

CAMPAIGN
CASE
FOR
SUPPORT



LIGHTING

A CAMPAIGN TO TRANSFORM KIPP

THE PATH



“
KIPP Baltimore is so important to students and families in Baltimore City—this campaign is an investment in our community.

— NATASHA BLAKE-MCDOWELL
KIPP Baltimore Board of Directors

A MESSAGE FROM THE EXECUTIVE DIRECTOR

KIPP BALTIMORE TEAM AND FAMILY,

It is with tremendous excitement and gratitude to our supporters that we embark upon The Campaign to Transform KIPP—a \$5,000,000 effort to support our school. This campaign is the result of deep reflection:

How can we best support our students as they create the future they want for themselves and their communities?

The Campaign to Transform KIPP will fund critical renovations to our Walbrook school campus, positioning KIPP Baltimore to deliver the well-resourced, joyful learning environment that our students deserve.

In keeping with our mission to create student-centered, academically excellent schools, we completed a multi-year strategic planning effort to define our priorities and set a clear vision for KIPP’s future in partnership with our students, alumni, and families. The result of this endeavor is a set of focused initiatives, anchored in our community’s strengths, which will guide the work ahead. *Lighting the Path: The Campaign to Transform KIPP* is vital to the successful implementation of this vision.

KIPP Baltimore’s Walbrook campus has a storied history in the West Baltimore community, long representing the promise of our young people and the dreams of their families. We are thrilled to make our own \$1,200,000 investment in the campaign and begin work on important updates to our facilities: construction of two Library Media Centers (the first libraries in our schools’ history!); renovation of indoor and outdoor space to house a new full-day pre-kindergarten program and early childhood playground; and much-needed updates to student and staff restrooms.

As educational leaders in Baltimore City, we are deeply committed to providing the learning environment that our students deserve: one that inspires and affirms their identities, provides the functionality for best-in-class learning; and prepares them for a future without limits. The Campaign to Transform KIPP represents our investment in this work, and will pave the way for students for years to come.

Thank you for joining us.

With Gratitude,
Marsha Reeves



Contents

| | |
|---|----|
| A MESSAGE FROM THE EXECUTIVE DIRECTOR | 3 |
| OUR MISSION | 4 |
| WHO WE ARE | 4 |
| OUR STRATEGIC PLAN | 5 |
| OUR VISION | 6 |
| CAPITAL PROJECT PROJECTED COSTS | 6 |
| AN INVESTMENT IN KINDERGARTEN PREPAREDNESS | 7 |
| AN INVESTMENT IN STUDENT LITERACY | 8 |
| AN INVESTMENT IN AFFIRMING AND EQUITABLE FACILITIES | 9 |
| LETTER FROM CAMPAIGN CHAIRS | 10 |
| JOIN US | 11 |

OUR MISSION:

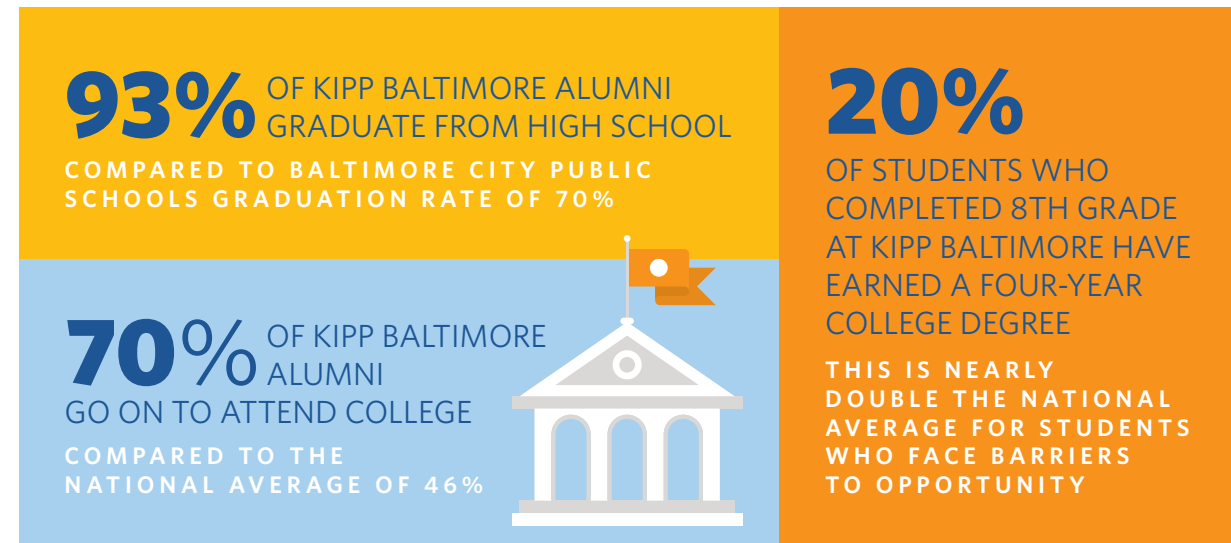
Together with families and communities, we create JOYFUL, ACADEMICALLY EXCELLENT SCHOOLS that prepare students with the skills and confidence to pursue the paths they choose—college, career, and beyond—so they can LEAD FULFILLING LIVES and BUILD A MORE JUST WORLD.

WHO WE ARE

KIPP Public Schools began as a college-preparatory program housed within a public middle school in Houston, Texas; today, we are a network of more than 280 schools, 15,000 educators, and 175,000 students and alumni across the country. Founded in 2002, **KIPP Baltimore is now the largest public charter school in Baltimore**, enrolling nearly 1,400 students between the elementary and middle schools on our shared campus.

In addition to a first-class education, KIPP Baltimore alumni have access to a robust support program as they transition to high school and beyond. KIPP Forward supports students to choose and prepare for the educational and career paths that fit their goals and sense of purpose. This innovative program helps alumni build on their momentum, tackling any challenges they might encounter while pursuing their dreams and celebrating their accomplishments along the way. Between the elementary school, middle school, and KIPP Forward program, and with the support of the full KIPP network, KIPP Baltimore serves more than 3,000 students every year.

Many KIPPsters face significant structural and historical barriers to opportunity. With the support of KIPP Baltimore, our students discover their unique gifts, build skills and confidence, and reach unprecedented success in our community:



KIPP Baltimore has built a legacy of rigorous academics, whole-student development, and individualized preparation for success in high school, college, career and beyond. Today, we are proud to work together with families and communities to affirm students' identities and gifts, challenging students' minds while nurturing their joy of learning.



OUR STRATEGIC PLAN
The Foundation of Our Campaign

In April 2022, KIPP Baltimore completed a two-year strategic planning effort to identify the crucial steps necessary to forwarding our mission. The result of this work is a five-year map outlining the design, pilot, and launch of focused initiatives to deliver on our strategic priorities.

These priorities are the cornerstone of our work, and drive our need for critical upgrades to the Walbrook campus.



LEARNING EXPERIENCE
Define our core school model and build teacher capacity to deliver an excellent learning experience for students by strengthening and aligning instructional systems across pK-8.



SCHOOL CULTURE
Develop a joyful, affirming, and engaging school culture that respects and celebrates the unique backgrounds, cultures, and identities of our students, staff and families and that allows every student to learn.



TALENT & EQUITY
Attract, retain, and support talent to pursue inspiring career pathways anchored in our commitment to anti-racist and equity-based mindsets.



ALUMNI SUCCESS
Expand programming and strengthen supports so that more students plan for, enter, and complete post-secondary pathways that lead to careers of highest aspiration, financial freedom and fulfilling lives.

OUR VISION

A school building sends a message to its occupants and to the community beyond.

Decades of research show that school facilities have a direct impact on student achievement, and that learning spaces intentionally designed to meet student needs are essential to their success.

The ways in which a school building is designed, managed, and maintained is a clear indicator of the value placed on its work and occupants. As an anchor institution for public education in West Baltimore, it is vital that our campus reflects how deeply we value our students.

When we moved to the Walbrook campus in 2019, we committed to making necessary improvements to deliver the learning environment that our students deserve. While the Walbrook facilities contain the necessary elements on which to build an excellent academic program, there have been extremely limited interior renovations and upgrades to the building since its construction in 1971. Ultimately, our home campus facilities are more than half a century old and are not equipped to support our full vision for KIPP Baltimore, or to provide a learning experience worthy of our students.

As we look to the future of our schools and the implementation of our new strategic plan, it is crucial that our campus facilities reflect the aspirations of our students, families, and community. KIPP Baltimore has identified three essential capital projects for the Walbrook Campus that will enhance our student experience, further our mission, and help fulfill our strategic plan.

Together, we are working toward a more just world with no limits, and it starts in our schools.

CAPITAL PROJECT PROJECTED COSTS

| | |
|----------------------------------|--------------------|
| Pre-Kindergarten Learning Spaces | \$2,500,000 |
| Library Media Centers | \$2,100,000 |
| Restroom Renovation | \$1,600,000 |
| Total Anticipated Costs | \$6,200,000 |
| KIPP Baltimore's Investment | - \$1,200,000 |
| Campaign Goal | \$5,000,000 |

AN INVESTMENT IN KINDERGARTEN PREPAREDNESS

Students entering kindergarten in Baltimore City are often unprepared for the challenge. At the start of the 2021-22 school year, fewer than 30% of incoming students were assessed below or far below grade level for reading. **After a year of literacy instruction, 74% of our kindergarten KIPPsters were reading at or above grade level**, surpassing peers among the KIPP cohort and the 64% of kindergarten students across the nation who participated in mClass assessments during the same time period. This incredible success was replicated last year, when kindergarten KIPPsters—only 36% of whom had begun the year reading at or above grade level—continued to make growth that would outpace peers nationwide. At the end of the 2022-23 school year, 70% of our kindergarten KIPPsters were reading at or above grade level (vs. 65% of kindergarten students nationwide).

We believe—and are committed to proving—that all of our kindergarteners are capable of reading at or above grade level regardless of income or learning difference.

Research consistently shows that students with access to early care and education programs prior to entering kindergarten performed better in all metrics compared to their peers without this access, and that demonstrating kindergarten readiness and high kindergarten attendance are linked to better outcomes throughout a child's school experience.

As we aim to align instructional practices across grades and ensure that our kindergarteners are reading at or above grade level, our new Pre-Kindergarten Program will position eighty (80) students to begin their school journey at a foundational age with significantly increased readiness for the years ahead. With the early support of key philanthropic partners, we renovated space on our first floor to add four pre-kindergarten classrooms during the summer of 2023, as well as an outdoor playground in the interior courtyard of our campus. KIPP's highly qualified teachers are committed to preparing our youngest learners to enter kindergarten with the critical literacy skills, practices, and mindset necessary to succeed. This program will better equip students entering kindergarten with the prerequisite skills, competencies, and confidence to benefit from rigorous literacy instruction at or above kindergarten grade level. With the addition of Pre-K, our students will benefit from support, relationships, and advocacy from the KIPP Team and Family—through our schools and alumni-supporting KIPP Forward program—for more than two decades.



AN INVESTMENT IN STUDENT LITERACY

To date, KIPP Baltimore students have not had access to school libraries on campus. **We are excited to renovate two under-utilized spaces in the center of each school to serve as our new Library Media Centers.** The Library Media Centers will act as learning hubs, where students can immerse themselves in books to leverage and expand on their love of reading and access resources to feed their individual passions. In addition to whole class instructional spaces, each media center will have breakout spaces for smaller groups of students and staff to learn together, convene in a small group setting, or provide one-on-one support. **Along with the construction of these new libraries, we will continue to develop and expand our best-in-class early literacy program, turning our campus into a center of excellence for Baltimore City.**

“The one key factor distinguishing high-performing high-poverty schools from low-performing high-poverty schools is a quality library program. Graduation rates and test scores in reading and math were significantly higher in schools with high-quality libraries and certified librarians, even after controlling for school size and poverty.”

— WASHINGTON STATE SCHOOL LIBRARY IMPACT STUDY, 2015

UNIVERSAL FINDINGS FROM MORE THAN 60 IMPACT STUDIES ARE CLEAR:

- A well-equipped school library, staffed by a full-time, certified librarian and appropriate support staff contribute significantly to gains in student learning. High quality school libraries not only help students read more, but also help them learn how to use and process information better and to perform better on achievement tests.
- Access to books is the primary factor that leads to raising student test scores in all aspects of literacy. As the fundamental purpose of libraries, access to books not only fosters an early love of learning and has a positive effect on reading achievement, but also appears to offset the impacts of poverty.
- Higher test scores result when school librarians are involved with instruction, and this correlation is positive especially regarding disadvantaged students who often do not have access to resources and computers in their homes.

KIPP Baltimore launched our early literacy initiative in 2020 because we believe that every student is capable of literacy success and deserves outstanding data-driven instruction, individualized learning pathways, and interventions based on researched best practices. **Our new Library Media Centers will build on this successful initiative helping students across our schools perform better on tests, prepare for their future careers, gain skills in technology and critical thinking, and, most importantly, develop a lifelong love of reading and learning.**



A library gives school a sense of freedom, where there are lots of choices. You can learn at your own pace, and explore what you're interested in—it's a space where you have so many options.

— KA'SHYA
KIPP Baltimore Alum (Pride of 2023)

AN INVESTMENT IN AFFIRMING AND EQUITABLE FACILITIES

At KIPP Baltimore, we are committed to ensuring that our schools are safe places for every member of our community to thrive and learn, and that our facilities reflect this ideology. Unfortunately, many KIPP Baltimore families and alumni have expressed that their experience in public school bathrooms in general has been profoundly negative. Without access to safe, clean, and comfortable restrooms, many students choose to avoid the facilities altogether, leading to decreased focus and potential health issues. There is a clear link between unsatisfactory bathroom conditions and poor health; a Nursing Times study of schools and school nurses found that the vast majority observed that “toilet-related health issues have a negative effect on student learning.” Our students deserve an environment that contributes to their growth and development—not one that holds them back. **To achieve this, we will renovate fourteen student restrooms and three adult restroom facilities throughout our four-story campus to provide a safe, clean, and affirming experience for our community.**

We are dedicated to supporting and advocating for the inclusivity, safety, and wellness of our students and staff, and restroom improvements are a crucial piece of this commitment. And, as an important aspect of providing safe spaces for all our students, these renovations will include gender-neutral options. Without affirming and equitable facilities, our physical space undermines the unique identities of our staff and students. We strive to create an environment in which every member of our community can bring their full identity to the work, and recognize the impact of high-quality facilities on student health, thinking, and performance.

Renovating our school's outdated restrooms (which have not been updated in decades) is an unambiguous signal to our students and families that we value their identities and experiences and are committed to their safety, comfort, and well-being.



It's about the bathrooms, but it's more about me. I care about myself, and I want to be able to take care of myself. Having nice bathrooms in schools is important because if everything is working and fresh and clean, then we feel safer. I deserve to be healthy.

— NOEL
(Pride of 2031)



LETTER FROM CAMPAIGN CHAIRS

Education is the path to equity and equality. It is the foundation for a life of freedom and choice.

DEAR FRIENDS AND SUPPORTERS,

We are honored to serve as chairpersons for KIPP Baltimore's strategic capital improvement effort: Lighting the Path. This campaign will transform more than bricks and mortar; it is about investing in the future of our community and the bright futures of the students who walk through our doors every day. KIPP's mission is not only about students' academic success, but also about nurturing curiosity, resilience, and a lifelong love of learning. It's about instilling the belief that every child, regardless of their background, deserves access to an excellent education that empowers them to chart their own course.

With your generous support, we can provide state-of-the-art facilities, expand our reach, and enhance educational resources in—and beyond—the classroom. We can create a learning environment where every child has the tools they deserve to succeed; where dreams are nurtured; and where students see and realize their own enormous potential.

We invite you to join us on this incredible journey. Together, we can be the driving force that ensures children in West Baltimore have access to the transformative power of a KIPP education from prekindergarten to and through college, career and beyond. Your support for Lighting the Path: A Campaign to Transform KIPP is a testament to your belief in the boundless potential of our students. It is an investment in a future where every child has the opportunity to thrive and achieve their dreams.

Thank you for standing with us as we light the path to a brighter future through education. Together, we can make a lasting impact on the experience of Baltimore students, and, by extension, the future of our city.

With gratitude and determination,

Jit Sinha



Paige Davis, Jr.



Alyssa Davis



Platinum
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2023

Candid.

KIPP Baltimore is proud to have earned the Candid/Guidestar Platinum Seal for our commitment to transparency. Learn more by visiting <https://tinyurl.com/KIPPisPlatinum>

JOIN US

At KIPP Baltimore, we believe every child should grow up free to create the future they want for themselves, and for their community. We challenge our student's minds, while nurturing a joy of learning. We join together with families and communities, partnering to pursue the more just world we all want to see.

The generosity and determination of our community have positioned KIPP Baltimore to go above and beyond for our students and will make this expansion of our facilities and programs possible. We are committed to our vision of providing a learning environment worthy of our students. We have demonstrated this commitment through the school's own \$1,200,000 investment in the Walbrook Campus—and now we need your support.

Every day, KIPP Baltimore students and alumni deploy their smarts and heart to break through any barrier that dares stand between them and the future they want—because KIPPsters know they have everything they need inside, and a KIPP family at their backs. Your participation in this important effort will send a powerful message that our community is behind us, and behind our students. Your leadership and investment will enable us to build our exceptional Library Media Centers, create a Pre-K Wing in order to reach children as early as possible, and renovate our restrooms to ensure students and staff have equitable and affirming spaces.

We invite you to join us as the Walbrook Campus grows, and to help us continue to fulfill our mission for KIPP students, alumni, and our community.



WAYS TO GET INVOLVED

MAKE A DONATION OR LEGACY GIFT

Individuals and organizations can contribute to the campaign by making a one-time donation or setting up recurring contributions. Gifts of any size can make a significant impact! Consider including KIPP Baltimore in your estate plans, leaving a legacy that supports education for future generations. Naming opportunities for facilities or spaces may be available for major donors or sponsors.

ADVOCATE AND RAISE AWARENESS THROUGH SOCIAL AND PROFESSIONAL NETWORKS

Use your voice and influence to advocate for the importance of quality education and KIPP's mission. Encourage others to get involved, whether through donations, volunteering, or other means. Sharing campaign updates and success stories on social media and in conversations can significantly increase awareness and support.

MENTOR OR GUEST SPEAKER

Offer your expertise and time to mentor KIPP students or serve as a guest speaker during educational events. Sharing your knowledge and experiences can inspire and motivate students, broadening their horizons and helping them connect their education to real-world possibilities.

BECOME A VOLUNTEER LEADER

KIPP Baltimore volunteer leaders—including campaign committee members; community supporters; and our Board of Directors—contribute their experience, skills and insights to ensure that KIPP students and alumni have access to the resources and experiences that they need to thrive.



You can make a meaningful difference in the campaign's success and, more importantly, in the lives of the students, alumni, and communities that KIPP is proud to be part of.

CONTACT US TO SHINE YOUR LIGHT TODAY!
LightingThePath@kippbaltimore.org | (410) 291-2583

KIPP Baltimore

TOGETHER, A FUTURE WITHOUT LIMITS

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