

February 3, 2012

Dear Legacy Parents,

We had a great parent meeting on January 30. For those of you who were there, I hope you sensed the energy and excitement as you participated in the “sneak preview” of the New Legacy Christian Academy. For those who were unable to attend, this letter and the enclosed tuition document are an attempt to briefly summarize the content of the evening. I also encourage you to visit our web site at www.lcamn.org beginning February 10 and click on the January 30 Parent Night button to view the visuals used to illustrate the presentation.

OUR NEW STUDENT MODEL: In order to meet our vision of “Cultivating Christian Leaders to change the world,” we believe that educating the whole child is an important distinctive of our school. Intellectual preparedness is a vital part of a quality school, but we also believe that emphasizing the other four parts of our model: spiritually alive, emotionally aware, socially engaged and physically active, will prepare our students to positively change the world. The information on the school web site will give you a visual representation of the student model.

OUR NEW TUITION STRUCTURE: As good stewards, we must move to a tuition structure that charges tuition in line with the real costs of educating a student at Legacy. The last few years we have been operating with a cumulative deficit well over two million dollars, which was covered by the generosity of the Hageman Foundation. We can no longer operate in such a manner. Our current tuition structure is well below most quality independent schools in the Twin Cities area. With adequate enrollment, a new philanthropy program, and the tuition structure outlined in the enclosure, we will move towards balancing our operational budget in two years. Operating Legacy with best business practices, including an adequate tuition base, is an important step to insure Legacy will attract and retain a quality faculty, excellent curriculum, cutting edge technology, and program offerings necessary for a twenty-first century education.

ENROLLMENT: We must, at a minimum, maintain our current enrollment of 500 students. We are being conservative in our goal and of course more students would make our situation even more positive. We have plans in place to aggressively meet and exceed our enrollment goal. Legacy has two admission open houses planned this spring - February 27 and March 26. We have also begun an aggressive advertising campaign on KTIS radio, anchored on our lead sponsorship of the Joyful Noise summer concert in June. We will again be offering a \$500 tuition rebate program for enrollment referrals from current families. Lawn signs advertising Legacy are now available in the School Office and we are asking current families to help us with this advertising method. To help us develop our advertising and public relations program as well as coordinate our philanthropy program, we have hired a Director of Advancement, Dana Brion, who will begin her work with Legacy on February 16. Even with all of our new energy and plans in place, we still realize that word of mouth advertising is the most effective way of telling the Legacy story, so we are asking current families to please help us get the word out about Legacy.

OUR NEW PHILANTHROPY: Quality independent schools rely on tuition and on philanthropy to pay for excellence in education. At the parent meeting, we discussed the importance of philanthropy in our new financial model. Philanthropy will not only help us meet our operational costs, but will also help sustain the programs of excellence that distinguishes Legacy Christian Academy. Legacy is establishing an advancement

fund, Bridging the Future, with a goal of \$400,000 for the 2012-2013 school year. The exciting news is that we have received a challenge grant of \$200,000 to match every advancement fund gift dollar for dollar. Please stay tuned for more information on this important new initiative.

OUR NEW CAMPUS: We are ready to go! The land is “pad ready” and the architect drawings are complete. We have a financial proforma that is ready to be presented to banks for financing. Blue Rose Capital, the company we have retained to help us obtain financing, is cautiously optimistic that banks will like what they see on our proforma and provide the needed financing for the building. The proforma is based on our new tuition model, our philanthropy program, and maintaining our enrollment at current levels. A capital campaign to help with the costs of the new building will have its focus outside the current parent community.

New Building Timeline

Fall 2011	Secured Blue Rose Capital to assist in finance procurement Secured MGI fundraising consultants to help with advancement program
Early February 2012	Deliver credit proforma package to banks
Early April 2012	Evaluate bank responses
May 2012	Secure finance partner
July 2012	Close on financing - Break ground
November 2012	Walls up on Ramsey site
Summer 2013	Move to Ramsey Campus

PRESIDENT’S “CLOSER LOOK” DISCUSSIONS: We continue to look for better ways to communicate with our parent community. The second part of the parent meeting on the 30th was designed to give parents opportunities to ask questions and give feedback in a smaller group setting. This method was extremely well received and we gathered very helpful information. We are also sponsoring several informal President’s “Closer Look” Discussions for the purpose of continuing conversations about Legacy. We will be holding four of these forums in the months of February and March with the hope that one of the times will fit into your schedule and you can attend. The dates, times, and locations are listed below. We will be posting reminders of these gatherings in our weekly e-News communications. A light breakfast or appetizer will be served.

February 10	7:30 - 8:30 a.m. @ Legacy
February 24	7:30 - 8:30 a.m. @ Ramsey City Center
February 28	5:00 - 6:00 p.m. @ Legacy
March 5	5:00 - 6:00 p.m. @ Ramsey City Center

Legacy Christian Academy is a special place that has been blessed with very supportive families. These families have valued the unique features that set Legacy apart as a quality Christian school. Our Statement of Faith, our small class size, our Pre-K - 12 community, our caring climate and our emphasis on Christian character development have become distinctives of the “LCA Way.” We value the partnership of our parent community and look to you for strength and support. Please continue to pray for Legacy, seriously consider supporting Legacy financially when the opportunity presents itself, and tell other families about Legacy. We believe that God will continue to bless us and keep us as we strive to serve Him by educating the next generation of Christian leaders.

Sincerely,

Dean Erickson
President-Legacy Christian Academy