

# LANDMARK *of* LEARNING

**2017-2018 PLEDGE YEAR**



Every family,  
every year.

LANDMARK OF LEARNING MOTTO

## LANDMARK OF LEARNING IMPORTANT CONTACTS

### PRINCIPALS

**HERB HARTMAN** • Principal  
*hhartman@bergmanacademy.org*

**MARCY LUFT** • Vice Principal  
*mluft@bergmanacademy.org*

### FINANCIAL MANAGER

**MELANIE OWENS**  
*mowens@bergmanacademy.org*

### BOARD OF DIRECTORS

**SCOTT JOHNSON** • Chairperson  
*scott.johnson@ipmvs.com*

**STEPHANIE KEMPF** • Past Chair Person  
*skempf@outlook.com*

**JEFFRIANNE YOUNG** • Director of Strategic Planning  
*jeffrianne@me.com*

**STEPHANIE PICKENS** • Director of Finance  
*stephaniepickens@gmail.com*

**NATE OLSON-DANIEL** • Director of Technology  
*NOlson-Daniel@lightedge.com*

**STACEY PLETCHER** • Director of Communications  
*Stacey.L.Pletcher@wellsfargo.com*

**JULIE LARSON** • Director of Volunteer Resources  
*julielarson\_nyc@yahoo.com*

**ZACH MANNHEIMER** • Director at Large  
*zmannheimer@gmail.com*

**FRANK LEVY** • Director at Large  
*flevy@newburyliving.com*

**WALLACE BUBAR** • Director at Large  
*WBubar@dmcpc.org*

**MICHAEL GALLOWAY** • Legal Counsel  
*mGallowa@ahlerslaw.com*

DEAR BERGMAN FAMILIES:

We understand that the decision of where to educate your child is one of the most significant decisions your family makes each year. We are grateful you are choosing to begin and continue that journey with Bergman Academy, a journey that will hopefully continue through eighth grade graduation.

A significant attribute that distinguishes our school is that we offer students above and beyond a standardized core curriculum. Our extremely low student-to-teacher class ratios, our challenging curriculum choices, our classrooms, and our learning environment all contribute to our consistently high test scores and great reputation. While these are expensive options to provide, they are critical to our school identity. We believe it is this successful combination that has helped us enjoy unprecedented growth of over 350% in the last 10 years!

Our goal each year is to have tuition accommodate all expenses related to operating a school: teacher and faculty salaries, textbooks, school supplies, facility maintenance, etc. Landmark of Learning is an opportunity to give tax deductible donations to supplement the school's operations and expand its footprint. Soon you will receive a survey request asking for your thoughts on what additional opportunities the school should provide. Fundraising for the student activity center is off to a great start and will be spearheaded by our foundation committee chair, Jeffrienne Young. A full presentation entitled "Landmark of Learning 2017 Video" is posted at [www.bergmanacademy.org](http://www.bergmanacademy.org). Click on the 'Support Us' tab, then on 'Landmark of Learning 2017 Video', and that will direct you to the video presentation.

Your help is essential to our continued growth and progress. We need every family to participate in the Landmark of Learning Campaign. 100% family participation is what sustains our school, our values, and our success. Strong family participation is also an important factor when we seek outside funding from foundations and corporations.

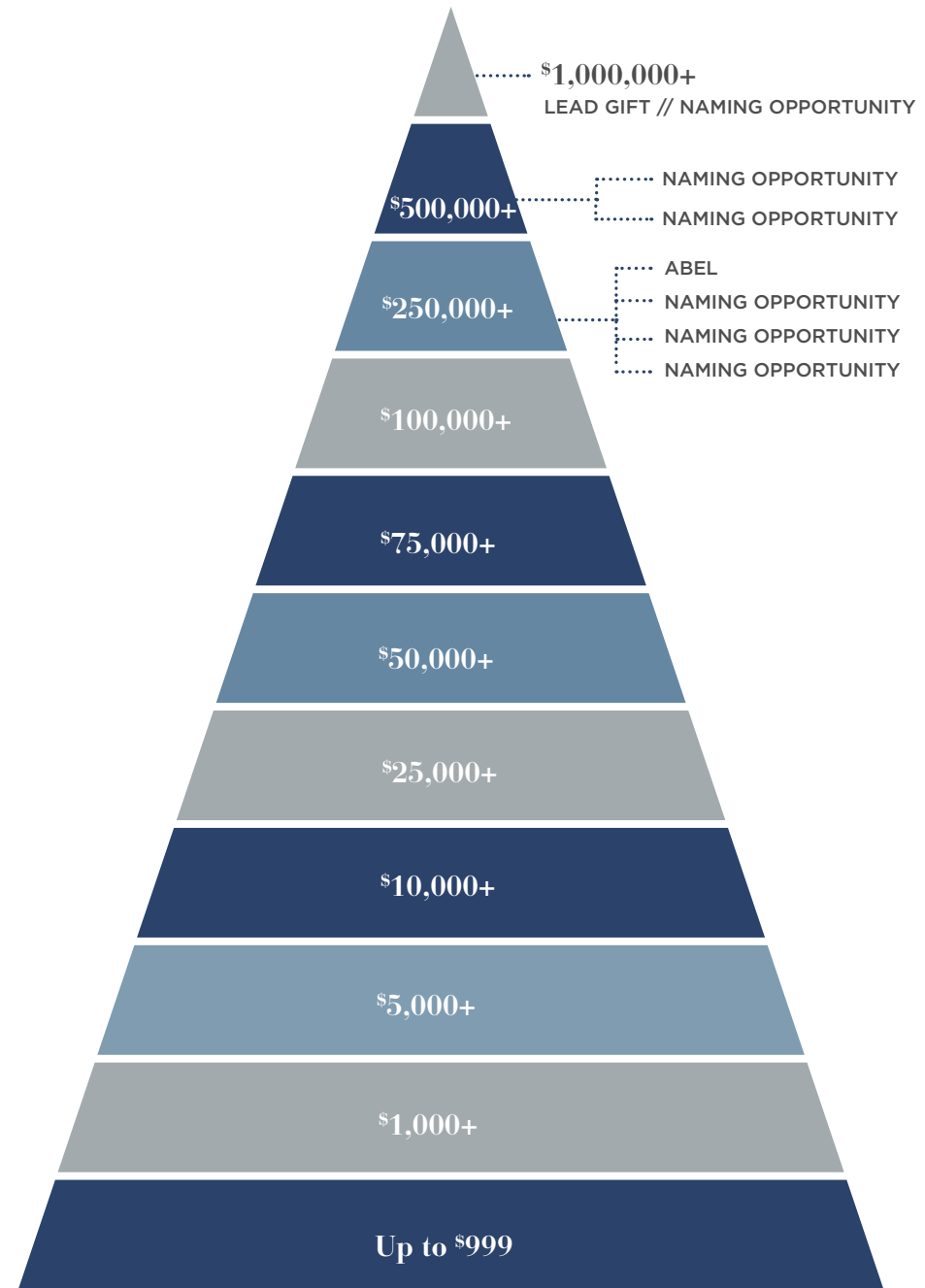
Please reflect on what your family can contribute to the campaign. We only ask once a year and are open to single year gifts or two- and three-year pledges. If you have questions about your gift, please feel free to contact us.

WITH GRATITUDE,

*Your Bergman Academy Board of Directors*

# LANDMARK CAPITAL CAMPAIGN

## ANNUAL GIVING FUND LEVELS



# GIVING REPORT

2016-2017 REPORT

**\$1,000,000+**

LEAD GIFT  
Naming Opportunity

**\$500,000+**

Naming Opportunity  
Naming Opportunity

**\$250,000+**

Abel  
Naming Opportunity  
Naming Opportunity  
Naming Opportunity

**\$100,000+**

Bernau\*

**\$75,000+**

Newbury (in-kind)\*

**\$50,000+**

Cohan\*  
Dryden\*  
Galloway\*  
Levy\*  
Reynal\*  
Wallace, Sam & Sally

**\$25,000+**

Banker's Trust\*  
Hockmuth\*  
John Ruan Foundation\*  
Nelson\*  
Olson-Daniel\*  
Young\*

**\$10,000+**

Abel  
Dryden  
Prairie Meadows\*  
Raker Rhodes (In-Kind)\*  
Reynal  
Young

**\$5,000+**

Anonymous  
Bergman Teachers  
Bernau  
Brown, David & Susan  
Burch  
Evans  
Hockmuth  
Iyer  
Johnson, Scott & Stacey  
Kelly  
Olson-Daniel  
Ricker  
Shumway  
Wirt

\* Previously noted for construction  
This list is both current and past families

# GIVING REPORT

2016-2017 REPORT

**\$1,000**

Anonymous	Bubar	Guanci	Meyer	Schofield
Anonymous	Canedy	Gusse	Miller	Shao
Anonymous	Carstensen	Holmes	Mills/Spradling	Shetye
Anonymous	Dorr	Holmes Murphy	Mirsky/Milani	Steffes
Anonymous	Ekhardt	Kamran	Mittra	Steinberg
Addy	Ellwein	Kempf	Nelson	Stenberg
Anderson	Ferrari	Kim	VanWalbeek	Vahanian
Bailey	From	Kinzler	Patel, Kalpesh &	VanOrsdel
Berntsen/Pickens	Galligan	Krueger	Mona	Wahlert/Atkin
Birusingh	Galloway	LaMasters	Pearson	Waters
Blanchfield	Gamble	Levy	Peterson	Worth
Brown, Matthew &	Goding	Lewis-Kargarzadeh	Phelps	Zambreno
Heather	Goldenberg	Lozier	Pletcher	Zeff
Brown, Nicholas & Jane	Goldman, Thomas & Cathy	Magerko McLean	Rogers Roth	

**Up to \$999**

Anonymous	DeVolder	Konior	Narayanan	Heers
Anonymous	Downs/Ehlers	Konrad	Nossuli	Tvrdik
Anonymous	Englehart	LeNeave	Owens/Dassanayake	Wallace, Brad &
Anonymous	Fanter	Leupold	Owens, Melanie	Rachel
Anonymous	Gass/Vaughn	Lieberman	Pulver	Ward
Anonymous	Gero	Lin	Raja	Wells
Anonymous	Ghrist	Lindgren	Raker	Whisenand
Anonymous	Gibson	Lopes	Rhodes	Wilke
Anonymous	Gochnauer	Luft	Richardson-Jones	Williams
Anonymous	Goldman, Brad	Marentes-Gonzalez	Rooney	Wood
Adeel/Fazil	Goldman, Tami	Mannheimer	Schnurstein	Yankey
Adelman	Grant	Mock	Shepardson	
Bergman	Halbrook	Mulvihill	Tamisiea	
Bhargava	Hilker			
Borts	Hogan			
Brown, Dion	James/Adams			
Cook	Johnson, Yulia			
Cooper	Jones, Tony			
Daily/Dolan	Kaufman			
Davis, Michael	Killam			

2016/2017  
LANDMARK CAMPAIGN  
PLEDGE TOTAL **\$217,135**

Corporate matches were made by Dickson Industries, Inc.,  
Meredith Corporation, Microsoft Matching Gifts Program,  
MidAmerican Energy Foundation, Principal Financial Group  
Foundation, Washington Post/Graham Holdings, The Wellmark  
Foundation, Wells Fargo Matching Gift Program

## *What is the Landmark of Learning Annual Fund and what does it support?*

Supporting an annual fund is part of the culture at most strong independent schools. Bergman Academy continues this tradition through its Landmark of Learning campaign each fall. During this annual campaign, each family pledges their support with a voluntary and tax-deductible gift.

The Landmark of Learning Annual Fund specifically supports:

- Physical classroom and campus growth
- Upgrades to our existing facility
- Unique and innovative programs for our students
- Technology upgrades and infrastructure

A strong Annual Fund is a key indicator of family commitment, which is an important criterion as Bergman Academy seeks alternative financial support via foundation grants, corporate donations and loans.

## *What is the financial and/or participation goal for the Landmark of Learning Annual Fund?*

Every fall, the goal for this initiative is to achieve 100% participation from our parent community. Each school year's challenges and initiatives will present different price tags, but we remain focused on participation rather than contribution levels. Our fundraising goal is \$250,000 during this year's campaign which is a little less than \$1000 per student. However, gifts of all sizes are necessary and appreciated. We know that members of our parent community will determine gift levels that make personal sense year by year. When applicable, we ask parents to encourage grandparents, alumni, businesses and Greenwood Park neighbors to join in support of our not-for-profit school.

## *How many more fundraisers will there be this year?*

Historically, the school conducted separate capital campaigns, hosted auctions and events, and engaged in myriad mini-fundraisers. Out of respect for personal time and other philanthropic interests and engagements, we consolidated our efforts and expectations to one annual fund – The Landmark of Learning.

This is the one appeal each year in which each family is expected to participate. Small optional fundraisers that have become part of the school culture, like Spellebration, Trunk-or-Treat, SCRIP, and other promotions will continue.

## *Why do we need to contribute beyond what we already pay for tuition?*

Bergman Academy operates successfully under a financially conservative model in which tuition covers current staff and day-to-day facility operating costs. We adjust tuition as these costs change.

Thus far, this approach has succeeded in meeting the school's operating requirements, keeping the tuition as low as possible. However, as we continue to grow, we need to raise funds beyond tuition to ensure that our children experience the full breadth of academic opportunities that their peers across the country enjoy.

## *What is the long-term vision for the school?*

In 2010, we added a second section of Kindergarten. As we have continued to gradually expand this strategy, we have also expanded our building and grounds. This includes the installation of a new playground which we gifted to the city of Des Moines. We also finalized a physical addition to the building, allowing us to open five new classrooms and a fully-equipped science lab for our 6th, 7th, and 8th grade students. This fall, we are in the process of finishing two new classroom additions. We can also focus on our next goal: the creation of a student activities center featuring a gymnasium and auditorium space.

## *What steps are being taken towards this long-term vision?*

Architectural and landscape plans are being finalized for a second large addition to Bergman Academy featuring gymnasium and auditorium space.

Additional fundraising has begun in earnest, and this year's Landmark of Learning campaign is an important step in realizing our long-term vision. Support from school families, philanthropic individuals, and interested corporations and foundations means we can avoid raising tuition to cover our expansion.

## *How does pledging and payment work?*

The Landmark of Learning Annual Fund begins each fall with a kickoff in September. Pledges are due on November 15 and can be fulfilled either in whole, in parts, or through monthly payments throughout the year. Checks, school billing, or credit cards are accepted for payment.

## *What if a contribution is not possible for my family this year?*

We are keenly interested in achieving 100% participation by our families in this program, no matter the size of the gift - whether it's \$25 or \$250,000. If a pledge is absolutely not possible for your family this year, please contact Melanie Owens before November 15.

## *With whom may I speak if have further questions?*

Any questions about the Landmark of Learning Annual Fund should be directed to a member of the school's board of directors, the principal, or the school's financial manager. All relevant contacts are listed on page 1.

## *Can I make a gift of stocks, securities or other assets? Can estate or bequest gifts be made? Does Bergman Academy accept corporate matches?*

Yes. The school's financial manager can handle these transactions. Please be in touch with her at the contact information listed on the contacts page.

Non-monetary gifts will be recognized at their market value. Corporate or employer matches will be recognized both by the business contributor and added to the family's recognition total. Classroom and other naming opportunities are available at higher levels of giving. Questions on those opportunities can be directed to any member of the school's board of directors.

## *Are my gifts tax deductible?*

Bergman Academy is a non-profit 501(c)(3) corporation and all gifts are tax deductible for the calendar year in which they are received.

## *How are Landmark of Learning Annual Fund gifts recognized?*

Annual Fund gifts are recognized in the Landmark of Learning report each year which is visible on our website and printed materials. Plans for a donor wall within the school are currently being finalized.





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**[BERGMANACADEMY.ORG](http://BERGMANACADEMY.ORG)**