



## FREQUENTLY ASKED QUESTIONS

### CREATE GREAT CAMPAIGN

#### What is the Create Great Campaign?

Create Great is a capital campaign aimed at expanding the reach of leadership through *Leader in Me*. The goal is to expand the number of schools implementing *Leader in Me* across the Waterloo-Cedar Falls metro area. We seek to raise a total of \$7 million to help every student find the leader within him or her.

#### Who has endorsed this campaign?

Our campaign co-chairs and most visible endorsers include:

Dr. Linda Allen  
President  
Hawkeye Community College

Dr. Dale Monroe  
Chief Administrator  
Cedar Valley Catholic Schools

Tom Penaluna  
Chairman  
CBE Companies, Inc

Our Honorary Campaign Chair, Senator Charles Grassley

Dr. Jane Lindaman, Superintendent, Waterloo Community Schools  
Dr. Andy Pattee, Superintendent, Cedar Falls Community Schools

Additionally, many community, business, and education leaders have endorsed this campaign. For a full list of endorsers, please visit the pages 10 and 11 of the Create Great case statement.

### GIVING

#### Why should I consider giving to the Create Great Campaign?

With your help, we can develop tomorrow's leaders today through *Leader in Me* and shape the workforce for the Cedar Valley by preparing all students with the essential skills they need to thrive in career, college, and citizenship. This is a unique and impactful opportunity to invest in our students, schools, and community.

#### Has a foundation or 501(c)(3) been established?

Yes, the Leader Valley Foundation (formerly known as the Greater Cedar Valley Alliance Foundation) was established in 2012 with the classification of "public charity". Contributions to the Create Great campaign are managed within this Foundation. Financial oversight for the foundation is provided by the Leader Valley Council and Greater Cedar Valley Alliance Finance Committee.

### **Can I direct how my gift will be used?**

Of course! There are a few options for directing your gift! You are free to designate the restrictions you would like placed on your gift.

The launch costs are general costs specific to implementation and administration of *Leader in Me*. This includes onboarding all of our Cedar Valley schools through the 3-4 year LIM process. These costs may include, but are not limited to workshop materials, facilitator costs, or student implementation materials. They can also include administrative expenditures such as Leader Valley staff working with the schools, events like a regional *Leader in Me* Symposium, special workshops to update parents, public and school district communications, or project evaluation that measures *Leader in Me* impact.

The endowment costs will be utilized to offset the ongoing expenses for *Leader in Me* schools after they have completed their initial implementation phase. By designating a gift to the endowment, you are ensuring longevity of implementation with the schools and that the leadership culture established by *Leader in Me* is nurtured for generations to come.

### **How will my gift be recognized?**

There are many ways your gift may be recognized. Please see the donor recognition table at the end of this document.

### **What are the payment options?**

You may provide either a one-time gift or a pledge with a multi-payment commitment over the next 3-4 years. You may also contribute through an employer matching gift or a gift of stock. You may pay your gift with check, credit card, or electronic funds transfer.

### **Can I pay online with a credit card?**

We invite you to pay online with a credit card by visiting [www.leadervalley.org](http://www.leadervalley.org) and clicking on the "Donate" button in the upper right corner of the website. Credit is not recommended for larger gifts. Please note there are transaction fees that may reduce the total amount of the gift received.

### **Who do I make my gifts payable to?**

Please make gifts payable to: Leader Valley Foundation and designate "*Leader in Me*" for clarity.

### **Where can I send my gift?**

Please send your gifts to: Create Great  
c/o Leader Valley Foundation  
10 W, 4<sup>th</sup> Street, Suite 310  
Waterloo, IA 50701  
(319)-232-1156

### **Can I choose Leader Valley as a recipient through United Way or other community foundations?**

Of course! Simply write in "Leader Valley Foundation (*Leader in Me*)" at the bottom of your United Way pledge form.

## What businesses and foundations that have already provided a gift?

- 100+ Men Who Care Cedar Valley
- Advanced Systems
- AECOM Technical Services, Inc.
- American Honda Foundation
- Bike Tech
- Black Hawk County Gaming Association
- Bloom Manufacturing
- BMC Aggregates
- CBE Companies, Inc
- Cedar Valley Corp., LLC
- Cedar Valley Leadership Institute
- Community Foundation of NE Iowa
- Community Bank and Trust
- CUNA Mutual Foundation
- Farmer's State Bank
- Greenwood Drug
- Max and Helen Guernsey Charitable Foundation
- Hogan-Hansen PC
- Invision Architecture
- Steve and Terri Jackson Family Fund
- John Deere Foundation
- Kirk Gross Company
- KWWL
- Land O Lakes
- Lee Enterprises (WCF Courier)
- Lockard Companies
- Lincoln Savings Bank Foundation
- MidAmerican Energy Foundation
- MidWestOne Bank
- Nagle Signs
- Overhead Door Company of Waterloo
- PDCM
- Professional Office Services
- Principal
- R.J. McElroy Trust
- Standard Distribution Co.
- University of Iowa Community Credit Union
- US Bank
- Veridian Credit Union

There are also numerous individual donors who have already provided to the Create Great campaign. Many other grant applications are in the works!

## What happens to my contribution if Leader in Me isn't fully implemented?

The short answer is that it would still go to making the Cedar Valley a better place to learn! The funds are contributed to Leader Valley Foundation. The Leader Valley Foundation is managed by a board of directors representing PreK-12 and higher educational institutions, and a wide variety of large and small businesses and parents.

While its first and only initiative is the *Leader in Me*, Leader Valley intends to implement programming to improve opportunities for well-prepared traditional and non-traditional students to start careers in the Cedar Valley. Your funds would always be used to improve student preparation. Moreover, that's why the current fundraising campaign is being implemented in two phases: operational and endowment. Endowed funds will be used exclusively to sustain only *The Leader in Me* initiative. Finally, if Leader Valley Foundation were to dissolve, it could only move its funds to another 501c3 organization, and we would rely on the board of directors to place those funds in a manner consistent with its mission.

## LEADER VALLEY & LEADER IN ME

### What is Leader Valley?

Leader Valley is a long-range talent development initiative of the Greater Cedar Valley Alliance and Chamber, comprised of leaders from business and PreK-12 education, and higher education. Leader Valley aims to fill the gap between traditional school curriculum and the skills and knowledge that our business community is seeking in their future employees. Leader Valley's investment seeks to enhance the Cedar Valley talent pool and help our local businesses become more competitive in the global marketplace. Leader Valley's initial focus is *Leader in Me*. You can learn more about Leader Valley at [www.leadervalley.org](http://www.leadervalley.org).

### How are Leader Valley staff funded? Are they funded by the Greater Cedar Valley Alliance and Chamber?

Despite Leader Valley being a subsidiary of the Greater Cedar Valley Alliance & Chamber, the Leader Valley staff are not funded by the Greater Cedar Valley Alliance & Chamber. Leader Valley staff are fully funded by the Leader Valley Foundation.

### What is Leader in Me? How is that different than Leader Valley?

*Leader in Me* is the first initiative under the Leader Valley umbrella. *Leader in Me* is a school-wide initiative dedicated to transforming our PreK-12 school cultures toward leadership. *Leader in Me* schools engage in a three-year process that integrates leadership development into all facets of the school culture and operations.

*Leader in Me* in the Cedar Valley has four major impact goals:

1. All students will learn and apply the *7 Habits of Highly Effective People*.
2. All students will identify and utilize their unique gifts and talents.
3. All students will have authentic learning and leadership opportunities at the classroom, schoolwide, and community levels.
4. All students will develop essential skills that prepare them for career, college, and citizenship.

To learn more about *Leader in Me*, please visit [www.leaderinme.org](http://www.leaderinme.org)

### When will The Leader in Me Expand to Other School Districts?

That's entirely up to you! Leader Valley is building the "platform" that parents and school leaders in other Cedar Valley districts can use to implement *The Leader in Me*. The Leader Valley team is available to meet with parents and school leadership. They will familiarize you with the philosophy, implementation processes and schedules, and (current) costs. The LVF relationships can be leveraged to the benefit of your efforts and budget. Though we cannot offer any direct funding, you will have the most experienced local implementation team in the nation working with you to succeed. In some respects, the impact felt by *Leader in Me* has already stretched into neighboring communities, because some parents or grandparents of children in *Leader in Me* schools may be employed by a business there. Conversely, some teachers at *Leader in Me* schools in Waterloo or Cedar Falls may reside in an outlying community.

## LEARN MORE & GET INVOLVED

### How can I learn more about Leader in Me?

Parents often ask how they can ensure their child's school will become a *Leader in Me* school. Before approaching your child's school administrator with an inquiry about *Leader in Me*, we often encourage them to become very well-informed and really understand what *Leader in Me* is all about! Here are some ways to educate yourself:

- Read or join a book study about *The Leader in Me* (2<sup>nd</sup> ed.) to hear the back story about *Leader in Me*
- Visit [www.leadervalley.org](http://www.leadervalley.org) and [www.leaderinme.org](http://www.leaderinme.org) to gain valuable insights about *Leader in Me* and our approach in the Cedar Valley
- Talk to parents of *Leader in Me* students
- Talk to *Leader in Me* students
- Talk to business leaders who support *Leader in Me*
- Visit a *Leader in Me* school

### Can I actually see *Leader in Me* firsthand at one of the schools? How can I become involved with the *Leader in Me* schools in the Cedar Valley?

There are many opportunities to become engaged with *Leader in Me*!

- Attend a leadership event at each of our *Leader in Me* schools (Events posted on Leader Valley Facebook and [www.leadervalley.org](http://www.leadervalley.org))
- Be an advocate for leadership opportunities in the schools
- Volunteer on a special project at an individual school
- Partner with our schools to give back through community service projects
- Share a gift, talent, or passion of yours with students
- Serve as an "interviewer" during 6<sup>th</sup> grade exit interviews or mock job interviews
- Serve on a *Leader in Me* school's Lighthouse Team
- Serve on a Leader Valley committee or action group
- Volunteer as a Create Great capital campaign leader
- Host students at your place of employment
- Be a guest speaker in our schools
- Provide administrative support (e.g., grant writing)

### Is there a website or social media where I can learn more about Leader in Me?

- Of course! Please visit our Leader Valley Facebook page or [www.leadervalley.org](http://www.leadervalley.org) to learn more about our efforts across the Cedar Valley to expand the reach of leadership through the *Leader in Me* initiative. Also, follow us on Facebook and Twitter.

### Who can I contact if I have more questions?

Please reach out to: Dr. Melissa Reade, Leader Valley Director  
319-232-1156  
[mreade@cedarvalleyalliance.com](mailto:mreade@cedarvalleyalliance.com)



## Donor Recognition

	All Gifts	\$1000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$99,999	\$100,000 - \$499,999	\$500,000 - \$999,999	\$1,000,000+
Donor or donor representative presents recognition to other collaborative parties at the New Teachers Breakfast							
Donor may have award named for them by Cedar Valley schools that achieve Lighthouse milestone							
Name the regional Leader in Me initiative after the donor							
A perpetual naming award for outstanding service to be recognized annually by Leader Valley. Up to three separate awards may be given—one each for business, education and volunteer							
Annual Leader Valley seminar named for donor							
A "big check" presentation at one of the Leader in Me schools							
Invitation for a donor representative to join the Leader Valley Council							
Receive four tickets to Leadership Day in any school and recognition at the event							
Corporate or foundation logo posted on a "leader wall" of Leader Valley website							
Name published on Leader Valley Facebook							
Verbal recognition in public speaking engagements							
Name published in Courier 2017 Progress Edition large advertisement							
Name published in school newsletters where applicable							
Name displayed on banner at Leader Valley leadership events and New Teachers breakfast							
News release highlighting gift							
Commemorative tile for display							
Name on "virtual donor wall" of Leader Valley website							
Name published in Courier advertisement in August 2016							
Name published in commemorative booklet at close of campaign							

