



CHANGING NEIGHBORHOODS
CHANGING LIVES

Kroac Center



GRAND RAPIDS, MICHIGAN

THANK YOU FOR HELPING TO CHANGE LIVES

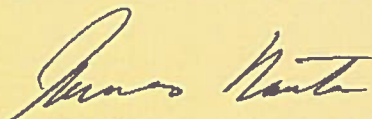
Difficult times affect all of us in West Michigan, directly or indirectly, from the youngest to the eldest. Access to wholesome, character-building activities for those right here in Grand Rapids is vital, especially for those who struggle on a day-to-day basis.

As a supporter of The Ray and Joan Kroc Corps Community Center, you will be helping to make a tremendous difference in thousands of lives in our community. Whether your gift is given for children to experience top-notch recreation and to try new activities, or to have a safe place to learn and grow after school, you are helping to change lives through a world-class facility located in an area that has 11,000 children living within a one-mile radius.

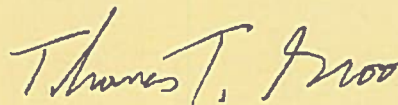
Because of you and others like you, life-enriching opportunities at The Ray and Joan Kroc Corps Community Center will be readily available to hundreds of families and adults of all ages. We extend our gratitude for your commitment to this important project.

Thank you for changing lives through your gift to The Ray and Joan Kroc Corps Community Center.

May God's abundant blessing be yours,



Major James Nauta
Divisional Commander



Mr. Thomas T. Groos
Advisory Board Chair



Major James Nauta
Divisional Commander



Mr. Thomas T. Groos
Advisory Board Chair



Majors Roger and Joy Ross
Grand Rapids Kroc Community
Center Administrators

HOW YOU CAN HELP

ONE-TIME GIFTS

Contributions to the campaign can be in the form of cash, stock or securities.

PLEDGES

Pledges will be payable over a three-year period.

NAMING OPPORTUNITIES

Naming opportunities are available for notable gifts. They are a wonderful opportunity to leave a legacy, or honor a friend or to remember a loved one.

For more information on supporting the Kroc Community Center, please call Major Roger Ross at **616-241-3723**.



A gift of one dollar becomes four dollars.

YOUR GIFT IS MATCHED BY THE KROC GIFT AND LEVERAGED FOUR TO ONE. A GIFT OF \$1 BECOMES \$4.

THE ENDOWMENT.

One fourth of the funds for the Grand Rapids Kroc Center is to be raised locally to match endowment for operational support.

Joan Kroc understood the value of community support and designed her gift to ensure community investment. Each gift to the Kroc Endowment Fund is essentially a matching gift of four to one. The capital funds for this project will not be granted without reaching 100% of the Kroc campaign goal.

KROC GIFT

Joan Kroc Capital Grant	\$15 million
Joan Kroc Endowment Grant	\$15 million

COMMUNITY SUPPORT NEEDED

Kroc Operating Endowment	\$7.5 million
Site Acquisition & Development	\$2.5 million

Total Funds	\$40 million
Kroc Campaign Goal	\$10 million

BASED ON JOAN KROC'S VISION AND THE NEEDS OF THE COMMUNITY, PROGRAM FOCUS WILL BE:

RECREATION

Soccer, swimming, health-fitness, family gameroom, rock-climbing wall, basketball, and a water slide.

ARTS & MUSIC

Multi-cultural activities, art, music, theater, dance, and drama.

EDUCATION

Tutoring, mentoring, computer training, job training, parenting, social skills development, and English as a second language.

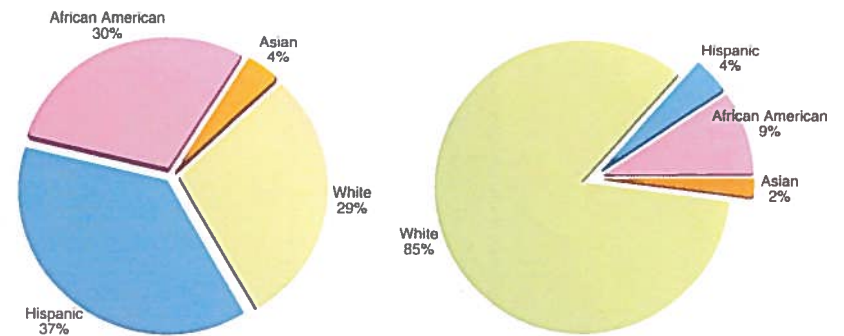
HEALTH & WELLNESS

Fitness & exercise training, nutrition programs, CPR, and health awareness & education.

WORSHIP CENTER

Worship center, Bible studies, and fellowship activities.

The Kroc Center will uplift a culturally diverse and underserved community.



POPULATION WITHIN 1 MILE RADIUS OF THE KROC SITE

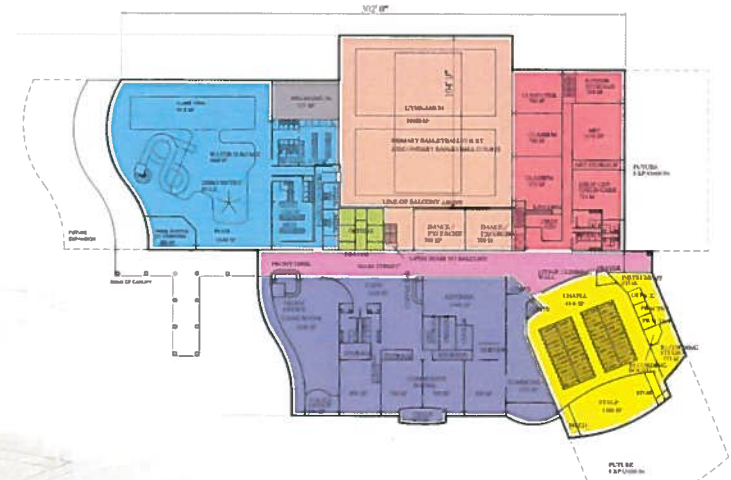
POPULATION OF KENT COUNTY MICHIGAN, 2005

Sources: US Census Bureau, Percept Group, Inc., 2005 American Community Survey, Data Profile Highlights - Kent County, MI

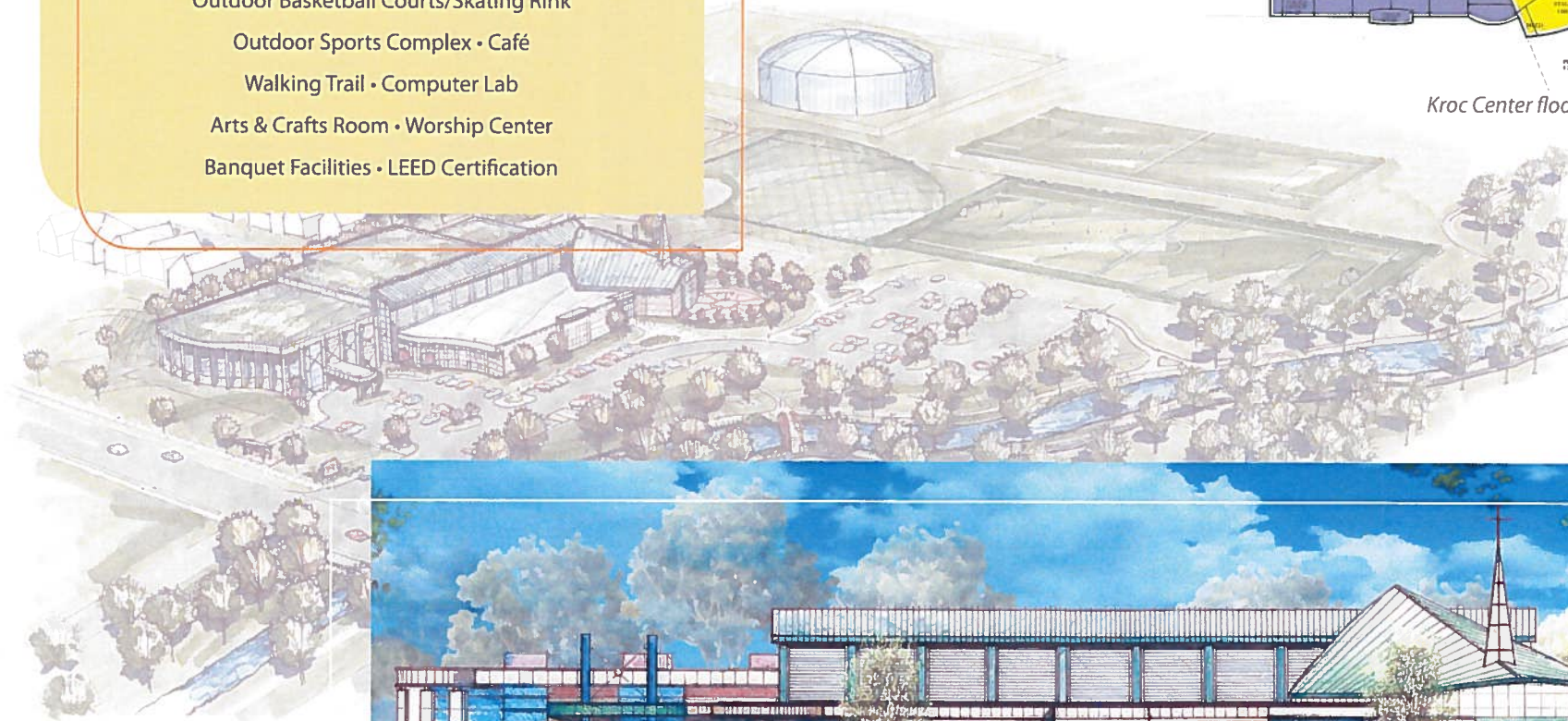


THE KROC COMMUNITY CENTER FACILITY PLANS INCLUDE:

Indoor/Outdoor Performing Arts Center • Pool/Natatorium
Climbing Wall • Gymnasium & Fitness Center
Family Gameroom • Recording Studio
Outdoor Basketball Courts/Skating Rink
Outdoor Sports Complex • Café
Walking Trail • Computer Lab
Arts & Crafts Room • Worship Center
Banquet Facilities • LEED Certification



Kroc Center floor plan



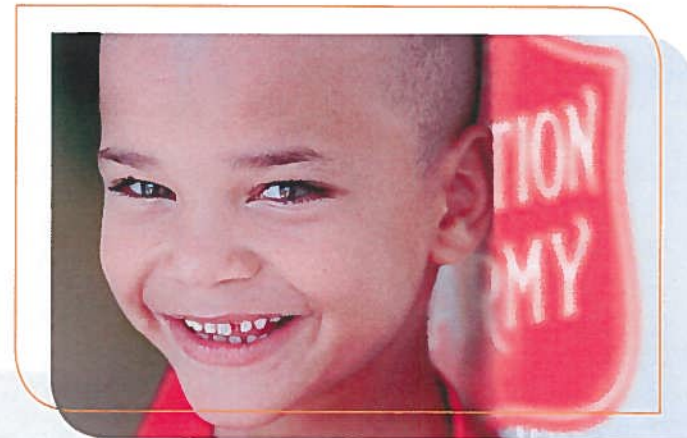
Kroc Center

SEEN. HEARD. UPLIFTED

Over the past 15 years, the number of children in Kent County has increased by 15 percent. More than 11,000 children under the age of 17 now live within a 1-mile radius of the future Ray and Joan Kroc Corps Community Center at 2500 Division Avenue. And the number is growing.

An in-depth Needs Assessment Study, compiling input from focus groups and individual interviews with area service providers, revealed an unfortunate but eye-opening piece of information: *The specific needs of youth and families in the target area are not being adequately addressed by local schools, human service agencies or faith-based organizations.*

The future Ray and Joan Kroc Corps Community Center in Grand Rapids is designed to provide the broadest possible access for inner city and other youth; and it will fulfill the specific types of comprehensive educational, recreational and cultural programs that are essential to these youth and families but are not currently available to them.



It keeps kids off the streets and a Kroc Center will keep us doing positive things.

Jaylah

it would help this neighborhood a lot!

Matt



kids at my school never had the experience to go rock climbing or love basketball but don't have equipment or training to play basketball or any other sports and events.

larissa

I could go after school, instead of going to school/work with my mom.

(I do not have a father)

Carter C.

FAMILY MATTERS

Data compiled by the US Department of Health and Human Services over the past two decades reveals that family backgrounds and the characteristics of neighborhoods in which children live are likely to play the central role in creating and maintaining disparities in child health.

Two of the most common risk factors threatening the healthy physical, mental and spiritual development of our children today are:

- Living in a single-parent family
- Living in a family with income below the poverty line

Of the children aged 0-17 living in the target area, two out of ten live at or below Federal poverty guidelines. Only 45% of households in the target area are married households.

Joan Kroc envisioned her centers as beacons of hope and agents of change for children and families in underserved communities just like this.

Kroc Center

FRESH AIR. FRESH START.

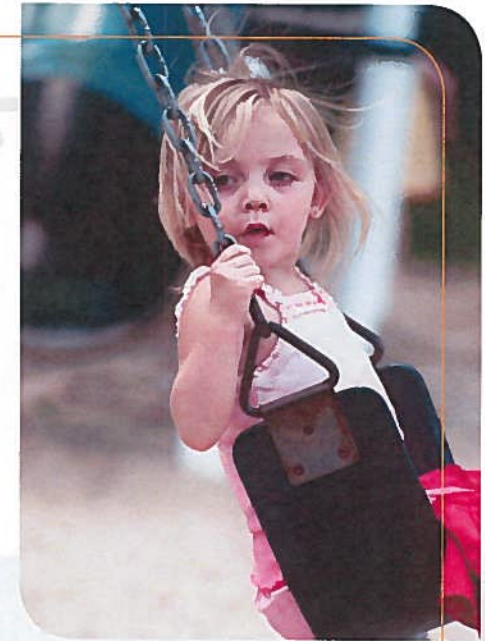
The physical and spiritual health of our children is critical to the present and future stability and safety of our neighborhoods.

Community leaders, educators and parents in and around the target area were asked to list their most pressing concerns and neighborhood issues.

Ranking at the top were:

- Childhood obesity
- Lack of organized, positive activities for children and youth
- Lack of English-as-a-second-language education
- Inadequate social skills development

Programs and services planned for The Ray and Joan Kroc Corps Community Center address these specific concerns facing youth and the families in the target area. In keeping with The Salvation Army's commitment to Do The Most Good, the Kroc Corps Community Center will also provide life-enriching experiences for people of all ages.



I hope we can get a Kroc Center in our neighborhood because it would be a good opportunity for children, preteens and teens to get up and do something with their lives.

Sincerely, Caitlin

I won't be in the house all day watching T.V. and i can be active..

Andrea

our hope
is in you

Lesly
10 year old
Grade 4th



Kroc Center Grand Rapids, MI