



**Message from
Dr. Ken Johnson,
President of
Michigan Christian
College**

With the new array of four-year bachelor's degree programs, Michigan Christian College has before it the greatest opportunity in its thirty-five year history.

Accommodating our growing student population is a significant challenge and also a tremendous opportunity to serve the Kingdom by preparing strong leaders for the family, the community, and the church.

We are meeting today's challenges, while staying true to our founding purpose. We are deliberately charting our course, carefully keeping faith with the best of our past, and prudently answering the call to the future.

I invite every friend of Michigan Christian College to join in this historic program by making a financial commitment so that together we can build a solid foundation for the future of Christian education in the North Central area.



**Michigan Christian College
800 West Avon Road
Rochester Hills, MI 48307
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Q. What is the campaign for Michigan Christian College?

A. The campaign, *Foundation for the Future*, is a key component in providing the facilities necessary for growth and advancement of Michigan Christian College. The campaign will relieve overcrowded residence halls and allow MCC to move confidently into the future with expanded capacity and improved image.

Q. Who authorized the campaign?

A. The Board of Trustees.

Q. What is the financial goal of the campaign?

A. The goal is \$2.9 million to be provided over a three-year period.

Q. Who will be asked to give to the campaign?

A. All friends of Michigan Christian College will be asked to participate in the campaign. To keep the program organized, various groups are being asked to become involved at certain times. Such groups include the Board of Trustees, college personnel, alumni, parents of students, students, and friends of the college. Plans are being made to involve other sources, such as foundations and corporations.

Q. Why are special campaign funds needed?

A. Current revenues are needed for the operational expenses of the college. Special campaigns are necessary to construct facilities. If Michigan Christian College is to continue providing Christian leaders for the North Central area, then its current academic expansion and student growth must be sustained.

The era of small, private, junior colleges

is past. This special campaign is a key component in MCC's transition to a larger, four-year college.

Q. How will the funds be used?

A. The funds will be used to expand the physical facilities of the college in order to keep pace with enrollment growth and to enhance the collegiate image. Components of the campaign are two new residence halls; a campus commons, providing social space, mailboxes, and laundry facilities; changes in campus roads and parking; and a new entryway.

Q. What steps were taken in planning for the campaign?

A. The college administration and Board of Trustees discussed how to best meet the academic and student enrollment opportunities resulting from MCC's expanded bachelor's degree offerings. In view of the increased interest in MCC by high school students, the dramatic rise in enrollment, and the college's limited residence hall space, it was decided that a major fundraising campaign would be the only way to realistically meet housing needs in a prudent fashion. Following an independently conducted survey among friends of the college, meetings were held to determine the goal amounts for the specific campaign projects.

Q. How will solicitation be conducted?

A. The plan is to ask every friend of Michigan Christian College to participate in the campaign. Each group of friends will have its own goal and organization. Solicitation will be conducted by those who have already made commitments.

It is the college's goal to solicit gifts as much as possible in person or by telephone. Even though this process may

take longer than using the mail, experience shows that personal contact and a well-explained program, wrapped in prayer, are the keys to a successful campaign.

Q. Is this a campaign for one-time gifts?

A. While one-time gifts will be deeply appreciated and accepted, the campaign primarily is seeking longer term commitments. The size of a gift almost always will be larger if it can be expended over a period of several years.

Q. What is the suggested commitment period for the campaign?

A. Three-year commitments are preferred, but donors may choose any commitment that best fits their giving program.

Q. May gifts other than cash be given to the college in this campaign?

A. In addition to cash, donors may fulfill campaign commitments with securities, real estate, and personal property. Details are available upon request from the Development Office.

Q. Are gifts to the campaign tax deductible?

A. Yes, all gifts to Michigan Christian College are deductible to the maximum amount allowed by law.

Q. How may additional information be obtained?

A. Any questions about the campaign for Michigan Christian College may be directed to the Development Office, Michigan Christian College, 800 West Avon Road, Rochester Hills, MI 48307. The office also can be reached at 1-800-521-6010.