

Funding Our Future

by Mary Ellen Collins

In less than a year, Upper Division students will walk through the doors of beautiful, brand new, Landy Hall. This new building and a renovation of the Science and Technology Building comprise the first projects in Phase I of a significant fundraising effort – *Leading Today, Building for Tomorrow: The Campaign for Shorecrest.*

The fundraising initiative grew out of Shorecrest's overall Strategic Plan for 2010. The Physical Plant and Facilities section of the plan states, *"Shorecrest's physical plant will provide a safe, secure and attractive campus environment that stimulates and supports excellence in academics, athletics and the arts."* In order to fulfill that goal, the Finance and Advancement objectives include initiating a Capital Campaign and increasing the endowment.

"The most critical needs are Landy Hall and a Middle Division Center and the endowment to maintain them," says Director of Advancement, Gary Butts. "The Strategic Plan said, here are the elements we need, here are our priorities. After Landy Hall, the next project will be a Middle Division Center." The projects will be completed in sequence in order to avoid having to place students in temporary buildings on campus.

The total dollar goal for Phase I is $14,000,000, but as of June 1, $4.2 million in gifts and pledges had already been received thanks to the generosity of several lead donors, according to Butts. Nine percent of all unrestricted gifts will go into a building maintenance endowment fund, a far-sighted approach that will avoid a pitfall of many 'bricks and mortar' campaigns – raising the money for the building, with no plan for supporting future maintenance.

At the May 16 groundbreaking for Landy Hall, Stephen Manella, Upper Division Head and Assistant Headmaster, shared his excitement about providing his students with a state-of-the-art learning environment.

"I have always marveled at the achievements of our students because I have honestly felt that great things have been accomplished in a modest setting. For that, we have a knowledgeable and caring faculty to thank. But, I also believe that raising the bar is an important aspect of striving and achieving. Landy Hall will be our home for many years to come, and it has been designed with the future in mind. It is built to last and will be equipped to provide all of our students with the resources and tools to compete in the 21st century."

Features of Landy Hall include:

- two floors that will house 18 classrooms with flat screen TVs and wireless capability; a computer lab; administrative spaces; a College Center and Senior Lounge; and a 30-foot awards case to display student achievements
- a 1,500 square foot art room for visual arts and digital film imaging, which will open to a walled patio with an outdoor kiln and a path to the new Visual Arts Cottage at the end of the Science and Technology wing

Capital Campaign Steering Committee

Co-Chairs: Cathy & Steve Collins
Pam & David Murphy

Marshall W. Craig
Charles C. Evans
Jeffery P. Howells
Martha & Jerry Little
Glenn & Dav Mosby
Jane & David Nunnelly
David L. Rau
Mary Anne Reilly
Debbie N. Sembler
Jan & Craig Sher
William H. Stover, Sr.
Vicki & Skip Tylman
Mary Booker Wall



- the 1,600 square foot Visual Arts Cottage that will feature a ceramics room and photography lab

In addition, the Science and Technology Building's facelift will include reconfiguring ST3 and enlarging ST7 to match the size of other science labs and adding flat screen TVs and wireless capabilities to all classrooms.

Wyatt Krapf, who will be in the first senior class to use Landy Hall, also spoke at the groundbreaking ceremony. He shared some advice from his father that applies not only to track, but also to Shorecrest's striving to better itself.

"He told me that each of the competitors in the race was like a milestone to pass; he encouraged me always to strive to catch up to the person in front [of me], saying that I would be surprised by the progress I would make. The new Upper Division campus represents one of those milestones for the current high school students, faculty, and future graduating classes. I think the new building will represent a new beginning for the Upper Division. It shows how, as a school, we continually seek to improve what we do and how we do it. And, like a race, continually pass the competition."

For campaign Co-Chairs, Pam Murphy and Cathy Collins, firsthand knowledge of the benefits of a Shorecrest education underlie their willingness to lead this fundraising initiative.

"David and I couldn't be more pleased with the education our son is receiving at Shorecrest," says Murphy, whose son, Kyle, will enter sixth grade in the fall. "We recognize that the quality of that education is directly impacted by the quality of the facilities. Therefore, we believe that investing in Shorecrest is investing in our child's future."

And although Collins' days as a current parent are over, she credits Shorecrest for creating the foundation that underlies her children's current successes.

"Our daughter, Lauren, graduated from Shorecrest in 2001. She has a bachelor's degree in finance from Lehigh University and starts her graduate studies in the fall. Our son, Paul, is a senior at Vanderbilt, studying economics, philosophy, and Japanese and is applying to law school this year. Our son, Andrew, has just finished

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For Debbie and Brent Sembler, making a gift to name the lobby in Landy Hall grew out of the very positive experiences that daughter, Tayllor, and sons Logan and Preston have had at Shorecrest. Although the children were not involved in the decision, Debbie believes they are "proud but *very* modest and low-key" about their parents' philanthropic support.

"We've always said that someone gave money to build the school 75 years ago, and it's sort of like passing the torch – it's our turn to give back now."

Sembler is taking an active role in encouraging others to support this campaign, and speaks from the heart and personal experience when she makes the case to prospective donors.

"We are very passionate about the Mission of the School. We have faith in the School's leadership, and we feel that we're working toward a shared goal. We're proud of the faculty and how they've educated our children. They prepared our daughter very well for college. The School needs to provide the top-notch, state-of-the-art *physical* learning environment that meets or exceeds the other private schools in this area. It's a competitive market, and we'll be better able to attract more faculty and more students. It's like the baseball movie … If we build it, they will come."

The Sembler family: Brent, Preston, Logan, Tayllor and Debbie



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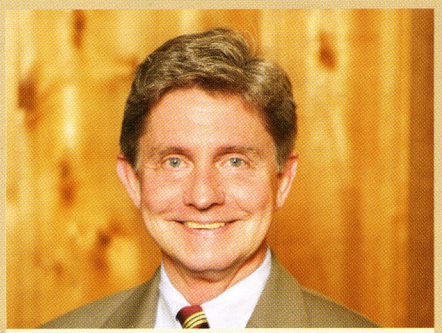
a very successful freshman year at Wake Forest, studying biology. Shorecrest prepared our children to be successful students and members of their community. The faculty and peers they were exposed to at Shorecrest helped to set the bar for their achievements in life."

Although there are a number of contributors to whom we owe an early debt of gratitude for getting to the $4.2 million mark, we've set the bar very high, and the ultimate success of this campaign will depend on the entire Shorecrest community.

At the public campaign kick-off during Back-to-School Nights in August, parents will learn more about the exciting days that lie ahead. What could be more important than rising to the challenge of providing our students *and* teachers with the resources and facilities they deserve? We hope you will start thinking now about the role you want to play in *Leading Today, Building for Tomorrow.*

Making a named gift in honor or memory of someone is a meaningful way to support the campaign, and there are a number of Landy Hall naming opportunities available. And, there is always room for one more on the slate of campaign volunteers! For more information, contact Gary Butts at 727-456-7514.



We are happy to introduce our new Director of Advancement, Gary Butts, whose responsibilities include directing *Leading for Today, Building for Tomorrow, The Campaign for Shorecrest*. He comes to us from Georgia, where he was a consultant to independent schools in the areas of fundraising, athletics and summer programs. Prior to that, he spent 18 years in advancement at the Pine Crest School in Ft. Lauderdale. He and his wife, Peggy, a commercial real estate investor, live in Tierra Verde.



Groundbreaking Ceremony of Landy Hall, Upper Division Academic Building

Balloons, banners, the Upper Division chorus and the Shorecrest Jazz Band set the stage for the groundbreaking of Landy Hall. Fifth and sixth grade students wearing hard hats ushered their peers, faculty and parents to the site of the new Upper Division. Speakers included Headmaster Mike Murphy, who welcomed the crowd, including special guests Mayor Rick Baker, the Honorable Bill Heller, and Councilmen Bill Foster and John Bryan; Upper Division Head and Assistant Headmaster Stephen Manella; and tenth grader Wyatt Krapf. The Campaign's co-chairs Cathy Collins and Pam Murphy introduced the Big Event co-chairs Karen Crowley and Karen Lucas, who presented a check for $100,000 to the Capital Campaign. Julie Klavans, Chairman of the Board of Trustees, recognized the lead donors who then took their shovels and broke ground. Afterwards, a reception took place in the Janet Root Theatre marking an exciting beginning of the *Leading Today, Building for Tomorrow* Capital Campaign.

St. Pete Mayor Rick Baker, Headmaster Mike Murphy, Councilmen Bill Foster and John Bryan

