



1715 West Malcolm X Street  
Lansing, MI 48915-1010  
phone: 517-485-6825  
fax: 517-485-6848  
ec3kids.org

# EC3 Building Blocks Campaign (BBC)

## PURPOSE

In 2006, EC3 was quite fortunate to have the opportunity to purchase our Main Street School home from the Lansing School District. But the step up from renting to owning and maintaining our “beautiful old building” comes at a price. EC3 spends roughly \$3,000 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, such as new carpeting, an updated gymnasium, and a developed outdoor classroom space. EC3 regularly undertakes fundraising efforts (annual auction, book fairs, candle sales) for smaller projects, but **a dedicated fundraising mechanism is necessary** to realize two fundamental components of its vision: (1) to establish the long-term financial, enrollment, and tuition-rate stability of EC3, and (2) to maintain and improve the facility and classroom equipment.

## GOALS

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

- Pay off (or significantly reduce) the mortgage before its next renewal, scheduled for July 2016;
- 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 a brass-colored 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.



Image of a similar donor-recognition wall

After the initial promotional launch, EC3 will provide information and donation forms through all its communications and at all events to current families and staff members, former families, and donors. The BBC will be prominently displayed on EC3's website, and several special promotions will be mailed out each year.



# EC3 Building Blocks Order Form

**See the reverse side for brick examples, or call with questions (517-485-6825)**

*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)	

*Brick #4: 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"/> Visa/Mastercard/Discover number:
	Expiration date:
	Signature:

EC3 Student

**Helen Weston**

**2006**

EC3 Staff Member

**Claudia Conley**

EC3 Family

**John & Jennifer Estill**

**Robbie, Isaac, Spencer**

EC3 Board of Directors

**2011 Marketing Committee**

**Jen Estill, Kevin McFatridge, Matt Resch**