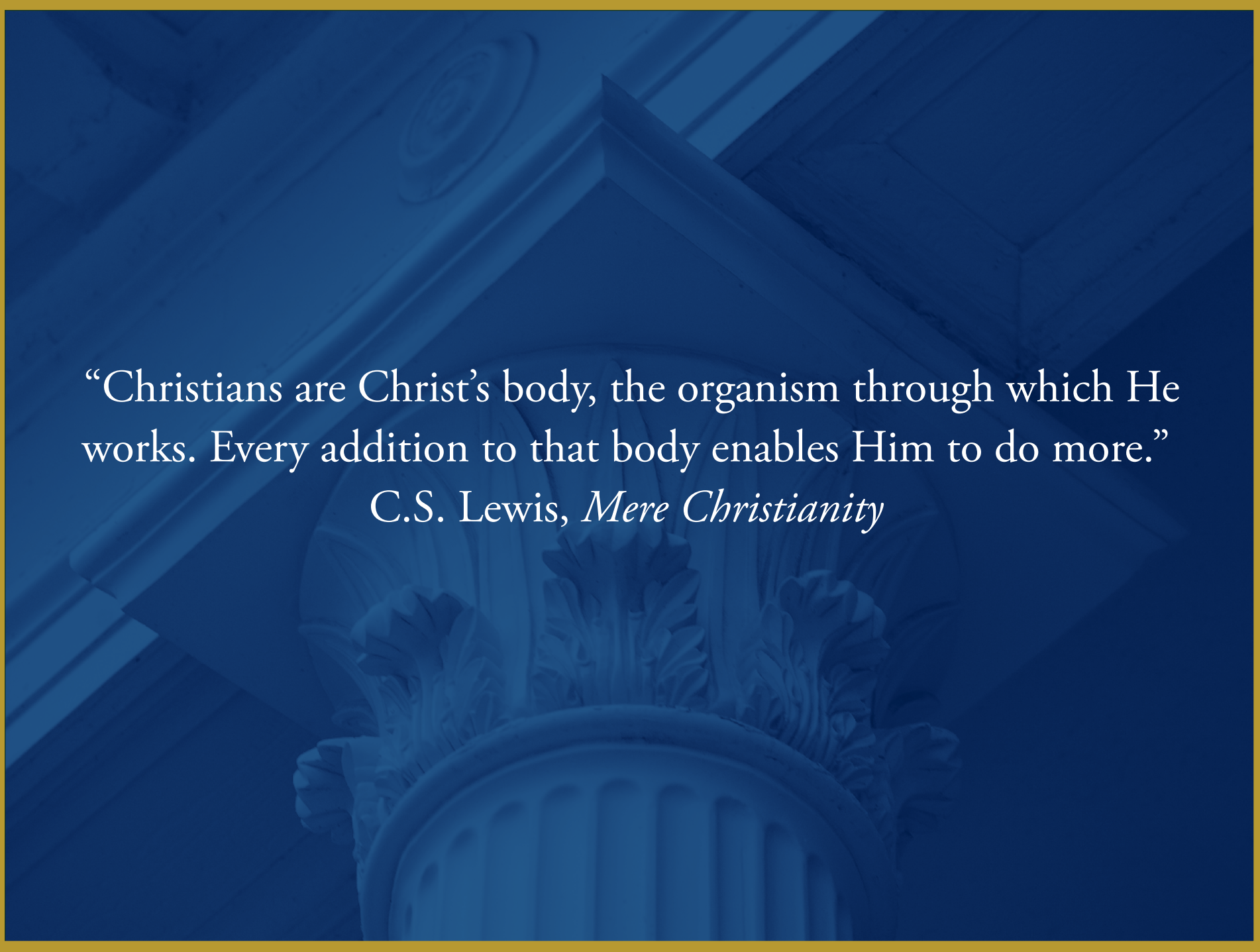


CAMPAIGN IMPACT

THE CAMPAIGN FOR LANDMARK CHRISTIAN SCHOOL





“Christians are Christ’s body, the organism through which He works. Every addition to that body enables Him to do more.”

C.S. Lewis, *Mere Christianity*

A MESSAGE FROM THE CHAIRMAN OF THE BOARD: *Pursuing Godliness*



Dear Friends,

As Chairman of the Governing Board of Landmark Christian School, I fully endorse the purposes that are laid out in the pages to come. The board and Headmaster have worked tirelessly over the past few years to identify our institutional priorities. Now our community is called to action.

To be considered among the best college preparatory schools we must ensure that talented students with proven financial need have access to Landmark's Christ-centered college preparatory education, and we must recognize that time marches on. Our main school building is aging and we also have pressing new programmatic demands for space. Furthermore, many of our classrooms and laboratories require the addition of new technology that mimics as closely as possible that which the students will use in college. Finally, an endowment should be established to provide permanent financial resources that can somewhat offset tuition growth. These are the reasons why we press on toward the final goal.

More than anything else, *Campaign Impact* is ultimately about all of us doing our part, even in these economically challenging times. We are the present stewards of the school. Our founders made similar choices twenty-two years ago, and we stand on their shoulders today continuing to prepare every student to impact the world for Jesus Christ. Be assured that the board will do its part in this important work. I invite you to join with us.

Sincerely,
Jay Knight
Chairman, Board of Directors
Landmark Christian School

CAMPAIGN IMPACT OVERVIEW: *Fulfilling the Vision*

Landmark Christian School has taken a major step forward by launching *Campaign Impact*, a 6-year comprehensive appeal unlike anything we have ever done before. **Our fundraising goal for *Campaign Impact* is \$5.25 million, and we intend to raise this money by July 31, 2014.** As you read along, please keep in mind that achieving the goal of this campaign is about much more than tangible changes to classrooms and buildings. It is ultimately about how well we fulfill our vision of “Every student prepared to impact the world for Jesus Christ.” Building and technology improvements will certainly help in that pursuit, but it is first and foremost our significant financial investment in human capital – our students and teachers – that will yield the greatest results. As we send our graduates out to pursue the calling God has for them, it is with the confidence that we took every opportunity to prepare them well while they walked our halls.

Landmark Christian School calls upon the entire community to support *Campaign Impact*. Through our combined prayer, leadership, and giving, we will honor God, fortify the reputation of the school, and reinforce our commitment to faith and scholarship.

“I have found there are three stages to every great work of God: first it is impossible, then it is difficult, then it is done.”
— J. Hudson Taylor (British Missionary)

Campaign Impact Has Three Goals:

Impact Goal #1: Students and Teachers	\$3 million
Impact Goal #2: Buildings and Technology	\$1.725 million
Impact Goal #3: Endowment	\$.525 million
Total	\$5,250,000

IMPACT GOAL #1: FOR STUDENTS AND TEACHERS

Focus: Need-Based Financial Aid, Teacher Support and Classroom Enhancements

The most important charitable giving priority of *Campaign Impact* is the establishment of a growing annual base of undesignated support for **Impact Goal #1**. Gifts to this impact goal are expended during the same academic year in which they are received. They will enable Landmark to address very specific *operational* priorities such as providing for the school's expanded need-based financial aid program, offering teachers ongoing professional development opportunities, and annually furnishing each faculty member with a sizeable discretionary budget with which to add teaching resources to his or her particular classroom.

Landmark Christian School receives approximately \$400,000 in undesignated gifts each year to **Impact Goal #1**. In order to meet our full campaign objectives for the future, the school must seek to increase that amount by \$100,000 annually.

\$ 3 million



IMPACT GOAL #2: TRANSFORMING BUILDINGS AND TECHNOLOGY

Focus: Modernization and Renewal

Impact Goal #2 is to leap ahead in the ongoing process of creating safe, spacious, and technologically advanced classrooms and laboratories for our elementary, middle, and high school students.

Resources given to **Impact Goal #2** will underwrite substantial structural, cosmetic, and infrastructure improvements to our historic classroom building on the main campus in Fairburn, Georgia; provide for the addition or replacement of vital technologies in every classroom on both the Fairburn and Peachtree City campuses; and continue the development of Landmark's contiguous 62.4-acre main campus. The Headmaster and Governing Board have set specific priorities that fit within the context of our 20-Year Master Campus Development Plan. These priorities will be addressed as fund raising reaches pre-determined benchmarks.

\$ 1.725 million



IMPACT GOAL #3: ENDOWMENT

Focus: Institutional Permanence

Many talented students cannot join the Landmark community without need-based tuition assistance. We seek to establish a healthy and permanent general endowment fund so that, in time, Landmark can help qualified students receive the best comprehensive K4-12 Christian college preparatory experience possible. While financial aid is a priority for endowment, so too is providing for the school's ability to attract and reward talented faculty and provide for the care and maintenance of its physical plant.

Eventually we envision charitable partners establishing "named" endowment funds which may be restricted somewhat to other institutional priorities such as international travel and missions, student enrichment, and teacher prize funds for instructional excellence, etc.

Every respected college preparatory school in the nation has an endowment that supports its mission and virtually guarantees excellence. Landmark must move in this direction.

\$ 525,000



HOW CAN YOU MAKE YOUR GIFT?

YOUR REGULAR ANNUAL SUPPORT OF IMPACT GOAL #1

Landmark relies upon regular cash gifts to support our teachers and students, which we use to offer expanded financial aid, as well as budgeted monies for teachers to use for additional professional training and classroom enhancements. This is essential to our on-going vision as tuition and other revenue do not cover the full cost to run the school. Gifts to this fund are THE most important even as we work to achieve our building, technology and endowment goals.

MULTI-YEAR PLEDGES

Gifts of cash or appreciated stock are truly valued by the school because these can be used immediately. To increase the impact of your giving, we encourage you to consider a multi-year pledge in the range of 3-5 years to Impact Goals #2 and #3, in addition to Impact Goal #1. Landmark will send you a regular pledge reminder according to your instructions when formalizing the pledge in writing.

PLANNED GIFTS

Places like Landmark just don't happen. They are prayed for and planned for. Future priorities of the school will require funds that tuition and regular giving cannot support and this is why one of the key components of the campaign is to establish a conduit by which donors can make planned gifts. This is an investment in the future of Landmark Christian School.

Planned giving – whether through deferred gifts such as bequests, trusts, charitable gift annuities or gifts of life insurance – benefits both the donor and Landmark. Proceeds can be invested in Landmark's endowment so that income grows over time and perpetually benefits students, teachers and coaches. Such deferred gifts allow the donor to make larger gifts than they thought possible while creating income for them or loved ones and minimizing tax exposure.

THE ROAD MAP: *A Table of Gifts*

To reach our campaign goal we are seeking gifts to Impact Goals #1, #2 and #3 in the following gift ranges:

Size of Gift	Number of Gifts Needed	Category Total	Cumulative Total
\$1,000,000	1	\$1,000,000	\$1,000,000
\$500,000	1	\$500,000	\$1,500,000
\$250,000	2	\$500,000	\$2,000,000
\$100,000	5	\$500,000	\$2,500,000
\$50,000	10	\$500,000	\$3,000,000
\$25,000	20	\$500,000	\$3,500,000
\$10,000	50	\$500,000	\$4,000,000
\$5,000	100	\$500,000	\$4,500,000
\$2,500	200	\$500,000	\$5,000,000
up to \$2,500	many	\$250,000	\$5,250,000
Grand Total	389+	\$5,250,000	\$5,250,000

SUMMARY

Campaign Impact is about creating access and opportunity to and for those in our school community. We choose to build on that which our founding families launched in 1989, in the ways of mission, tradition and success, yet we must prepare for those students who will join us in the years to come, even as we challenge today's students to fulfill their God-given potential.

As a respected, independent, Christian college preparatory school, we are fully committed to taking the next step in our institutional development. It is logical that we act and plan confidently, providing students with the necessary tools to become effective leaders, lifelong learners and disciples of Jesus Christ.

Talk to our teachers, coaches and staff. Talk to our students. Take a moment to talk with our alumni. You will see and hear that which validates the importance of Landmark Christian School and why *Campaign Impact* is so vital to our school's future.

This campaign is a major undertaking – one we have never attempted before. Yet, as we continue to address this unprecedented opportunity, we are strong in the Lord and confident in the generosity and sacrifice of our alumni, families and friends.

OUR VISION AND MISSION STATEMENTS

OUR VISION

We strive to be a Christian school in essence - that Christ be a part of all that we do. Our academics, arts, and athletics are exceptional, but the fact that they are offered through a Christian worldview enriches them all the more. A Landmark education transforms the heart as well as the head. The impact of Landmark on a student can be life defining, and our students, in turn, graduate ready to impact others.

Our vision at Landmark Christian School is clear.

Every Student Prepared to Impact the World for Jesus Christ

OUR MISSION

Landmark Christian School seeks to honor Jesus Christ by equipping college-bound students to become lifelong servant leaders in their communities and in the world. We partner with Christian families to pursue and nurture excellence in the spiritual, academic, artistic, physical, and social growth of our students. We offer a comprehensive, academically rigorous K4-12 education within a non-denominational, Christ-centered worldview.

THE CAMPAIGN IMPACT LEADERSHIP TEAM

BOARD OF DIRECTORS

Jon Bridges
Ed Bonn
Bruce Deel
Thomas Fritz
Dr. Bryan Geerlings

Earl J. Hanners, Jr.
Jay Knight (Board Chairman)
Rick Machold
Leanne Messer, *Interim Head of School*
Lauren McGuire

Dr. Philip Swords
Al Vivian
Frank Wren
Ed Wyatt

ADVANCEMENT COMMITTEE

Jon Bridges
Ed Bonn
Lenn Chandler
Bruce Deel
Dr. Bryan Geerlings

Rick Machold
Sandi Moody
Martin J. Riggs, Director of Advancement
Al Vivian

ADMINISTRATION:

Leanne Messer – Interim Head of School and
High School Principal
Daniel Wesche, Ph. D. – Middle School Principal
Kelli Penn – Elementary School Principal
Daniel Langford – Business Manager

Wayne Brantley – Director of Athletics
Tammy McCurry – Director of Admissions
Martin J. Riggs – Director of Advancement
Shaphan Young – Director of Media Center
Kathy Haney – Assistant to the Headmaster

LANDMARK CHRISTIAN SCHOOL

FAIRBURN CAMPUS

50 SE Broad Street
Fairburn, GA 30213

PEACHTREE CITY CAMPUS

777 Robinson Road
Peachtree City, GA 30269

770-306-0647

www.landmarkchristianschool.org

For more information about Campaign Impact please contact the
Director of Advancement, Martin J. Riggs at 770-692-6758.