



Having faith that our generous community and philanthropists will help, the Waterloo Community School District has approved \$343,079 to begin what will be a \$6,000,000 state-of-the-art athletic campus at East High.

The impact on students and the community of Waterloo will be infinitely greater than any of us can predict.

Dear Friend,

Let's not beat around the bush. The Eastside athletic campus needs updates. While some have been done over the years, these facility updates have not kept pace with other districts and have not been enough to meet our students' needs or our community's wishes for our students. The athletic campus including the baseball and softball fields, restrooms, concessions, courts has deteriorated over the years. **We as a community can fix this.**

We must fix this!

The answer? A visionary plan and roughly \$6 million.

My name is Chad Shipman, Waterloo East High alumni and Director of this urgent reconstruction project. Before I ask you to consider helping, I want to share **what that \$6,000,000 really looks like.**

- It looks like East High Trojans confidently stepping up to the plate feeling equal to the challenge, thanks to your generous support.
- It looks like more students playing sports, which has immediate and long-term benefits in all areas of life – from greater physical and mental health to better careers and higher socioeconomic status.
- It looks like more students, parents, grandparents, and community members attending games, because they have a comfortable place to watch that's shaded from the hot sun by an overhead canopy. And ADA parking stalls near the entrances.
- It looks like students not having to leave school early, because the baseball field at Waterloo East finally has lights for evening games.
- It looks like students and community members playing on brand new basketball and pickleball courts and renovated tennis courts.
- It looks like an athletic campus that bridges the East side and downtown through shared programming with the City of Waterloo Sportsplex, Boys & Girls Club, and the community.
- It looks like new attitudes, expectations, and the re-energizing of neighborhoods and businesses.
- It looks like the ability to keep and attract good quality coaches who can help produce winners on the field and in life.
- It looks like East High athletic facilities being properly maintained through an endowment, so to have planning in place to help prevent the current condition from happening again.

So, what are some of the things our Waterloo East players have to deal with that other teams in their conference don't?

- **No locker rooms.** Players have to change in the tiny press box, the training facilities, or in the restrooms behind the concession stand.
- **Dugouts that are old and small.**
- **No lights** for evening games. Waterloo West has had lights for 20 years!
- **An outfield that's pretty rough.** There's even an infamous hole the teams refer to as "the crater."
- **A subpar diamond** that, in the words of East High baseball coach Eric Jesse, "the team has tried its best to make playable."

East High players are scrappy overcomers for sure. But even they can't overcome the conditions of the facilities. And it's not fair that they've been expected to. With your help, that's going to change.

Now, for the GOOD NEWS and the EXCITING NEWS.

THE GOOD NEWS is that the **Waterloo Community Schools' Board of Education**

has unanimously approved \$343,079 for the purchase of lights for the baseball field. They're expected to be installed before the next baseball season in May 2024.

THE EXCITING NEWS is that your support is the driving force behind this project. While we've raised an incredible \$343,079 from the District and anticipate further support, **our goal is to secure \$5,656,921 for the complete reconstruction of our athletic campus.** With your continued support, we are confident we can achieve this together!

That's why we're making an urgent appeal to you and others like you who, we believe, invest not just in good causes, but in life-changing causes. And this project will change lives – guaranteed – in ways we can't even conceive.

Information from the President's Council on Sports, Fitness & Nutrition Science Boards lists 30 ways that playing youth sports benefits young people now and well into adulthood. Those benefits extend beyond the field and even beyond the participant, making a positive impact on the health and economics of the community.

I think you'll be blown away by the vision our steering committee has for transforming the facilities. It's outlined in the enclosed presentation.

You can be sure that any contribution you can make will have an immeasurable impact on so many people who need and deserve our help.

By helping raise the capital needed for this project, you're directly helping to raise the quality of life for the students and families in our East Waterloo community for many years to come.

**When you consider the massive impact this project will have,
\$6 million isn't too much to ask for –
but it's a whole lot to raise.**

That's why our steering committee is championing this monumental undertaking. And it's why we are coming to you.

Thank you for taking time to read this letter. Please look through the brochure where we share our vision for the Athletic Campus, and our segmented approach for making it a reality. **I invite you to watch a video that showcases the exciting architectural drawings at www.EastWaterloo.com/gallery**

The bottom line is this. We urgently need your help.

Can you ... will you ... join us in making this happen?

There are many types of giving including ways that may also benefit you. Plus, there are 30 naming opportunities that allow us to acknowledge your extraordinary generosity. To learn more, please go to www.EastWaterloo.com/donate

If you know others who you think might get behind this capital-intensive effort, would you mind telling them about it? Or tell us, and we'll happily contact them directly.

Sincerely,

Chad Shipman, Project Director
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P.S. We don't need to have grown up on the East side of Waterloo or have attended East High School to comprehend the unfairness of this situation. **But we do need to have the compassion to not let it continue. Can we count on you to jump in and help build something great? EastWaterloo.com/donate**

Athletic Campus of East High – Renovation Steering Committee

Chad Shipman
Project Director/Alumni

Bob Hellman
Project Mentor/Build Our Ballpark

Dr. Mickye Johnson
Strategic Community Partner

Michelle Temeyer
Strategic Community Advisor

Dr. Jane Lindaman
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Gil Irey
Community Corporate Partner
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Athletic & School Relations/State Strategic Partner
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