

Broughton Athletics Legacy Foundation

Reflecting on the Past - Planning for the Future

Broughton is a special school. With its unrivaled history, diverse population, outstanding faculty and administration, and a positive and creative learning environment, the Broughton experience is unparalleled.

The current economic environment in Raleigh presents new challenges that we must learn to navigate and resolve in order to preserve Broughton's status as a premier high school. Broughton Athletics faces challenges unlike any other school in Wake County. Urban, land-locked and without easy access to existing Raleigh Parks and Recreational facilities, Broughton Athletics needs extensive financial capital to overcome these challenges and continue to improve its programs as the needs arise.

The uniqueness of Broughton's limited outdoor facilities is clearly a challenge but also an opportunity. A major challenge is that all competition fields are also practice fields. This situation results in tremendous wear and tear on the grass surfaces. Therefore, manual and mechanical maintenance is a continual necessity. The opportunity presented to the foundation is to improve these areas with a variety of projects that will enhance the space that Broughton does possess. The recent installation of a new track, landscaping and fencing by WCPSS provides an incentive for future improvements. These potential projects will hopefully enhance the athletic experience and pride of the facility for both student-athletes and supporters.

A PROPOSED SOLUTION

Broughton's athletic budget is funded by WCPSS, CAPS Club contributions, and athletic gate receipts. The Broughton Athletics Legacy Foundation is going to build an endowment that will provide funding for the future needs of Broughton athletics that exceed the annual athletics budget.

The Legacy Foundation is led by a committee of individuals who are Broughton supporters, including alumni, parents and staff. The goal of the Legacy Foundation is to raise \$1,000,000 by 2029, Broughton's centennial birthday. All donations will be managed by the Foundation, a non-profit organization that supports Broughton Athletics. The Foundation has applied for 501(c)(3) status. All donations will be tax-deductible.

LEVELS OF GIVING

Multiple donations over a period of years will elevate the giver through a series of contribution "Circles". Donors are encouraged to make a multi-year pledge, committing to the growth of the endowment over 3-5 years.

Donor Circle – Donations from \$50 - \$499

Purple Circle – Donations from \$500 - \$2,499

Gold Circle – Donations from \$2,500 to \$4,999

Platinum Circle – Donations from \$5,000 to \$9,999

Capital Committee Circle – Donations from \$10,000 - \$24,999

Legacy Legend Circle – Donations from \$25,000 - \$50,000

Contributions may be given as a single donation or over several years.

DONOR APPRECIATION

Donations will receive recognition in multiple ways. Permanent signage will display donors at the Capital Committee and Legacy Legend Circle levels in both the Broughton Stadium and the Holliday Gym. Recognition for all levels will be on campaign promotional materials and the Broughton Athletics Legacy Foundation website. Additional avenues of appreciation are being explored and will be finalized as appropriate. For donations exceeding \$50,000, additional accommodations will be agreed upon by the foundation board and the donor.

Consideration of this project would be greatly appreciated. Your donation and those of others who value the athletic experience that Broughton has provided them will ensure that future generations of Broughton athletes are afforded a superior experience. The generosity of past athletes, parents, staff and the greater Broughton community is key to furthering Broughton's unique athletic legacy.