



## CAMPAIGN READINESS STUDY | EXECUTIVE SUMMARY

### JUNE 2023

Veritas Classical Academy (VCA), Chippewa Valley, Wisconsin, began in January 2020 when a group of community members with diverse backgrounds identified a need in the community for additional education choices that foster success for a greater number of students. By fall of 2021, the Board of Directors began planning the necessary steps to bring this vision to life.

The mission of VCA is to educate the minds and inspire the hearts of young people through a content-rich, classical curriculum that emphasizes the principles of moral character and civic responsibility. By intentionally fostering a culture of intrinsic wellness, Veritas Classical Academy prepares students to become the healthy, virtuous and authentic foundation of future American generations.

The first phase to open Veritas Classical Academy will require investments into a \$6M\* campaign to cover the first two years of startup costs:

- \$2.1M for Salaries, Taxes, Benefits, Insurance
- \$1.5M for Building and Maintenance
- \$1M for Technology, Training, Operations
- \$650,000 for Contracted Services
- \$200,000 for Transportation
- \$550,000 for Supplies and Furniture

**The total proposed goal is \$6M.**

\* The \$6M supports the first two years of expenses.

Reimbursements per pupil will not occur until Fall-Winter 2025.

## FUNDRAISING POTENTIAL:

During the study, Crescendo Fundraising Professionals, LLC, received feedback from 48 individuals who provided key information to support the findings of this report. The results of the study show the proposed campaign has merit, is justifiable, and has the leadership ability and financial capacity to fundraise \$6M using a methodical fundraising strategy, approach, and timeframe. (The full comprehensive report may be found on the Veritas Classical Academy website.)

## FAVORABLE FACTORS:

- The indication of a potential lead gift of \$1.2M was identified for a \$6M campaign. Two cornerstone gifts of \$500,000 were also identified.
- A high level of energy and passion exists to see Veritas Classical Academy come to the fullness of its mission and goals as soon as possible. Crescendo advisors have rarely, if ever, witnessed this level of overall positivity for a start up organization's philanthropic study.
- At the time of the study, there were no major overt or covert problems that could negatively impact the fundraising portion of the campaign.

## CHALLENGING FACTORS:

- A school headmaster had not been secured at the publication of the study. However, this is considered to be temporary and is not expected to negatively impact the capital campaign.
- Identifying a suitable interim location has not been identified at this time.
- The nation is either in or facing a near-term recession which may impact giving.



100% of respondents believe the mission and vision is important.



A \$6M capital campaign goal is recommended due to the high trust in the leadership of Veritas Classical Academy, along with exceptionally strong philanthropic propensity.



Forty participants responded yes or possibly when asked if they would consider making a gift to the campaign.



66 individuals were self-identified or identified for either short or long-term volunteer commitments.