

# The New Settlement Community Campus

An Education and Recreation Center in The Bronx



# New Settlement Community Campus

## Non profit Developers and Managers

Founded in 1969, Settlement Housing Fund's mission is to develop ethnically and economically diverse affordable housing in New York City, to maintain that housing in excellent repair, and to create a wide array of programs and amenities for its residents and the surrounding community. As a result, Settlement Housing Fund provides opportunities for upward mobility for homeless and low to moderate income families.

New Settlement Apartments is a non profit housing and community service organization, located in an underserved area of the southwest Bronx, with an 18-year track record of active commitment to neighborhood revitalization and community development--including working toward excellence in community public schools. It emerged from the development of the New Settlement Apartments, a Settlement Housing Fund project that turned 16 buildings in the Mt. Eden neighborhood into 995 affordable apartments that house over 3,000 people.

## A City Partnership



I write in support of your efforts to raise funds to build a community center and swimming pool as part of the New Settlement Community Campus on Jerome Avenue between West 172nd Street and Goble Place in The Bronx, which will include a new Department of Education primary and secondary school. This will be an outstanding and groundbreaking collaboration among the School Construction Authority, the New York City Department of Education, Settlement Housing Fund, and the families who reside in the neighborhood. The concept of including a community center and swimming pool on this school site will lead to interaction between community residents and educators, to the benefit of everyone.

Your organization is justifiably proud of New Settlement Apartments, the 16 buildings adjacent to the school site, with 995 affordable apartments for families ranging from the formerly homeless to middle income working families. Moreover, the community programs at New Settlement Apartments, including the College Access Center, the Parents Action Council, the Bronx Helpers and many others have created countless opportunities for neighborhood residents.

The New Settlement Community Campus, community center and pool will be an important asset for the neighborhood and a model for the City. I wholeheartedly endorse your efforts.



Dennis M. Walcott  
Deputy Mayor for Education and Community Development

# A Capital Campaign

Over the past four decades, Settlement Housing Fund has transformed neighborhoods by creating clean, attractive, and affordable apartments as well as education and recreation programs for the children and adults of the new neighborhoods. Partnerships with real estate investors, banks, and government have led to new building projects. Ancillary education programs are recognized and supported by the City's philanthropic community and the public sector. And over the last four decades, the Board of Directors has assured the financial stability of the organization.

Because of this strong position, Settlement Housing Fund is now embarking on a capital campaign for its New Settlement Community Campus on Jerome Avenue in the Bronx. The campaign will create a center for the neighboring community that includes an indoor swimming pool, dance studios, and multi-purpose classroom spaces a block from its showcase housing development, New Settlement Apartments. Through a partnership with the New York City School Construction Authority, the center will adjoin a new public school for 1,100 students, pre-kindergarten through grade 12.



Settlement Housing Fund is responsible for the development of the school and the center. The campaign seeks funding specifically for the pool, performing and studio arts, and other programs in a building that is annexed to the new school, which will be open year round, evenings and week-ends and managed by New Settlement Apartments and Settlement Housing Fund. Philanthropic contributions, along with public sector support and an allocation of New Market Tax Credits, will provide funding for the Settlement Housing Fund component of the larger project. The City is paying for the school. Beginning with strong participation from its Board of Directors and extended support from current and recent donors, Settlement Housing Fund seeks campaign gifts from individuals, families, businesses, corporations, and foundations attracted to its accomplishments and model education programs.



# Overview

## New Settlement Community Campus

### Goal

Settlement Housing Fund will provide an all-new facility that significantly expands the space and options available to neighborhood residents of all ages for participating in educational and recreational programs that improve the quality of their lives.

### Location

The new center will be located on Jerome Avenue, in the densely populated and underserved Mt. Eden neighborhood of the southwest Bronx.

### Description

Scheduled to open in 2012, the new center will feature a large indoor swimming pool, well-appointed dance studios, and numerous multi-purpose arts and program spaces. Once opened, it will be fully programmed by New Settlement Apartments, which currently provides a continuum of year-round community programs to 2,900 children, teens, adults and seniors who reside in Mt. Eden, Mt. Hope, Highbridge, Concourse East and West, and nearby neighborhoods of the south and west Bronx.

### Context

The center will adjoin an all-new public school for 1,100 students, pre-K through 12. The center and the school's facilities will also be open for youth and community programming when school is not in session — including after school, in the evening, on weekends, and in summer — and will dramatically expand the indoor and outdoor program possibilities for the community.

### Partners

Through an innovative community-school partnership with the NYC Department of Education, construction of the school and grounds will be funded by the New York City School Construction Authority. Settlement Housing Fund and New Settlement Apartments will raise the money to build the center and pool.



# New Settlement Community Campus



- Computer learning



- Artists at work



- Enthusiastic afterschool group



- Outdoor sports



- Instruction and supervision

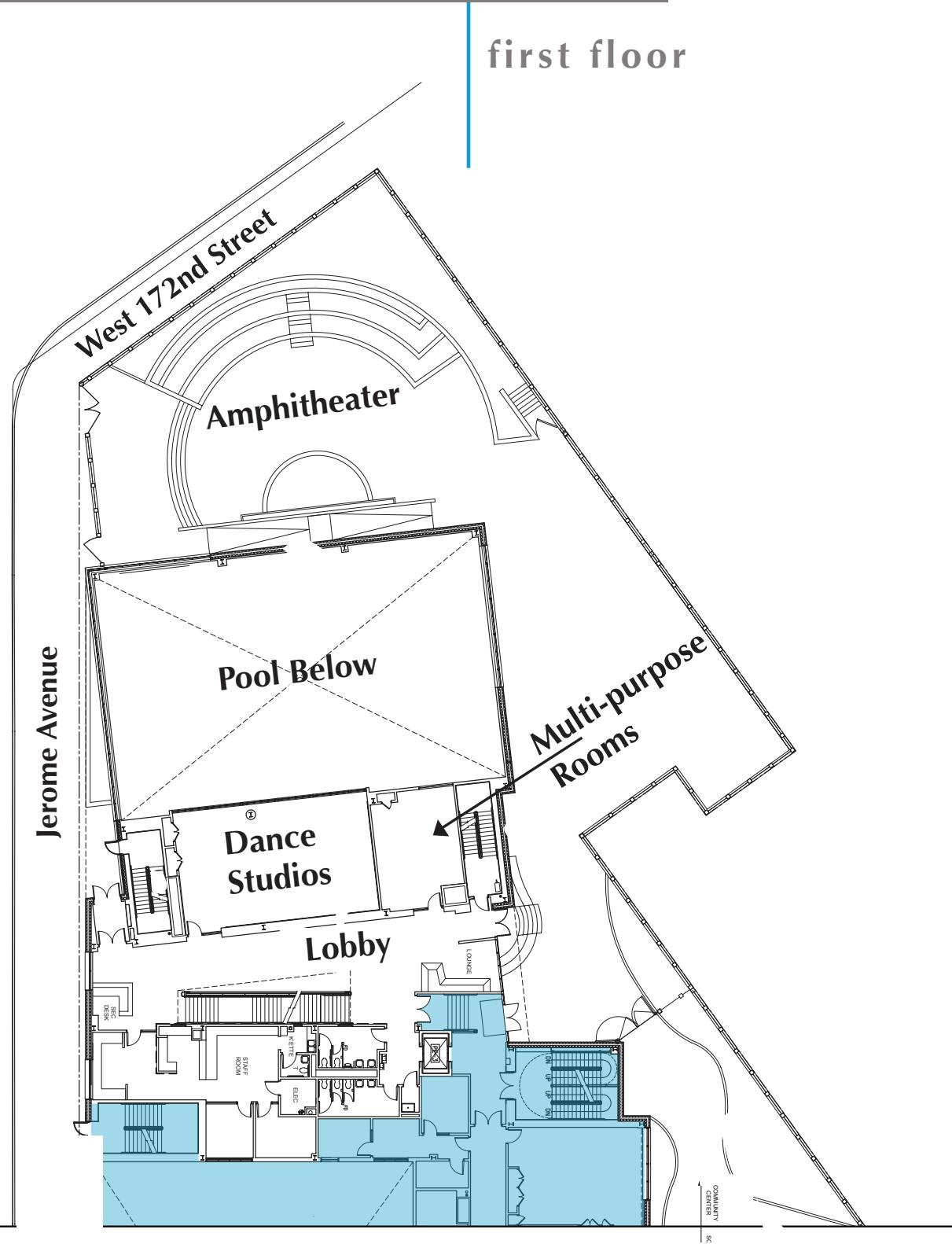


- Computer twosome

- Bronx Helpers celebrate community activities



# The New Center



# The Center Programs and Pool

## An Outdoor Amphitheater:

- High School Students in the Day
- Evening and Weekend Performances
- Movies Under the Sky
- Celebrations



## Dance Studios:

- Ballet Barres and Dance Floors
- Rehearsal Space
- Dance Classes for Beginners and Beyond
- Elder Dance
- Ballroom, Jazz, Salsa, Hip-Hop, Ballet, and more



## Multi-purpose Rooms:

- Workshops
- Visual and Performance Arts
- Community Events
- Meetings
- Celebrations



## A 75 Foot Pool with Five Lanes:

- Swimming Lessons
- Water Aerobics
- Lifeguard Training and Certification
- Team Sports
- Mommy and Me and more



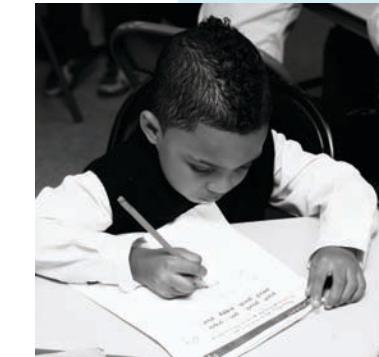
# The New Center



## Additional Programs

### Green Roof Terrace

- Botany
- The Environment
- Great views (even from the subway)



### New Classroom

- English Classes
- Graduate Equivalency
- Literacy
- Technology
- Mathematics



### Cooking Classroom

- Nutrition and Gourmet



### Art Studio

- Painting
- Crafts
- Ceramics
- Sculpture



# New Settlement Community Campus Capital Campaign

## Your Gift to the Campaign

### All Gifts Are Important

While many large gifts to the capital campaign will be needed in order to reach its goal, the widest possible participation at all levels of support is essential. Settlement Housing Fund is proud of its past and current donors – individuals, families, businesses, corporations, and foundations – and looks forward to their support to the campaign. At the same time, the campaign will be introduced to new potential donors who appreciate Settlement Housing Fund's mission and accomplishments exemplified in this project.

### Recognizing Your Support

All donors and gifts to the campaign will be recognized. Donors may have their contribution acknowledged in their personal name, or they may memorialize beloved family members/friends or provide permanent honor to loved ones. Named Gifts will be offered as a part of the campaign presentation and appropriately recognized at the new center. All gifts to the campaign will be recognized in official campaign listings.

### A Four-Year Pledge Opportunity

Donors to the campaign may prefer to pay the total amount of their pledge immediately. Or a donor may choose to make a pledge payable up to four years. Pledges over a period of time enable the donor to contribute a larger gift than would be possible to make in one year. The chart below outlines suggested pledge payments for a selection of contribution amounts:

Total Pledge	Year One	Year Two	Year Three	Year Four
\$1,000,000	\$250,000	\$250,000	\$250,000	\$250,000
\$500,000	\$125,000	\$125,000	\$125,000	\$125,000
\$250,000	\$62,500	\$62,500	\$62,500	\$62,500
\$100,000	\$25,000	\$25,000	\$25,000	\$25,000
\$75,000	\$18,750	\$18,750	\$18,750	\$18,750
\$50,000	\$12,500	\$12,500	\$12,500	\$12,500
\$25,000	\$6,250	\$6,250	\$6,250	\$6,250
\$15,000	\$3,750	\$3,750	\$3,750	\$3,750
\$10,000	\$2,500	\$2,500	\$2,500	\$2,500
\$5,000	\$1,250	\$1,250	\$1,250	\$1,250

## Ways To Give

Because capital campaign gifts typically are larger than annual support, the selection of a method of giving is extremely important to the donor. By considering the many different ways to contribute, you can select a gift vehicle that best suits your needs and interests. Often by doing so, a donor is able to make a more substantial gift and reap significant tax and estate planning benefits.

### Gifts of cash

While there are many ways to give to the campaign, contributions made by personal check or credit cards make your gift immediately available. In addition, electronic fund transfers allow your financial institution to transfer funds on a regular basis. A gift of cash entitles a donor to a charitable income tax deduction subject to tax deduction limitations.

### Gifts of securities

Gifts of appreciated stock may allow a donor to avoid capital gains tax in addition to receiving a charitable income tax deduction for the market value amount of the stock. Gifts of stock enable Settlement Housing Fund donors to contribute far more than would otherwise be possible.

### Matching gifts

If you or your spouse work for a company with a matching gift program, please complete and return the company's matching gift form with your gift. Doing so can double, and in some cases, triple the value of your gift.

### Bequests

A bequest enables a donor to make a gift that he or she may not have been able to make during his or her lifetime. A bequest is a way of assuring that Settlement Housing Fund will continue to provide affordable housing and education programs for years to come. In addition, there may be tax and estate tax benefits when a donor makes such a gift.



## Ways to give *continued*

### Gifts of real estate, life insurance, retirement plans, IRA's, personal property and planned gifts

Gifts of primary residences, vacation property, buildings, land, life insurance policies, retirement plans, IRA assets or other personal property may be advantageous to a donor. Tax benefits will vary depending upon the type of gift.

Planned giving opportunities, including gift annuities and charitable remainder trusts, allow a donor to make a gift to the school and guarantee an income for life or for the life of a named beneficiary. Each planned gift offers specific advantages and tax benefits.

For more information, please contact Carol Lamberg, Settlement Housing Fund Executive Director at 212-265-6530/clamberg@shfinc.org or Jack Doyle, New Settlement Apartments Executive Director at 718-716-8000/j.doyle@newsettlement.org.



*All gifts to the Settlement Housing Fund New Settlement Community Campus capital campaign are tax deductible according to law. Donors should contact personal tax advisors regarding particular situations.*

We believe projects like this will make a real difference to New Yorkers, not only for the children who participate in the programs and in new facilities created for them, but also for those who support them.

We look forward to your contribution as we embark on this important and exciting effort together.

**Charles Warren, Esq.**  
**President, Board of Directors**  
**Settlement Housing Fund, Inc.**

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**New Settlement  
Community  
• C a m p u s •**



**A Chance to Get Ahead**