

Firm Foundations

Building a strong future for Ada Christian School

Honorary Chairs
Dick DeVos
Carol VanAndel

Campaign Chairs
Susan Stafford
Jane Zwiers
Jeff Zylstra



Campaign Cabinet
Heather Brunink
Sharon Dykhouse
Brecken Grieve
Lisa Jonker
Colin Kraay
Tim Long
Vicky Ludema
Cathy Muir
Sally Schrock
Duke Suwyn
Sara Uekert
Scott VanderLeek
Jon VanHekken
Kara VerMeulen
Cathy Visser
Jim Weaver
Scott Westhouse



To our fellow community members:

Ada Christian School has served as a beacon of God's faithfulness to our community since 1952. The Firm Foundations campaign is an opportunity for all of us to support a treasured institution that seeks to embrace a larger and more diverse group of students.

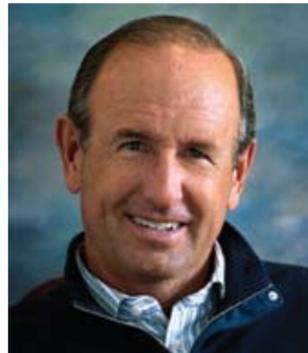
Ada Christian School has served hundreds of families during its more than 60-year history. It has given thousands of children a strong foundation of faith-centered education that has prepared them for lifelong service in His world.

The school has reached a critical crossroad. Enrollment isn't growing. Money is tight. At the same time, efforts are under way to bring in more students from all walks of life.

We support this campaign because we want this dynamic school with its Christ-centered mission to be open to every child and every family. We believe that money should never prevent children and their parents from becoming part of the Christian education tapestry and all the distinctive learning that is celebrated at a place like Ada Christian.

We hope you'll participate in this effort with a generous commitment.

In His love,



Dick DeVos
Honorary Chair



Carol VanAndel
Honorary Chair

“Education is the most powerful weapon which you can use to change the world.”
— Nelson Mandela

Campaign Co-Chairs



Susan Stafford

“Christian education is an investment we make in our children and in our community that pays lifelong dividends. Ada Christian School nurtures not only intellect and ability, but also faith in God and trust in His promises. That's a priceless combination, made possible through the financial commitment of the Foundation and its donors.”



Jane Zwiers

“The Foundation's contributions to Ada Christian School have a huge impact on its financial well-being. Our school is located in the middle of one of the best public school districts in Michigan, which means the educational standards are high. We must continue to invest so that our students receive both an excellent education as well as a Christ-centered education.”



Jeff Zylstra

“The world needs Christ-centered professionals who are highly qualified but also highly dedicated to God's service. Ada Christian School forges a strong connection between faith and work, and equips students to have lifelong impact in their world.”



The Importance of Christian Education

Ada Christian School was built by a small group of farming families who sacrificed to fulfill their vision for Christian education back in 1952. They invested in a tiny school with fifty-five students. Today, a fourth-generation descendent is one of the almost 600 students enrolled at this school!

Children at Ada Christian School receive a world-class Christian education that equips them to compete on a global stage with not only strong faith but a strong academic foundation. From the first day at Ada Christian until 8th-grade graduation, each student creates a life and learning framework that will stand the test of time.

2012 Facts

annual tuition: \$6,300

257 families / 600 students

60% of students live outside of Ada

33 families received tuition assistance



Each student creates a life and learning framework that will stand the test of time.



World-Class Education Has a Price

In 1975, the average income in Ada was \$44,000 and tuition was \$850.

In 2012, the average Ada income was \$83,000 and tuition was \$6,300.

For a typical family with two or more children, the commitment to Christian education can easily approach the cost of a second house payment.

Why is the cost of education rising so fast?

The reality is that the days of the teacher in front of a blackboard teaching everyone the same thing from a used textbook are gone, and they're not coming back. High-quality education is now as fast-moving and evolving as high-tech, and the cost reflects those realities.

New methods

Everything in the classroom continues to change to deliver better learning, from the use of technology to individualized assessment to the furniture.

National curriculum standards

Keeping up with and meeting the changing national standards requires high-quality professional development that equips teachers with new tools, concepts and strategies.

Electronic tools

Books are rapidly being converted from hard cover to online so that they are more current and relevant. Online resources are more expensive than traditional books, and they also require hardware such as laptops or tablets.

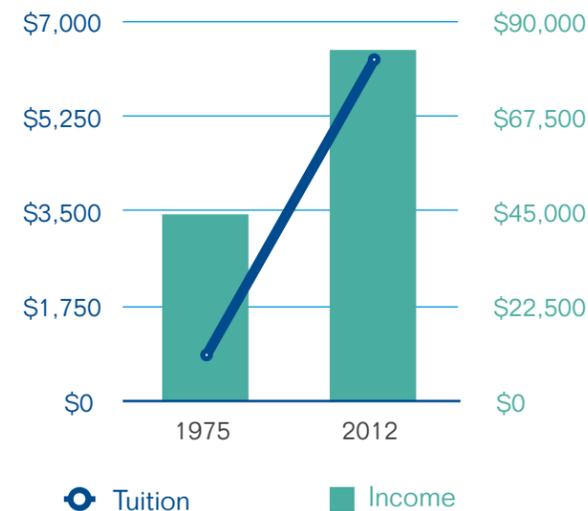
Excess capacity

Enrollment has decreased by 125 students since 2007. Ada Christian School has a fantastic building with excess capacity that it must fill to lower per-pupil costs.

Tuition is a Growing Percentage of Income

Tuition has increased 7.4 times since 1975.

Average income in Ada has increased 1.89 times.



The Firm Foundations Campaign

Ada Christian School Education Foundation was formed in 1988 to offset rising costs. A certain portion of foundation endowment earnings each year is given to the general operating budget of the school, with the goal of keeping the cost of education affordable for every family.

Project Budget

Technology and Tools	\$ 400,000
Tuition Support (Endowment)	\$3,000,000
Capital Improvements	\$ 300,000
Assessments	\$ 200,000
Professional Development	\$ 100,000
Total Project Cost	\$4,000,000

After thoughtful consideration, the Foundation has launched a \$4 million campaign that will provide the following critical resources to Ada Christian School in the pursuit of ongoing excellence.

Technology and Tools

Furniture, online resources, tablets, laptops and more are part of the wired world in which effective learning takes place. Ada Christian must stay on the cutting edge of meaningful trends in technology and curriculum resources that support a high-quality Christian education.

Tuition Support

The total need for tuition assistance in 2012 was \$240,000. However, only \$195,000 was available to fill that need. By increasing the endowment fund, Ada Christian will have more interest earnings available to keep tuition increases level with inflation, and to provide funds for need-based tuition support. This will also help to increase the socio-economic diversity of the school.

Capital Improvements

Some significant investments are needed to keep the building up-to-date, including maintenance of the roof, parking lot and heating/cooling systems. We also need to enhance our security systems for the safety of our students. Campaign funding for these projects will help prevent increases in tuition.

Assessments

Individualized assessments have been piloted and found to be extremely helpful in customizing a learning plan for each child. This new approach would test children in each grade up to four times each year, and enable teachers to make informed decisions for instruction. Increased staff and training will be an important part of this process.

Professional Development

The new curriculum standards, the new technology and the new assessment process all require training for teachers so that they can gain maximum return on investment for the students.

One-Time Gifts

Contributions to the campaign can be made in the form of a one-time gift of cash or a gift of appreciated assets such as stocks or securities.

Pledges

For your convenience, pledges will be payable over a three-year period.

Planned Giving

A gift through an estate, will, or trust can be specified for this project. You may also specify Ada Christian School Education Foundation as the beneficiary of a life insurance policy.

Commemorative Opportunities

We invite you to honor friends, family, the memory of a loved one, or a business through a commemorative gift. We will work with you to determine the appropriate vehicle for permanent recognition of substantial gifts.

Ada Christian School Education Foundation is an approved 501 (c) (3) nonprofit organization, and gifts meet charitable deduction guidelines.

