



1715 West Malcolm X Street
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ec3kids.org

EC3 Building Blocks Campaign (BBC)

BACKGROUND

EC3 was quite fortunate to have the opportunity to purchase our Main Street School home from the Lansing School District in 2006. But the step up from renting to owning and maintaining our beautiful old building comes at a price. EC3 spends roughly \$1,600 a month paying the mortgage on our 30,000 square foot facility. In addition, capital improvements are always necessary both general upkeep and enhancements that support our program and enrich our children's learning environment. We dream of being able to install new carpeting, update our gymnasium, and develop an outdoor classroom space but these dreams require more money than we are able to bring in through regular tuition payments.

EC3's routine fundraising efforts (annual auction and book fairs) support the general fund, but the Building Blocks Campaign was instituted specifically to support a fund that would be used exclusively to maintain and improve the facility and classroom equipment.

GUIDING PRINCIPLES

In establishing an enduring campaign, EC3's Board and management intended to accomplish three important goals:

- Pay off (or significantly reduce) the mortgage;
- Build a reserve fund dedicated to essential capital improvements; and
- Showcase the legacy of love and dedication demonstrated by EC3's supporters over its long history and foreseeable future.

Each of these goals has advantages: (1) paying off the mortgage liberates that money for program use; (2) building a reserve fund reduces risk to the program from unforeseen structural problems; and (3) showing off the affinity of EC3's stakeholders increases the affinity of new and prospective families whenever they enter the building. Taken together, these goals strengthen and propel EC3's mission: to provide developmentally-appropriate child care in a nurturing environment that promotes growth of the whole child while responding to the needs of the family.

CONCEPT AND PRICING

Many benefactors are familiar with buy-a-brick campaigns, where parts of a sidewalk or other thoroughfare are imprinted with the donor's name as evidence of their support. In similar fashion, EC3 supporters will donate \$250 and we will put their name on a brick in the entrance hallway by affixing an engraved plaque. Donors can purchase as many bricks as they like, perhaps one in honor of each child who was enrolled at EC3, or even a favorite teacher. Over time, the visual impact will impress families, staff members, and other stakeholders who will want to convey their own legacy in the same way.

Sample plaques and an order form are shown on the following page.



educational child care center • an exceptional place for young children • learn, laugh, grow

EC3 Building Blocks Samples & Order Form

Brick examples are shown below, or call with questions

EC3 Student
Helen Weston
2006

EC3 Staff Member
Claudia Conley
Many Happy Years!

EC3 Family
John & Jennifer Estill
Robbie, Isaac, Spencer

Brick #1: Please write clearly

Line 1 (EC3 affiliation)	
Line 2 (Name of family, teacher, children, or group)	
Line 3 - Optional (Years, additional names)	

Brick #2: Please write clearly

Line 1 (EC3 affiliation)	
Line 2 (Name of family, teacher, children, or group)	
Line 3 - Optional (Years, additional names)	

Brick #3: Please write clearly

Line 1 (EC3 affiliation)	
Line 2 (Name of family, teacher, children, or group)	
Line 3 - Optional (Years, additional names)	

Send form with payment to EC3, 1715 W. Malcolm X Street, Lansing, MI 48915, or fax: 517-485-6848

Name	
Address	
City/State/Zip	
Phone / E-mail Address	/
Total Donation (\$250/brick)	
Payment method	<input type="checkbox"/> Check (payable to EC3)
	<input type="checkbox"/> Credit Card number:
	Expiration date:
	Signature: