



**Borden  
Braves  
Foundation**

A Registered 501 (c) (3) Organization

**P.O. Box 251, Borden, IN 47106**

**DISCOVER BORDEN**  
ELEMENTARY & JR/SR HIGH SCHOOL

*A Community School  
Providing A Private  
Educational Experience*

**Borden Braves Foundation Monthly Newsletter**

**Volume 1, Issue 1**

June 2018

- Welcome!
- Become a Foundation Member
- Secure our future
- Join a Committee

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## Welcome to the Foundation

Dear Supporters (and hopefully soon to be members),

I am honored to serve as the Chairman of the Board of Directors for the inaugural term of this Foundation. I would be remiss if I didn't acknowledge the hard work and dedication put forth to date by the wonderful board of directors to get this Foundation launched. I thank the board for their hard work and would ask you to thank them if you see them out and about.

Why did we start this Foundation?

We all know the situation that our school board is involved with at this time and while that wasn't the primary driver, I believe that propelled our decision to finally move forward. Borden Schools (K-12) needs to grow—period. We need to set ourselves up for the future, whatever that future may hold. The enrollment numbers drive the revenue needed to operate and maintain our school and frankly the numbers are not where they should and or could be. Borden Schools in my opinion is one of the best kept secrets in Southern Indiana, particularly as it pertains to education. Just look at the facts presented below:



- 2017 Ranked 56th in State by US News & World Report (NO other school anywhere close ranked higher!)
- 93% Graduation Rate—above State Average
- 90% of 2017 Grad's attended some form of post secondary education (3% entered armed forces and 7% entered directly into the workforce).
- Two Athletic State Championships in the past 5 years
- 2 Semi-State, 4 Regional, and 30 Sectional Championships

The primary driver behind forming this Foundation was to establish a method to brand our school; tell the story, get the message out and bring kids and families to Borden Schools. We started a branding campaign back in early April and quickly realized we needed to do more.

In forming this Foundation we wanted more, we want to build our schools for the future as well as ensure this Foundation remains solvent well into the future. We have established the following goals for our inaugural year:

### Our 2018/2019 Goals

- Membership enrollment of 300 members by end of 2018 calendar year
- Branding and Marketing Borden Schools
- Billboard on Highway 60, Mass Marketing Mail Campaign, Social Media Blasts, Video Production of Telling the #Story
- Alumni Mentoring Services
- Borden Braves Foundation Scholarship Available – goal of \$3,000 available by end of 2018/2019 school year
- Establish Athletic Booster Club to fund specific projects/requests
- Alumni Gala/Event at First Annual Meeting in September



We need your support, come join the Foundation and help to ensure the future of our children, our school and our community.

With Kind Regards,

Kevin Smith, Chairman of the Board (1989 BHS Alum)



A Community School Providing A Private Education Experience



Marketing Committee News—Billboard Ad

DISCOVER BORDEN ELEMENTARY & JR/SR HIGH SCHOOL

A Community School Providing A Private Educational Experience



ACADEMIC & ATHLETIC EXCELLENCE

- "A" Rated School
• State Champs

OPEN ENROLLMENT FOR 2018-2019 SCHOOL YEAR

#BordenINspires

Paid for by the Borden Braves Foundation LTD

If the above isn't familiar—go drive down Highway 60 from Salem and see the wonderful billboard near the Washington County/Clark County line. We received a wonderful donation to procure this billboard for a 3 month period of time at which time the advertisement will be moved to another location.

Marketing Committee News

The Committee along with school administrators established our tag line/slogan:



"A Community School Providing A Private Education Experience"

We also worked with the school to further our social media presence including the hash-tag campaign—please use these in all social media posts. These are the official K-12 hashtags.

#BordenINspires #soworththedrive #onceabrevealwaysabrave

A mass mailing campaign is very soon launching that will reach approximately 3500 households with some great information to draw attention to the successes of Borden Schools. The mailer will tell the story of both BES and BHS in a simple postcard format. Look for electronic communication once the final art work is approved.



Video Production—The Foundation has purchased a high definition video camera and associated hardware to donate to the school in order to produce high quality video messaging around the hash-tag campaign. These video's will be promoted through social media as well as posted on the school websites to share.

The chairperson for this committee is Kevin Smith. If you are interested in serving on this committee please send an email to the foundation at bbfb@bordenbravesfoundation.com.

### Membership/Alumni Association



The Alumni Association is something the Board felt very strongly would benefit the Foundation. While the Alumni Association is a Committee of the Foundation, it is obviously restricted to Borden Alum.

A primary goal to implement for 2018 is to establish a Student Mentoring Service where existing High School students are given the opportunity to have a dedicated Alumni as an Advocate and support system by providing mentoring to our children.

As the Alumni Committee gets formed and set up more information will be available. If you are interested in joining the committee please send an email to the foundation at [bbf@bordenbravesfoundation.com](mailto:bbf@bordenbravesfoundation.com). Adandra Martin serves as the chairperson of this committee.



### Scholarship Committee

This is an exciting part and integral to the goals of the Foundation. As stated previously it is the Foundation's goal to establish a minimum of \$3,000.00 in scholarship awards for the Class of 2019! We need to grow the Foundation to ensure that we can extend Scholarship's well into the future of this organization.

The chairperson for this committee is our Vice Chair of the Board, Jamie Martin. In order to serve on this committee you must ensure that no family member, defined as 3rd cousin or closer, is a candidate for any scholarship or award being presented for the particular year. If you are interested in serving on this committee please send an email to the foundation at [bbf@bordenbravesfoundation.com](mailto:bbf@bordenbravesfoundation.com).

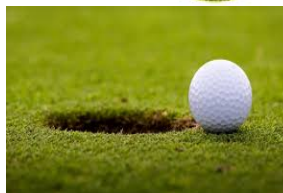


#BordenInspires  
#soworththedrive  
#onceabrevealwaysabrave

### Athletic Booster Club



We are very excited to re-establish an Athletic Booster Club. In order to ensure that the club works closely in conjunction with the BHS Athletic Department, Toby Cheatham and Amanda Cavins are Committee Members. A Chairperson has not been assigned but will be very soon. Once the committee is formed, procedures will be forthcoming on how we will support the needs of our great Athletic Teams. If you are interested in serving on this committee please send an email to the foundation at



[bbf@bordenbravesfoundation.com](mailto:bbf@bordenbravesfoundation.com).



**Borden Braves Foundation  
Monthly Newsletter**

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## Our Mission Statement

**To support our Borden Elementary, Jr. and Sr. High School by providing resources for building brand awareness, mentoring, alumni services and scholastic support services.**

[www.bordenbravesfoundation.com](http://www.bordenbravesfoundation.com)

## Join The Foundation and Help Shape our Schools!



**Champion Member:** Be a Champion for our School by committing to a three-year membership of \$500 annual dues. This membership will include the Foundation, Alumni (if alum) and Booster Club. (do not have to be an alum to be a Champion)



**Advocate Member:** Be an Advocate for our School for annual dues of \$100.00 This membership will include the Foundation, Alumni (if alum) and Booster Club. (do not have to be an alum to be an Advocate Member)



**Honorary Member:** Graduates within 5 years of graduation are able to be an Honorary Member by completing an application at no cost.



### Advocate Membership Options:

- Foundation Membership will include joining the Foundation for annual dues of \$40.
- Alumni Membership will include Alumni Membership only for annual dues of \$40.
- Athletic Booster Club Membership will include Athletic Booster Membership only for annual dues of \$40.

To Join at Any Level—Complete the Membership Application and Submit with your annual dues.