

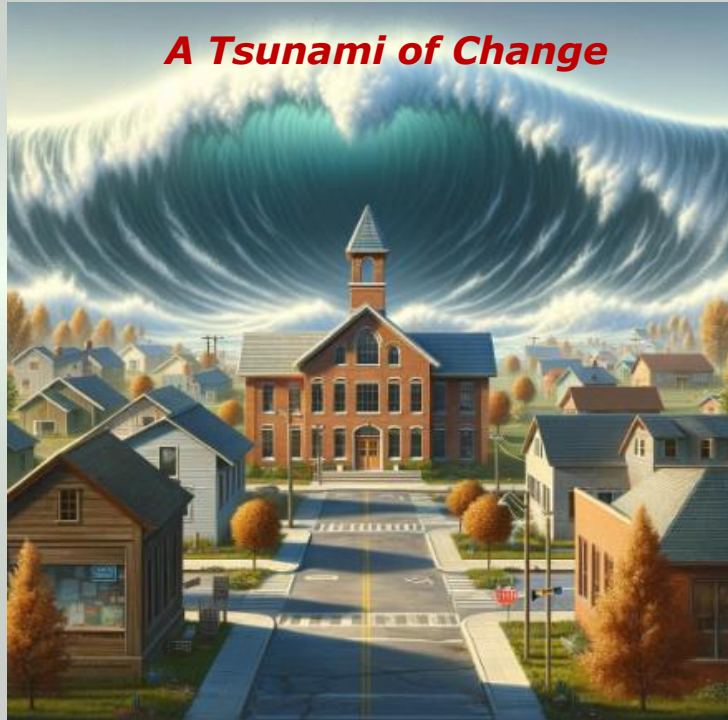
# ***An Education Foundation Receives Charitable Donations, to Meet the Future Needs of its Cause***



***Established as a 501(c)(3)  
Indiana Public Education Foundation by the...***



# ***Ready to Serve at a Critical Time for Small-Town Public Education***



**The 21<sup>st</sup> Century has Brought  
Profound Change Affecting the  
School's Ability to Prepare Students for  
Life's Next Stage**

**And Assure that Our Students are  
Fully competitive with graduates of  
larger, better funded schools**



## *The Golden Era of Union City Prosperity*



# ***1. We Were Taught "The Basics" from Textbooks***



***The Same Textbooks  
Used in Schools Large or Small  
Anywhere in the Country.***



***Textbooks Were Affordable  
"Labs" Were Basic.***

***Playing Field Was Level Vs. Larger Schools***

## ***2. We Were Taught by a Top-Tier Set of Teachers Competitive with Teachers Anywhere***



***Affordable by Small Schools – Level Playing Field***

### ***3. College Education Was Affordable***



- ***Highly Motivated to "Get a Degree"***
- ***Assured Avenue to Financial Success***
- ***Family-Affordable without Crushing Debt***

# ***Positive Alternative if Non-Degree Seeker***



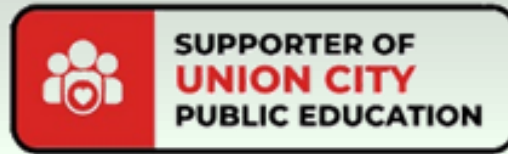
College Degree =  
Career Success

Hometown  
Lifestyle and Job



- Available Jobs in a Prospering  
Local Economy***
- Vocational Education Via  
On-the-Job Training***

***Then and Now:  
Philanthropy Was Active,  
Supporters of the Success of Public School Graduates***

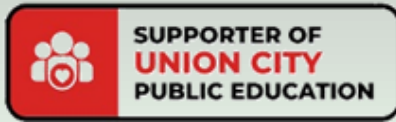


- Individuals/Families of Wealth***
- Prospering Local Businesses***
- Caring Alumni***





***Then and Now:  
Philanthropy Was Active,  
Supporters of the Success of Public School Graduates***



***Nearly 100% of Philanthropic Giving  
Focused on 4-Year Degree Scholarships***

***Belief in Value as Pathway to Success***

***Was a Cultural Obsession:***

***Great Depression Memories, WWII GI Bill, Sputnik Launch***



***Focus Could be 4-Year Scholarships.  
Other Issues Viewed as "Under Control"***



**Business—Agriculture—Entertainment—Science  
Technology—Engineering—Medicine—Art—Education  
Legal—Journalism—Military—Public Service—Causes  
Parenting—Family—Faith Work**

***We Were Ready to Compete!***

# ***This Isn't About Socio-Economic Trends It's About Kids and Their Dreams***

**Union City Students Circa 1955-1985**



***Students of the Golden Era worked hard to  
achieve big dreams.  
They were also LUCKY by accident of timing.***

**Union City Students Today**



***Today's kids weren't lucky – born into a  
time of major upheaval in public schools  
and "next stage" vocational education  
THEY NEED MORE HELP.***

# ***This Isn't About Socio-Economic Trends It's About Kids and Their Dreams***

**Union City Students Circa 1955-1985**



***Students of the Golden Era worked hard to  
achieve big dreams.  
They were also LUCKY by accident of timing.***

**Union City Students Today**



***There Were Five Pillars of  
Golden Era Success  
All Five Have Crumbled or  
Face Major Adversity***

# ***1. Era of Textbook Learning Ends, as Core Method***



**STEM-Based Education, K-12**  
**Eliminates Textbook Based Equality**

**Technology and Teacher Prep**  
**EXPENSIVE!!**



***Playing Field Tilts to Larger, Wealthier Schools***

# ***Carmel-Clay Schools: Tax Base / Capabilities***



***In-House Planetarium for Science***



M&J Wilkow  
Meridian Plaza | M&J...



M&J Wilkow  
Meridian Plaza | M&J...



First Merchants Bank  
Meridian Plaza Regional...

***Competitive Education for UC Students?  
Creativity, Planning, Teamwork, Dollars***



# *The Teacher Shortage Crisis Has Begun*



*Reasons are Many and Complex*

*Bottom Line:*

- *A Shortage Crisis that Will Last for Years*
- *Bidding Wars to Attract and Retain Teacher*
- *Enormous Tilt in Favor of Large Schools*



***We Understand Big-School, Small-School Competition  
Like Every Hoosier's Favorite Movie***



***Now It Applies to Graduates Being Competitive  
And the School Needs Help!***





## ***The Plant Closing Era - Devastates Small-Town Economies***



### ***Two More 20<sup>th</sup> Century Pillars Fall***

- ***Local Non-College Career Options End***  
***On-the-Job Vocational Education Ends***
- ***Union City's "Local Wealth" Diminished***

***Non-College-Bound Graduates Need Guidance and Financial Support***

# *Skyrocketing College Costs Become an 800# Gorilla*



Updated Cost Comparison Table (1950-2020)

| Year | State University Cost (Inflation-Adjusted, \$) | Private College Cost |
|------|--|----------------------|
| 1950 | \$600  | \$1,500              |
| 1960 | \$1,000  | \$2,500              |
| 1970 | \$1,800  | \$5,000              |
| 1980 | \$4,000  | \$10,000             |
| 1990 | \$7,000  | \$20,000             |
| 2000 | \$9,000  | \$30,000             |
| 2010 | \$20,000                                       | \$40,000             |
| 2020 | \$28,000                                       | \$56,000             |

*Estimated full-ride cost per year*



# ***Skyrocketing College Costs Become an 800# Gorilla***



- ***Affordable Only with Major Debt***
- ***Fewer UC Graduates Try***
  - ***One of Three Make It***
- ***Alternatives to 4-Year Degree Emerge***



***Supporters of Student Scholarships Stunned  
Consideration of Other School Needs Repressed***

# ***Skyrocketing College Costs Have Become a Multi-Generational National Nightmare***



*Crippling Debt Affecting Students, Parents Even Grandparents*



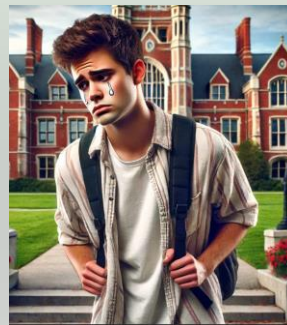
*The Sadness of Families that Cannot Afford their Child's Dream*



*The Graduate Leaning that Available Careers Don't Pay Enough to Justify Costs*



*Larger Families Making Hard Decisions About Who Can Go Where*



*Dropping Out. Part Way Through. No Degree AND student debt.*

# ***Facing 21<sup>st</sup> Century Truth Squarely***



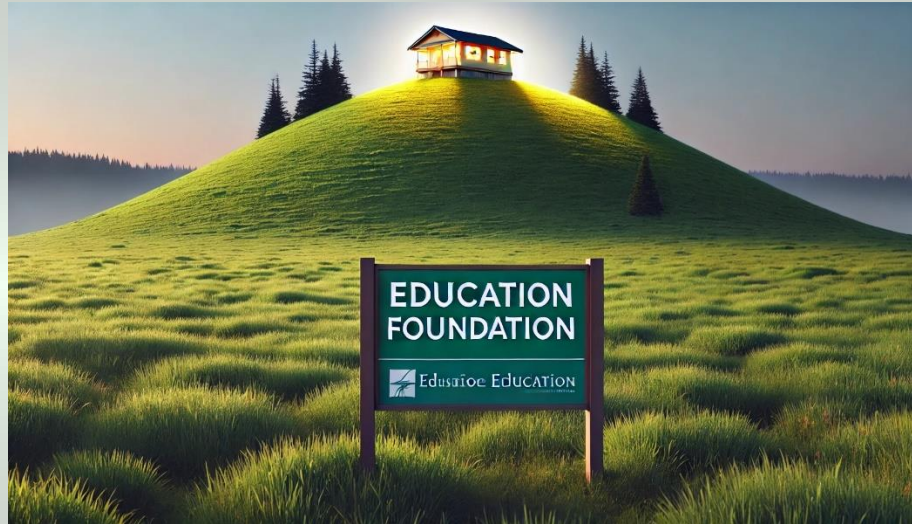
## ***The Future Needs Us to Step Up***

- ***College costs will continue to rise. We should help.***
  - ***Technology within curriculum will increase***
  - ***We will compete for an excellent teacher team***
- ***Our non-college-bound students need help finding and affording vocation-focused education***
- ***We must act, despite loss-of-wealth in Union City***

***Stepping Up Fits Union City's Historic Can-Do Culture.***

***There IS an Avenue Toward Far Greater Support***

***Education Foundations: Trace to 1950s -  
Emphasis by 21<sup>st</sup> Century Visionaries Since 2002***



***The concept addresses multiple needs, and More Robust Scholarship Support is the Primary Motivator at this point***



North Central Education Foundation



***Union City is the 70<sup>th</sup> Adopting Public School System***

## ***There is a Solution and We've Started***



### ***Alumni and Friends Who Care***

***Union City has about 2,000 alumni, '55 to '85***

***- Our Alumni Association Maintains Contact and Builds Awareness of Need.***

***- There is Planned Giving Dialog When Timely***

***- - Even a Small Percent Will Provide a Major Financial Boost thru Time.***

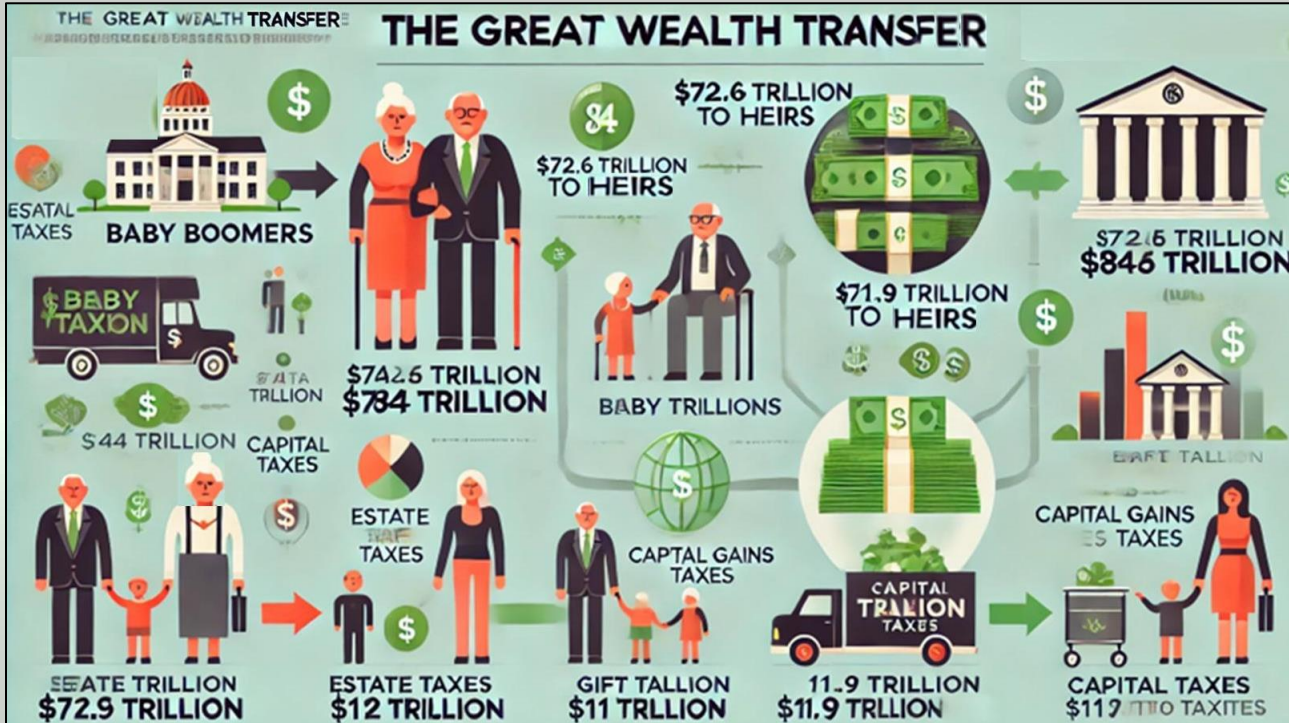
***We have Proven the Model Since 2018***

***Adding Consistent, Disciplined Execution***

***A 10-year goal of \$5-10 million endowment is reasonable***

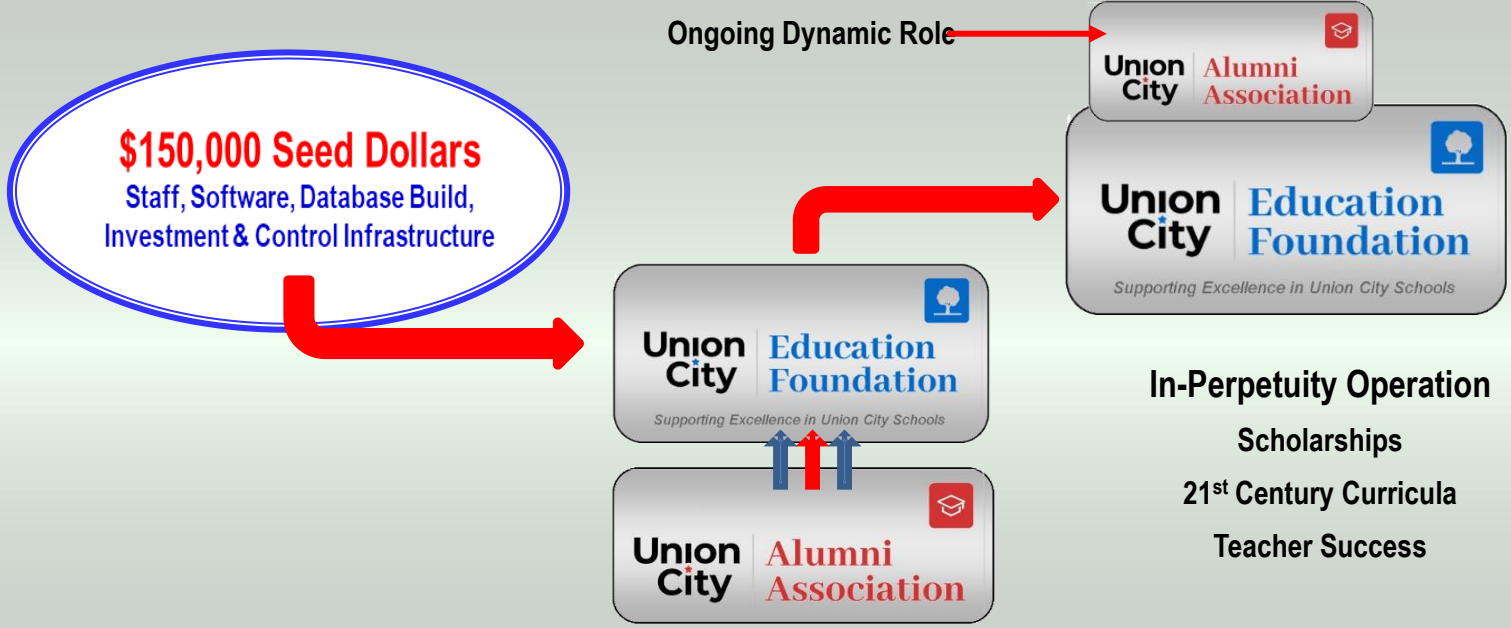


# Further Confirmation of Strategy



**Philanthropy Industry is Focused on Participating  
"THE GREAT WEALTH TRANSFER"**

# Immediate Need: Complete the Seed Fund Campaign



**10-year goal of a \$5-10 million endowment is reasonable**

2024-2035 +

# ***A Shared Victory with Impact for Decades***



***Benefiting Teachers, Staff, Leaders, Citizens  
And Most of all Students, with Dreams a Lot Like Ours.***



**Contact: <https://uc-ef.org> click Seed**