

REDEFINING LIVES, THE COMMUNITY, AND THE WORLD THROUGH ART



A CASE FOR
SUPPORT

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WHY IS THIS CAMPAIGN IMPORTANT?

The Campaign for Redefining Lives, the Community, and the World Through Art is a \$3,000,000 capital project that supports the creation of a new school building in the heart of the arts district in South Bethlehem. This project is focused on the unique needs of creative young people.



The Lehigh Valley Charter High School for the Performing Arts (LVPA) is in its ninth year of operation in Bethlehem PA. It is widely recognized as one of Pennsylvania's most successful charter schools. LVPA is one of two charter high schools for the performing arts in Pennsylvania, the other residing outside of Pittsburgh. LVPA is at full capacity and is challenged to serve 450 students from 12 counties (45 separate school districts) within the state. In nine years the enrollment has doubled and a new space is needed to accommodate future enrollment of 650 young people.

LVPA has outgrown its current 40,000 square foot facility, and cannot increase programs or grow enrollment.

CREATING A NEW ENERGY IN SOUTH BETHLEHEM AND THE LEHIGH VALLEY

The project at 3rd and Polk Streets places a new 82,000 square foot school within walking distance to arts and academic institutions in South Bethlehem.

A new larger school will link arts and educational institutions to businesses, entertainment, and shopping along the 3rd and 4th Street corridor, adding a new and vibrant pulse to this diverse and vital community.



ART IS THE HEART

A new facility will provide 19 additional state-of-the-art classrooms and studios, a much needed resource library, cafeteria, and will support 200 additional students in a graduated five-year expansion. At the center of LVPA's new building will be a 350 seat theater. The theater is the heart of the school and a place where students display their talent and artistic expression to the whole Lehigh Valley community.

Our current facility is retro-fitted from the former Sure-Fit factory on East Broad Street in Bethlehem. This facility helped the school establish roots in the Lehigh Valley and provided a stepping stone to the success of LVPA students. The current facility lacks a cafeteria, an adequate theater, adequate academic classrooms and studio space for the number of students who wish to attend.

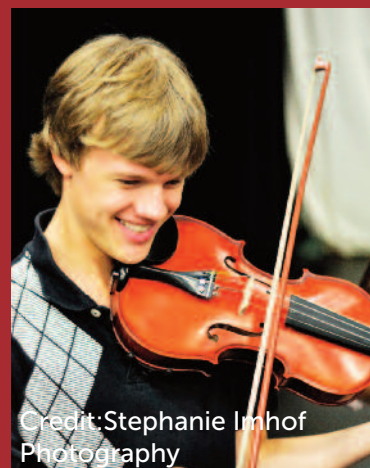
The Capital Campaign will provide funding for construction and site development, as well as furnishings and equipment. With the space to grow academic and artistic programs, LVPA will continue to be an innovative provider of multi-disciplinary arts education in Eastern Pennsylvania.

The success of this project will be realized for generations to come. It will directly contribute to the growth of the community, and promote a creative synergy with artistic and academic neighbors. A building created to enhance and support arts education will bring recognition to our region, continue the development of the diverse and exciting community of South Bethlehem, and prepare LVPA graduates to be successful in the global world of the 21st century.

What would life be like without Art?

When school districts are cutting arts programs to meet budget challenges, where are our young people going to learn art, music and culture? Art can teach, uplift and guide students to be better learners, thinkers and leaders. Through the arts students learn how to collaborate, develop ideas, understand diverse cultures, and create innovative solutions to cultural problems.

Arts define and enhance culture and the quality of life. During the twenty-first century, the need for a workforce able to imagine and create solutions to



Credit: Stephanie Imhof
Photography

diverse problems will be critical for our nation's success. A building created to serve our most creative and passionate young artists will preserve this precious resource in Eastern Pennsylvania.

REDEFINING LIVES THROUGH ART

LVPA CHANGES LIVES EVERY DAY

Each day 450 young artists come to LVPA to pursue an extraordinary free educational opportunity unavailable anywhere else in eastern Pennsylvania. LVPA offers majors in dance, instrumental music, theatre, visual art, vocal music, and figure skating, accompanied by a rigorous academic program. LVPA was created to serve and nurture young people who look at life through a different lens. For some of our students, there is no other option than to create art in their lives. It is not a choice. Without LVPA, the exceptional talents of these students might go underdeveloped and their potential unrealized.

LVPA gives many financially disadvantaged students a chance to study their art.

Over the course of four years at LVPA, each student will receive 2,000 hours of concentrated artistic study. This represents as much as \$60,000 in artistic lessons. The arts education at LVPA helps many families support the dreams of their children.



Credit:
Christmas City Studios

"Kara lives in a rural part of eastern Pennsylvania. She has always dreamed of being a dancer. Access to arts training is limited and family resources prohibit her from participating in after school training. Her family drives her an hour each day to LVPA because she is thrilled to have a place to study dance. Without LVPA her family would be unable to support her dream".

For many of the students, coming to LVPA gives them their first experience of belonging and acceptance as an artist.

The arts embrace all ethnicities, races, and sexual orientations and encourage acceptance of others, humanity, and good citizenship. LVPA becomes their family.

STUDENTS FEEL INSPIRED HERE.

LVPA has literally changed the future of many students.

Many LVPA students think differently, look different, and are intensely sensitive to their surroundings. These differences are often misunderstood in their home districts where they can be subject to bullying and ridicule. LVPA's environment nurtures their talent and challenges them to embrace their unique selves. The artistic program allows students to flourish, thrive and achieve success in ways they never imagined. The results are confident teenagers who mature appropriately, accept responsibility, learn discipline and see endless possibilities in their future.

"As a senior at LVPA, Sophia walks the halls with a smile and turns her homework in on time. It is hard to imagine that she faces extreme financial and personal stress every day without parents and living on her own. She looks to LVPA, the students and faculty, as a safe haven and the only place of stability and family in her young life. With LVPA's help, Sophia is committed to finishing high school and entering college."

Without LVPA many of our students would have lost interest in school and would never have had a chance to be themselves.

FROM DESPAIR TO SUCCESS

"In middle school, Miguel was not a good student. He started caring about his education as soon as he came to LVPA and was astonished that he improved his grades so much that he made honor roll every marking period. The curriculum allowed him to study his art for a half day, and kept his academic education personalized to his needs. Miguel is continuing his education at Syracuse University studying music performance."

"I have found a passion for learning at LVPA. In both academic and art classes we have learned to take an idea from concept to a finished product. We think about how art fits into the world."

Credit: John
Sterling Ruth
Photography

REDEFINING THE COMMUNITY THROUGH ART

NEIGHBORHOODS FLOURISH WHEN SCHOOLS WITHIN THEM THRIVE.

LVPA's relocation to the Southside of Bethlehem at 3rd and Polk Streets puts our students within walking distance to:

- Arts Quest's SteelStacks Center for the Arts and Banana Factory,
- PBS Channel 39,
- Lehigh University Zoellner Center for the Arts,
- The Steel Ice Center,
- Touchstone Theatre,
- Northampton Community College's Fowler Building,
- Broughal Middle School,
- Lehigh University School of Education,
- Godfrey Daniels,
- The vibrant and diverse 3rd and 4th Street business corridor.

LVPA will immediately advance the revitalization and economic development of South Bethlehem, and support the existing arts organizations that reside there. On any given day, parents waiting to pick up their child after rehearsal, to up to 350 theatre patrons, will travel to South Bethlehem and help the commercial success of businesses located there.

Each year a new group of 175 students and their families attend LVPA. Once introduced to Bethlehem, many will continue to enjoy and patronize the city long after their child has graduated. Families recognize that LVPA is a unique educational opportunity that is otherwise unavailable in our region and rare across the nation. LVPA will deliver a continual influx of patrons from the greater Lehigh Valley region and beyond into South Bethlehem and help improve the economic future and quality of life for all.



"LVPA has given me opportunities that I never imagined. I have performed with world class musicians at world class performance facilities. I learn each day what it takes to be a professional both as a musician and a person."

Families are moving to the Bethlehem area so their child can attend LVPA. They have relocated from surrounding Pennsylvania communities, Maryland, New Jersey, New York and as far as Florida.

Building Bridges to Strengthen Community

The faculty and directors of LVPA's artistic programs have built bridges between our school and many community arts organizations and colleges in the Lehigh Valley.

- The Bach Choir,
- Repertory Dance Theatre,
- Lafayette University Dance Department,
- Moravian College Music Department,
- LVPA's Young Artist Ensembles entertain throughout the community for non-profit, corporate and social organizations like the St. Luke's Night of Heroes, the Greater Lehigh Valley Chamber of Commerce, SteelStacks, Musikfest, and assisted living communities like Moravian Village.

Growing the Work Force as the School Grows

LVPA currently employs 47 teaching faculty, 13 support staff, 5 part-time employees and 5 administrators. At full capacity of 650 students, LVPA plans to hire:

- Six arts and academic teachers
- One administrator
- Two support personnel

Additional individuals will be employed as the school develops new programming to serve student needs.

6,500 Art Patrons a Year

Over 6,500 tickets are sold to individuals to attend an LVPA performance in one year alone. These patrons are made up of family members, community members and arts supporters.



REDEFINING THE WORLD THROUGH ART

THE ARTS ARE NOT ORNAMENTAL –
THEY ARE FUNDAMENTAL.

LVPA offers what other institutions do not - the development of creative intelligence. We do this through the three "Is" - insight, intuition and imagination. Because students see things differently as they progress in their arts training, they express a wide range of Insight far beyond their years. Intuition becomes something students learn to trust which breeds empowerment. Having the freedom to let their Imagination grow at a young age allows LVPA students to succeed above others in their chosen professions. The combination of art and academic instruction at LVPA allows students to become "balanced thinkers," because they develop both the analytical and creative sides of the brain. This balance is an absolute, fundamental characteristic for a successful career in the 21st century. LVPA students stand out in today's complex and challenging world.

LVPA graduates are accepted into colleges and universities that represent the best in academic and artistic programs in the nation.



Successful Students — Successful Adults

"Adam and Selena are both Class of 2007 graduates, members of the first class to have attended LVPA for their entire high school career. Both vocal music majors, Selena attended Dickinson College, transferred to Widener University, graduated summa cum laude in an accelerated program, and was accepted to Widener University's Law School with a presidential scholarship. Adam was accepted to the prestigious Mannes College of Music upon graduation, majoring in classical vocal performance. Adam received The Michael Sisca – Mannes Opera Award given to only one graduating student for excellence in vocal performance. Adam is returning to the Mannes College of Music for his Masters degree on a merit-based scholarship."

CREATIVITY IS A CORE VALUE

50% of LVPA graduates study diverse majors from biology to business. Our graduates are experiencing success on stage and in the world arena.

"Alex is a classic pianist performing on the world's most prestigious stages. Maggie is studying to be a biologist. Steven is working as an illustrator for a major advertising agency and Kimberly is graduating this year in economics. They are all passionate, they are all creative and they are all proud LVPA graduates".

According to a 2010 IBM study of 1,000 global CEOs, the most desired skill for leaders of the future is creativity.

Despite entering a world that is filled with modern challenges that no other generation could have anticipated, LVPA students emerge as young leaders. Nurtured through their art study and reinforced through their academics, they develop creative thinking and problem solving skills that create success.

Excellent Faculty set the bar high for achievement. Students learn from teachers that are professional performers, artists and experts in their field. LVPA's impressive Master Class Program brings world class artists into the classroom to share their point of view. LVPA students learn unique perspectives on success as a professional artist.

"I plan to study science in college. LVPA's academic program and caring teachers have prepared me to study any subject of my choosing."



Credit: John
Sterling Ruth
Photography

Who Are Our Students?

Students are enrolled based upon an artistic audition in one of six majors; dance, figure skating, instrumental music, theatre, visual art and vocal music. LVPA's current enrollment in 2011 is 450 students. Our students represent over 45 school districts from a 12 county region in Eastern Pennsylvania. In the current academic school year LVPA students represent the following counties:

Northampton	193
Lehigh	156
Bucks	34
Berks	17
Monroe	37
Montgomery	7
Carbon	6
Lebanon	2
Schuylkill	1
Luzerne	1

The demographic makeup of our student body reflects those of Northampton and Lehigh Counties as defined by the 2010 national census.

	LVPA	Northampton County	Lehigh County
Caucasian	76%	81%	74%
African American	6%	4%	5%
Hispanic	10%	10%	19%
Asian/Pacific Islr	1%	2%	3%
Other mixed	7%		

LVPA reflects the socio-economic demographics of our region with students from very high to very low economic households. LVPA serves artistic young people from every community, and across all racial and economic households.

As a regional school LVPA families are served by multiple Representatives in the US Congress.

- Representative Charles Dent
- Representative Lou Barletta
- Representative Tim Holden
- Representative Michael Fitzpatrick

The following Pennsylvania State Senators and Representatives serve families within the geographic region in which our students reside:

- Rep. Joe Brennan, District 133
- Rep. Steve Samuelson, District 135
- Rep. Julie Harhart, District 183
- Rep. Joe Emrick, District 137
- Rep. Marcia Hahn, District 138
- Rep. Robert Freeman, District 136
- Rep. Justin Simmons, District 131
- Rep. Douglas Reichley, District 134
- Rep. Jennifer Mann, District 132
- Rep. Gary Day, District 187
- Rep. Doyle Heffley, District 122
- Rep. David Maloney, District 130
- Rep. Paul Clymer, District 145

BEGINNING WITH A DREAM

LVPA is based on the vision of a group of dedicated individuals from the Lehigh Valley who recognized the need for a school to serve creative young people. A Board of Directors was formed in 1996 representing business, educational, and artistic leaders. After developing curriculum and submitting the charter application to the Pennsylvania Department of Education, LVPA received charter approval shortly after the Pennsylvania Senate passed Bill No. 123 on June 12, 1997 allowing for the establishment of charter schools in the Commonwealth of Pennsylvania.

WHAT IS A CHARTER SCHOOL?

Charter schools were created to provide innovative curriculum and empower parents to have a greater choice in their child's education by custom-designing unique educational programs that increase their child's achievement, while meeting the specific needs of students. Charter schools receive public funds from the sending school districts of the children who choose to attend. There is no fee or tuition for families. Charter schools receive 75% of the funds PA public schools collect through taxes, state, and federal funding for each student who chooses to enroll. In Pennsylvania, that equals approximately \$3,000 less per child that a charter school receives to spend on educating a student compared with the sending school district. Charter schools are ineligible to float school bonds to pay for a bricks and mortar building and must find community resources to finance a building project. LVPA must secure resources from the community to make up the \$3,000 lack of funding per student.

LVPA'S ACADEMIC CURRICULUM

– PERSONALIZED AND LEARNING FOCUSED

The LVPA academic program is designed to challenge and support students on all learning levels. LVPA offers Advanced Placement and Honors courses as well as Educational Support Services to engage all students in intellectual inquiry and prepare them for acceptance into the nation's top colleges and universities.

LVPA PSSA, SAT AND AP SCORES

2011 PSSA	LVPA	Bethlehem SD	Easton AHS	Parkland HS
Math	57%	52%	57%	79%
Reading	83%	68%	61%	84%
Writing	94%	83%	80%	97%

SAT Scores – Class of 2011	LVPA	State of PA	USA
Critical Reading	538	490	501
Math	484	500	516
Writing	513	470	492

- LVPA SAT scores higher in critical reading and writing than the state and national average.
- 66 out of 96 students scored above 500 in SAT critical reading.

AP Score Performance 3 or Higher	LVPA	PA	USA
Art History	100%	55%	59.9%
Music Theory	69%	65%	58.7%
Studio Art	100%	69%	71.6%
English Language & Comparison	80%	76%	61%
English Literature & Comparison	96%	69%	56.9%
US History	50%	61%	52%

Lehigh Valley Charter High School for the Performing Arts Academic Profile

- The Lehigh Valley Charter High School for the Performing Arts (LVPA) has a 99% graduation rate, 100% of students receiving a high school diploma within 6 months of graduation.
- 96.3% of LVPA graduates attend either a 2 or 4 year college or arts conservatory upon graduation.
- LVPA is fully accredited by the Commonwealth of Pennsylvania Department of Education and the Middle State Association of Colleges and Students. LVPA Received Middle States approval in 2008.
- The Class of 2011 had 2 National Merit finalists, 4 semi-finalists and 6 commended students.
- On average, LVPA's 100 graduating seniors receive \$2.5 million in scholarships, grants and financial aid to attend a college or university program.



Credit:
Stephanie Imhof
Photography

WILL YOU JOIN US?

Your gift to LVPA will depend upon your own financial situation. However, we would be pleased to help you make a gift that meets both your needs and the needs of LVPA.

GIFTS OF CASH

- Cash gifts may be made over a period of five years or as a one-time donation.
- Pledge payments will be arranged to best meet your needs.

GIFTS OF APPRECIATED SECURITIES OR REAL ESTATE

- Gifts of appreciated securities or real estate may provide tax benefits to you. Generally, the income tax deduction may be taken for the full fair market value of the gifted property and no capital gains tax will be due.

DEPRECIATED ASSETS

- Sell assets that have lost value, take loss as tax deduction, and contribute the proceeds.
- Receive a deduction for both the loss and charitable gift.

ESTATE, PLANNED OR DEFERRED GIFTS

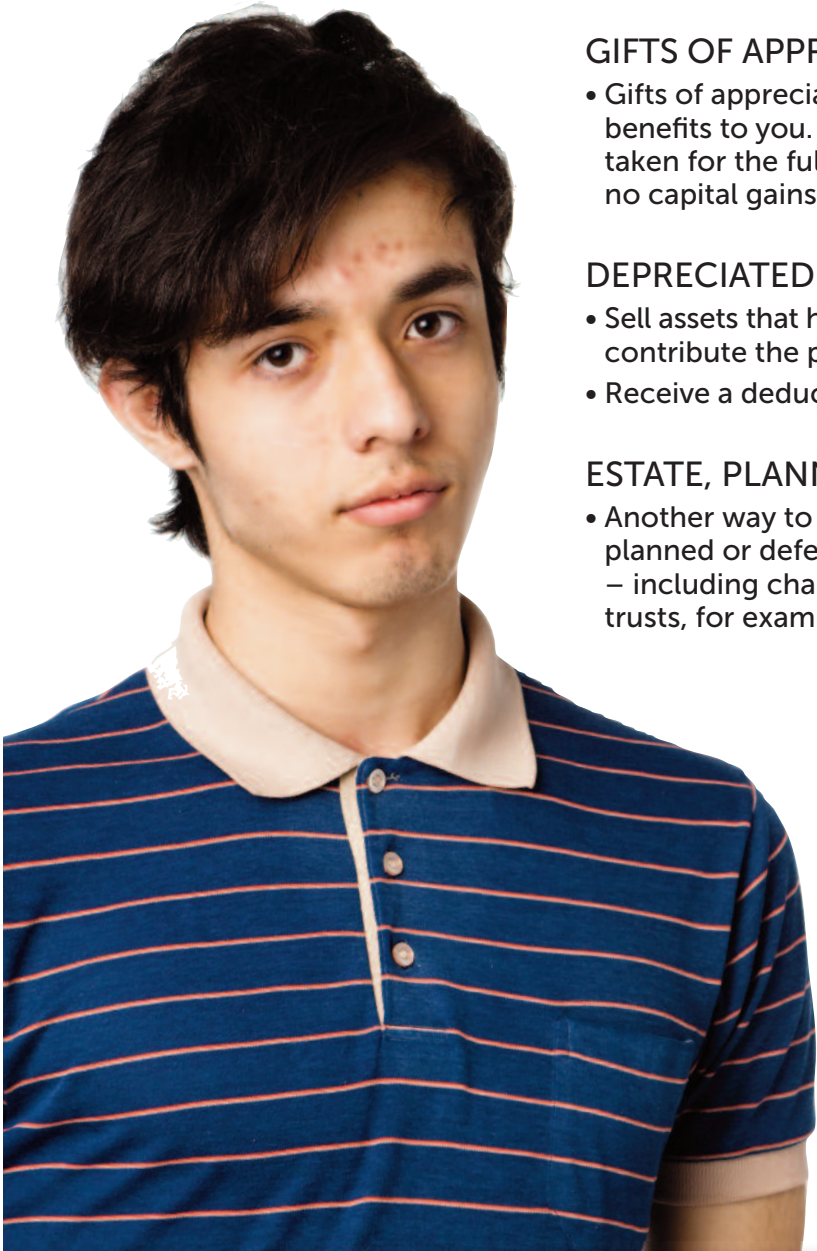
- Another way to make a gift to LVPA is through a bequest, planned or deferred gift. Many of these giving opportunities – including charitable gift annuities and charitable remainder trusts, for example – provide income for life to you and a loved one. If you are interested, please contact the Development Office for additional information.

GIFTS-IN-KIND

- You can help us by providing materials or services needed in the construction of this new building or for the accompanying site work.

PLEDGES

- Payable over five years.
- Deducted in the year payment is made.



"LVPA has been the foundation for all my artistic and social growth. Without LVPA, there would be no me. I consistently say to prospective students that if you want your life to be changed - come to LVPA. Live your dream."

Credit: John
Sterling Ruth
Photography

NAMING OPPORTUNITIES FOR DONORS

School Naming Rights	\$3,000,000
Main 350 Seat Theatre	\$1,000,000
Performing Commons	\$500,000
Outdoor Performing Roof	\$150,000
Theatre Lobby	\$150,000
Student Lobby	\$50,000
Commons Deli	\$50,000
Elevator	\$25,000
Student Vestibule	\$15,000
Elevator Lobby (4)	\$7,500 each
Coat Room	\$5,000
School Store	\$5,000

DANCE	Dance Suite	\$100,000		
	Dance Studios (4)	\$25,000 each	Costume Storage	\$7,500
	Changing Rooms (2)	\$5,000 each	Training Room	\$5,000
	Dancer's Lounge	\$5,000 each	Dance Office	\$5,000

THEATRE	Theatre Suite	\$100,000		
	Theatre Classrooms (3)	\$25,000 each	Second Stage Theatre	\$50,000
	Scenery Shop	\$25,000	Theatre Vestibule	\$15,000
	Greenroom	\$10,000	Dressing Rooms (2)	\$10,000
	Theatre Storage	\$7,500	Sound Booth	\$5,000
	Theatre Office	\$5,000	Ticket Office	\$5,000

MUSIC	Music Suite	\$200,000		
	Ensemble Classroom	\$25,000	Choral Room	\$25,000
	Music Classrooms (4)	\$25,000	Recording Studio	\$25,000
	Instrumental Storage	\$5,000	Isolation Room	\$5,000
	Practice Rooms (12)	\$5,000	Music Offices (2)	\$5,000 each

VISUAL ART	Visual Art Suite	\$100,000		
	IMac Graphics Studio	\$50,000	Art Classrooms (3)	\$25,000 each
	Visual Art Office	\$5,000		

ACADEMICS	Special Education Suite	\$25,000	Special Ed Classrooms (3)	\$7,500 each
	Faculty Room	\$10,000	Learning Kitchen	\$10,000
	English Classrooms (4)	\$7,500 each	Math Classrooms (3)	\$7,500 each
	Science Classrooms (3)	\$7,500 each	Foreign Language (3)	\$7,500 each
	History Classrooms (3)	\$7,500 each	Shared Library Labs (2)	\$3,000 each

SUPPORT	CEO's Office	\$10,000	Principal's Office	\$7,500
	Nurse / Medical Rms (2)	\$5,000 each	Board Room	\$5,000
	Conference Room	\$5,000	Administrative Offices (13)	\$1,500 each
	Theatre Chairs (350)	\$500 each		



Credit:
Stephanie Imhof
Photography

LVPA Mission Statement:

The Lehigh Valley Charter High School for the Performing Arts provides a rich and comprehensive educational program for students with talents and potential in either dance, instrumental music, vocal music, theatre, figure skating or visual art. This regional model enables each student to maximize his or her special talents. Our graduates will increase the quality of their lives, the lives of people who surround them, and the respective communities of the Lehigh Valley.

LVPA CAPITAL COMMITMENT FORM

THE LEHIGH VALLEY CHARTER HIGH SCHOOL FOR THE PERFORMING ARTS

Donor Name

Address

Telephone

Email

In consideration of the gifts of others to the LVPA Capital Campaign, Redefining Lives, the Community and the World through Art, I/we hereby commit to the Lehigh Valley Charter High School for the Performing Arts, the sum of \$_____, payable within 5 years, Beginning _____, 20_____.

The pledge will be fulfilled by: ☐ cash ☐ securities ☐ credit card

Payments will be made as follows:

One sum of \$ _____ and/or installments of \$ _____ to be made
☐ monthly ☐ quarterly ☐ annually ☐ other

Or, please charge my gift to ☐ Visa ☐ MasterCard ☐ AmEx

Card #

Exp. Date

REQUESTING NAMING OPPORTUNITY *Subject to Availability*

Please print your name as you would like it to appear in the official record.

If this is a memorial or named gift, please indicate exactly how the name should appear (please print)

Please keep my gift anonymous. ☐

Signature

Date:

PLEASE MAKE ALL CHECKS PAYABLE TO:

LVPA, 675 EAST BROAD STREET, BETHLEHEM, PA 18018 / 610-868-2971