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REDEFINING LIVES THROUGH ART

CHARTER ARTS CHANGES LIVES EVERY DAY

Every day 450 young artists come to the Lehigh Valley Charter High School for the Arts (Charter Arts) to pursue an extraordinary free educational opportunity unavailable anywhere else in eastern Pennsylvania. Charter Arts offers majors in dance, instrumental music, theatre, visual art, vocal music, and figure skating, in addition to a rigorous academic program. Charter Arts 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 Charter Arts, the exceptional talents of these students might go underdeveloped and their potential unrealized.

CHARTER ARTS GIVES MANY FINANCIALLY DISADVANTAGED STUDENTS A CHANCE TO STUDY THEIR ART.

Over the course of four years at Charter Arts, each student receives 2,000 hours of concentrated artistic study. This represents a value of \$60,000 in artistic lessons. The arts education at Charter Arts helps many families support the dreams of their children.

“For many students, coming to Charter Arts gives them their **first experience of belonging and acceptance as an artist.**”

THE **ARTS**
EMBRACE ALL ETHNICITIES,
RACES, CULTURES AND
SEXUAL ORIENTATIONS.
STUDENTS ACCEPT
EACH OTHER AND WORK
TOGETHER. CHARTER ARTS
BECOMES THEIR FAMILY.

KARA'S STORY

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 Charter Arts because she is thrilled to have a place to study dance. Without Charter Arts her family would be unable to support her dream.



Photo Credit - Christmas City Studios

CREATIVITY IS A CORE VALUE

Charter Arts 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 allows Charter Arts students to succeed above others in their chosen professions. The combination of art and academic instruction at Charter Arts 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. Charter Arts students stand out in today’s complex and challenging world.

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

American Academy of Dramatic Arts
Arcadia University
Berklee College of Music
Boyer School of Music
Brigham Young University
Bucks County Community College
California State University
Carnegie Mellon University
Cedar Crest College
Cincinnati Conservatory of Music
Cornell University
DeSales University
East Stroudsburg University
Eastern University
Fordham University
Ithaca College
Kutztown University
Lafayette College
Lehigh County Community CollegeLCCC
Lehigh University
Manhattan Marymount College
Mannes College The New School for Music
Millersville University
Muhlenberg College
New York University
Northampton Community College
Penn State University
Point Park University
Pratt Institute
Sarah Lawrence College
School for TV & Film
Shenandoah Conservatory
Temple University
The Art Institute, Pittsburgh and Philadelphia
The Pennsylvania Academy of Fine Art
The University of the Arts
West Chester University
Yale School of Drama

“Successful Students
— Successful Adults”



Photo Credit - Christmas City Studios

ADAM & SELENA’S STORY

Adam and Selena are both class of 2007 graduates, members of the first class to have attended Charter Arts 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. Following receipt of his Masters degree at Mannes College of Music, Adam is performing at the Chicago Lyric Opera.

REDEFINING THE WORLD THROUGH ART

50% of Charter Arts graduates study majors in college that range from biology to business. Charter Arts graduates are experiencing success on stage and in the world arena.

“ 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, Charter Arts 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.



ALEX is a classic pianist performing on the world's most prestigious stages.

MAGGIE is studying to be a biologist.

STEVEN is working with 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 Charter Arts graduates.

Excellent faculty set the bar high for achievement. Students learn from teachers that are professional performers, artists and experts in their field. Charter Arts' impressive Master Class Program brings world class artists into the classroom to share their point of view. Exposure to these artists helps Charter Arts students gain a unique perspective on success as a professional artist.

Photo Credit - John Sterling Ruth Photography

STUDENTS FEEL INSPIRED HERE.

“Charter Arts has literally changed the future for many students.”

Many Charter Arts students think differently, look different, and are intensely sensitive to their surroundings. These differences are often misunderstood in the traditional school setting leaving students subject to bullying and ridicule. The Charter Arts environment nurtures students' talent and challenges them to be who they are. The artistic program allows students to flourish, thrive and achieve success in ways they never imagined, resulting in confident teenagers who mature appropriately, accept responsibility, learn discipline and see endless possibilities in their future.

WITHOUT
CHARTER ARTS
MANY OF OUR STUDENTS
WOULD HAVE LOST INTEREST
IN SCHOOL AND WOULD NEVER
HAVE HAD A CHANCE TO BE
THEMSELVES.

MIGUEL'S STORY

In middle school, Miguel was not a good student. He started caring about his education as soon as he came to Charter Arts and astonishingly 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.

SOPHIA'S STORY

As a senior at Charter Arts, 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 Charter Arts, the students and faculty as a safe haven and the only place of stability in her young life. With Charter Arts' help, Sophia is committed to finishing high school and entering college.

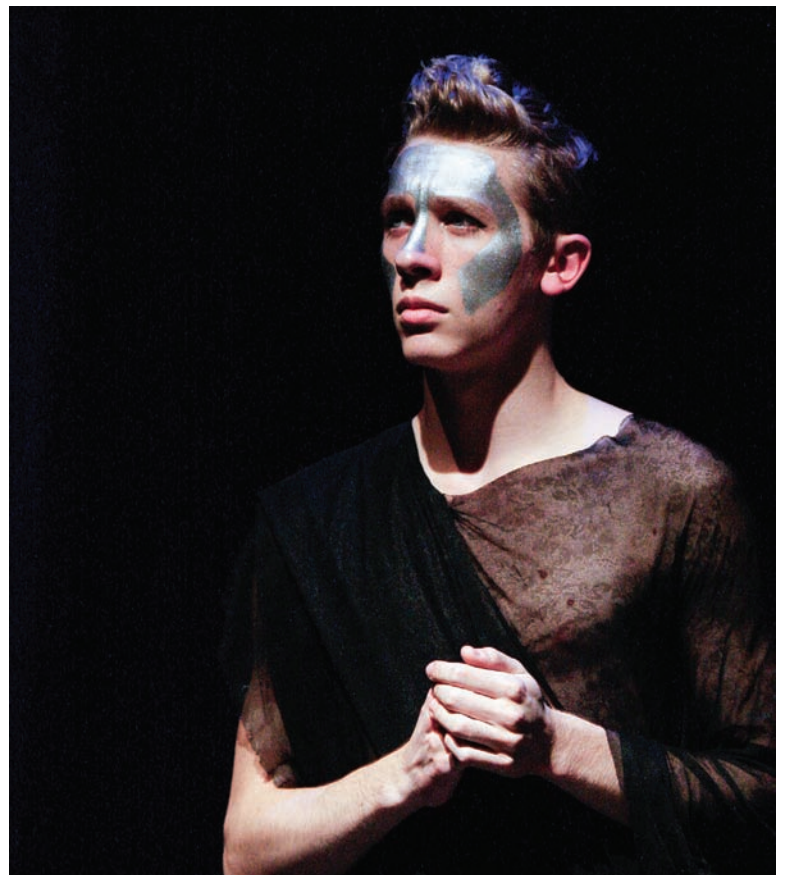


Photo Credit - Christmas City Studios

WHY IS THIS CAMPAIGN IMPORTANT?

The campaign for Redefining Lives, the Community, and the World Through Art is a \$5,000,000 capital project that supports the creation of a new school building in the heart of the arts and culture district in South Bethlehem. This project is focused on the unique needs of creative young people.

Charter Arts is in its tenth year of operation in Bethlehem PA. It is widely recognized as one of Pennsylvania's most successful charter schools. Charter Arts is one of two charter high schools for the performing arts in Pennsylvania, the other residing outside of Pittsburgh. Charter Arts is at full capacity and is space challenged to serve 450 students from 12 counties (45 separate school districts) within the state.

In ten years the enrollment has doubled and a new space is needed to accommodate future enrollment of 650 young people. Charter Arts has outgrown its current 40,000 square foot facility, and cannot increase programs or grow enrollment.

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.

The current Charter Arts facility is retrofitted 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 Charter Arts students. The current facility lacks a cafeteria, an adequate theatre, adequate academic classrooms and studio space for the number of students who wish to attend.

Photo Credit - John Sterling Ruth Photography



ART IS THE HEART

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

Redefining Charter Arts financial security. A move to the new facility on the south side of Bethlehem will allow the Lehigh Valley Charter High School for the Arts to build capacity and establish financial stability that will ensure the success of the school for years to come.

Charter Arts' current lease arrangement adds a 3.6% yearly increase. The long term mortgage for the new building, with double the square footage, will be \$100,000 less per year than the current lease. These funds will pay the additional operational costs that come with managing a building twice the size.

A five year growth plan is in place to **increase student enrollment from 450 students to 650 students.** The larger facility will allow Charter Arts to increase artistic programs to respond to the needs of students. Keeping majors to around 100 students is important to retain the intimate learning environment that defines the school's culture.

Over the course of fifteen years a long term capacity plan designates funds to build operational, capital purchase and building reserves that will ensure resources are in place to cover planned and unexpected needs well into the future.



REDEFINING THE COMMUNITY THROUGH ART

“Neighborhoods flourish when schools within them thrive.”

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, Charter Arts will continue to be an innovative provider of multi-disciplinary arts education in Eastern Pennsylvania. The success of this project will benefit 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:

1. Prepare Charter Arts' graduates to be successful in the global world of the 21st century.
2. Bring recognition to our region.
3. Continue the development of the diverse and exciting community of South Bethlehem.

Charter Arts' relocation to the south side of Bethlehem at 3rd and Polk Streets puts our students within walking distance to:

- ArtsQuest'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
- Pennsylvania Youth Theatre
- The vibrant and diverse 3rd and 4th Street business corridor

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 quality of life. During the twenty-first century, the need for a work force able to imagine and create solutions to diverse problems will be critical for our nation's success. A building is needed to serve our most creative and passionate young artists.

Photo Credit - John Sterling Ruth Photography



FAMILIES ARE MOVING TO THE BETHLEHEM AREA SO THEIR CHILD CAN ATTEND **CHARTER ARTS**. THEY HAVE RELOCATED FROM SURROUNDING PENNSYLVANIA COMMUNITIES, MARYLAND, NEW JERSEY, NEW YORK AND AS FAR AS FLORIDA.

Growing the workforce as the school grows -

Charter arts currently employs 47 teaching faculty, 13 support staff, five part – time employees and five administrators. At full capacity of 650 students, charter arts plans to hire:

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

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

Building bridges to strengthen community -

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

Charter Arts' 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.

**6,500 ART
PATRONS A YEAR**

OVER 6,500 TICKETS ARE SOLD TO INDIVIDUALS TO ATTEND A CHARTER ARTS PERFORMANCE IN ONE YEAR ALONE. THESE PATRONS ARE MADE UP OF FAMILY MEMBERS, COMMUNITY MEMBERS, AND ARTS SUPPORTERS.



Photo Credit - Stephanie Imhof Photography

WILL YOU **JOIN US!**

Your gift to Charter Arts 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 Charter Arts.

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 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 a 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 Charter Arts is through a bequest, planned or deferred gift.

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.

Many of these giving opportunities – including charitable gift annuities and charitable remainder trusts, for example — provide income for life for you and a loved one. If you are interested, please contact the Development Office.

Please contact Debra Storm, Director of Development, 610-868-2971 x154 for additional information or go to www.charterarts.org.



APPENDIX

Lehigh valley Charter High School for the Arts Academic Profile

The Charter Arts academic program is designed to challenge and support students on all learning levels. Charter Arts 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.

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

Charter Arts PSSA, SAT AND AP Scores

Charter arts consistently scores higher than surrounding school districts on PSSA (no child left behind) standardized testing. In fact, for the last seven years Charter Arts' scores in reading and writing have ranked higher than all other high schools in our region.

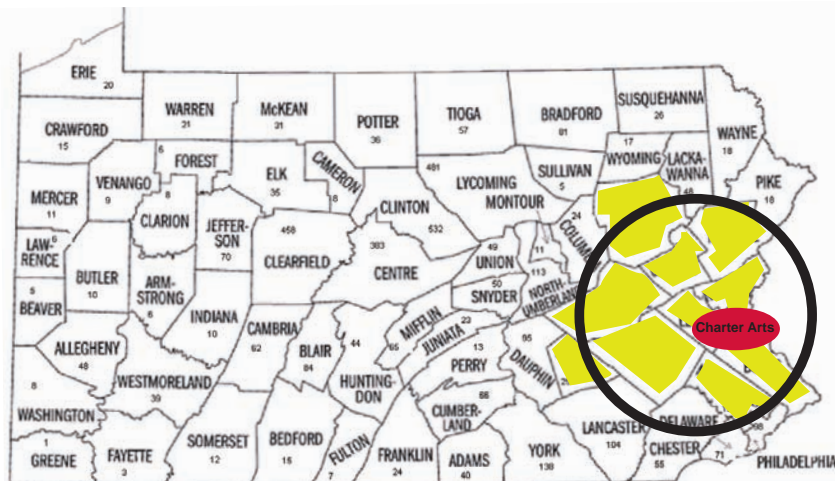
SAT scores in critical reading and writing are also higher than the state and national average with 66 out of 96 students scoring above 500 in SAT critical reading.

The Lehigh Valley Charter High School for the Arts offers eight AP Classes for upper level students; Art History, Music Theory, Studio Art 2D Design Portfolio, English Language & Comparison, English Literature & Comparison, Calculus AB, Spanish Language and US History. The number of Charter Arts' students with performance scores of 3 or higher far exceeds state and national averages.

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. The average yearly enrollment is 450 students. Our students represent over 45 school districts from a 12 county region in eastern Pennsylvania. The Charter Arts average student population is represented by 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.

	Charter Arts	Northampton County	Lehigh County
Caucasian	73%	81%	74%
African American	5%	4%	5%
Hispanic	11%	10%	19%
Asian/Pacific Islr	3%	2%	3%
Other mixed	8%		

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

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

- Representative Charles Dent
- Representative Lou Barletta
- Representative Matt Cartwright
- Representative Michael Fitzpatrick

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

- Senator Lisa Boscola
- Senator Patrick Browne
- Senator Bob Mensch
- Senator Judy Schwank
- Rep. Daniel McNeill, 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. Ryan Mackenzie, District 134
- Rep. Michael Schlossberg, District 132
- Rep. Gary Day, District 187
- Rep. Doyle Heffley, District 122
- Rep. David Maloney, District 130
- Rep. Paul Clymer, District 145
- Rep. Jim Cox, District 129



Beginning with a dream

Charter Arts 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, Charter Arts received charter approval occurring soon after the Pennsylvania Senate passed Bill No. 123 on June 12, 1997 allowing 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 student's achievement, while meeting specific individual needs. 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 received by home school districts 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. In addition, Charter Arts must secure resources for operating expenses from the community to make up the \$3,000 lack of funding per student.

Mission Statement:

The Lehigh Valley Charter High School for the Arts provides a unique environment that fosters a creative academic approach to learning and a development of talent in the arts. Built upon passion, discipline and a commitment to excellence this integrated educational experience inspires students to believe in themselves and what they can accomplish.

To schedule an appointment or speak with the Director of Development, please call 610-868-2971 ext.154



NAMING OPPORTUNITIES FOR DONORS

School Naming Rights *	\$3,000,000	Commons Deli	\$50,000
Main 350 Seat Theatre	\$1,000,000	Elevator	\$25,000
Performing Commons	\$500,000	Student Vestibule	\$15,000
Outdoor Performing Roof	\$200,000	Faculty Lounge	\$25,000
Theatre Lobby	\$200,000	Elevator Lobby (4)	\$7,500 each
Outside Garden Nook	\$100,000	Coat Room	\$5,000
Street Level Art Gallery	\$75,000	School Store	\$5,000
Student Lobby	\$50,000	Ticket Office	\$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	\$75,000	Theatre Vestibule*	\$15,000
Greenroom	\$10,000	Dressing Rooms (2)	\$10,000
Theatre Storage	\$7,500	Control Room	\$5,000
Theatre Office*	\$5,000		
Theatre Seats (298)	\$500 each	Premium Seats (52)	\$1,500 each

MUSIC

Music Suite	\$200,000		
Ensemble Classroom	\$25,000	Choral Room	\$25,000
Music Classrooms (4)	\$25,000	Recording Studio	\$125,000
Instrumental Storage	\$5,000	Practice Rooms (11)	\$5,000 each
Music Offices (2)	\$5,000 each	Instrument Storage	\$15,000

VISUAL ART

Visual Art Suite	\$100,000		
Digital Lab	\$50,000	Art Classrooms (3)	\$25,000 each
Visual Art Office	\$5,000		

ACADEMICS

Special Education Suite	\$25,000	Technology Sandbox	\$50,000
Foreign Language Suite	\$25,000 *	Resource Library	\$25,000
Science Lab	\$75,000	English Classrooms (4)	\$7,500 each
Math Classrooms (3)	\$7,500 each	Science Classrooms (2)	\$7,500 each
Foreign Language (3)	\$7,500 each	Special Ed Classrooms (3)	\$7,500 each
History Classrooms (3)	\$7,500 each		

SUPPORT

CEO's Office	\$10,000	Principal's Office	\$7,500
Nurse / Medical Rms (2)	\$5,000 each	Board Room	\$15,000
Conference Room	\$15,000	Administrative Offices (13)	\$2,000 each
Registrar's Office	\$2,000	Guidance Suite	\$25,000
Guidance Offices (3)	\$2,000		

* no longer available

CHARTER ARTS CAPITAL COMMITMENT FORM

THE LEHIGH VALLEY CHARTER HIGH SCHOOL FOR THE ARTS

Donor Name: _____

Address: _____

Phone: _____

Email: _____

In consideration of the gifts of others to the CHARTER ARTS 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. ()

Please indicate your room choice to be named according to your request.

Signature: _____ Date: _____

