000. Some of these spaces have been named through gifts/pledges received and they are available on a first-come, first-serve basis. Gifts for Expansion, Teacher Salary Endowment and Debt Retirement are all eligible for naming opportunities. Here is a sampling of the kinds of areas that are available:

- Classrooms for middle and high school (29)
- 1st and 2nd Floor Classroom Wings of each School (4)
- Music and Band Areas (5)
- Speech and Debate (1)
- Theater (2)
- Auditorium/Commons/Atrium Spaces
- Library/Kitchen/Main Offices
- Art Pieces and Meditation Gardens
- Main Gym
- Weight Room
- Concessions
- Principal's Offices

## Our Thanks for Your Consideration

Thank you for reviewing this case statement and proposal for a potential gift of support to the areas of your preference. As our campaign name implies it will take many Leadership gifts from people working "Together" to complete our campaign.

In 1947 \$400,000 was raised for the original Shanley High School which graduated thousands of students over its 55 years. Our current high school is now 18 years old and has already graduated thousands of students and with this expansion you have the opportunity to see the impact over the next 50 years. Thank you for considering a Leadership Gift.

As your Campaign Philanthropy Officer, I pledge my 30 years of charitable gift planning to you and your family to gain the maximum impact from your tax-deductible one-time gift or pledge gift of cash, securities, real estate, grain, farmland, IRA, Life Insurance, Donor Advised Fund or bequest to these campaign goals. You can reach me at 701-893-3243 directly or email me at [john.klocke@jp2schools.org](mailto:john.klocke@jp2schools.org).

I expect to travel locally, regionally and nationally to sit down with our alum and friends to discuss gift plans. You can also stop by my office at Shanley to visit as well.



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[www.jp2schools.org](http://www.jp2schools.org)



JOHN KLOCKE, CFRT  
PHILANTHROPY &  
ADVANCEMENT



*In every generation there is a spirit of generosity that secures the future for the next generation.*

*Your investment in our future will help ensure that generations to come will have this opportunity for a total person-based education that St. John Paul II so ardently desired.*

*Together, with God's Grace, his vision for education can be realized in our schools and each student can have the opportunity to realize the gift of his or her divine vocation."*

MIKE HAGSTROM, PRESIDENT  
ST. JOHN PAUL II CATHOLIC SCHOOLS

*A Community Inspiring Excellence through Faith, Learning, and Service*