

## Faith and Foundation: The Brand and the Meaning



By Brian Moylan

Six months ago, we set out to rename and rebrand the campaign to build a new school. Brick by Brick served us well over the past five years, but we realized that we needed new energy

and new language to describe our mission and to mark a new phase in our journey of building a school and supporting our community.

After much discussion we chose "Faith and Foundation". At its simplest, the foundation is one of solid bricks and mortar, with all the safety and modern facilities needed by our children and teachers. But it runs deeper than that. The foundation of Catholic education is the faith woven into the academic excellence that is the essence of St. Augustine School.

Our new logo, which is being launched in October, blends these concepts. Through it, we hope to invoke the notion of cornerstones, both physical and spiritual. Beyond the foundation's visible corner, we can see a cross, a tree, a leaf or a grain of wheat. These are all good and appropriate identities for our mission. While the subtle visual cues draw us optically to the centre of our cause, it's the faith and the foundation brought daily to our children's teachings that should be recalled by our mark.

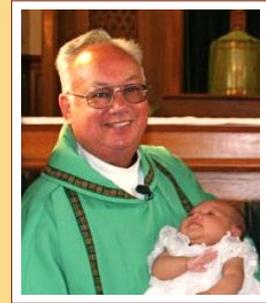
The newly designed school website can be found at [www.faithandfoundation.com](http://www.faithandfoundation.com), and we encourage everyone to visit and see what we've been up to. The site is a fun and informative venue for new parents who are looking for a Christian education for their children. It will guide and inform current parents and kids at the school, and it will provide a current stream of information about fundraising milestones, accomplishments and challenges.

### Help us build our school.

Total Donations/Pledges:

**\$2,571,473**

Please continue to help us. Donation forms are available at the back of the church or contact the **Faith & Foundation** office at 604 736 4455 ext. 231



### A Word from Father Cook, OMI

Dear brothers and sisters in Christ:

It's that time of year again, when we focus the attention of our entire community on our continuing efforts to build a new elementary school at St. Augustine.

On Sunday, October 25 we launch our Faith and Foundation Fall Campaign. Over the following four weeks you'll be reminded of why we started this great cause nearly ten years ago, and see what's on the horizon.

I want to express my heartfelt gratitude to the more than 700 faith-filled individuals and families who have already contributed to this wonderful cause. Your faith continually inspires us.

If you have not made a contribution yet, please consider doing so and make the sacrifice for the future education of our children and for the greater glory of God. We are grateful for the foundation you are building for thousands of children who will walk through the doors of a new school and into the faith of an education based on God's love.

With assurance of my prayers,



Father Gordon Cook, OMI  
Pastor, St. Augustine's Parish

# Faith and Foundation Considers Phasing Construction

Much has happened since last year and it's going to be a busy fall for the Faith and Foundation team.

We're focused on three priorities that will help us determine how close we are to opening the doors of a new school by 2011 to coincide with the 100th anniversary of the parish.

1. Our building committee is reassessing cost estimates, including how and if the school could be built in phases. For example, we could start with the school classrooms, and then move to the gymnasium, underground parking and other options. This is how other parishes like St. Matthew's, St. Bernadette's, and Star of the Sea

have done it very successfully. The last time we estimated building costs was during the height of the construction boom.

2. We've launched a new look to our campaign, "**Faith and Foundation**", aimed at speaking more clearly and boldly about our efforts, with new and more effective ways of communicating to our community. We hope you'll like our new brand as much as we do.
3. On October 25, 2009 we kick off our Faith and Foundation Fall Campaign as we set our sights on reaching the \$3.5 million target by 2010.

By the spring of 2010, we'll have fresh information about our building options, updated cost estimates, and a more realistic view of what's possible in the short and long term. Then we'll present our recommendations to the parish about how to proceed.

We continue to honor those 700 people who have already given to the campaign. Rest assured we will not stop until the school is built.

Thank you for your continued support of Faith and Foundation.

Lawrence Pillon,  
*Faith and Foundation Chair*

## Star of the Sea: A Phasing Success Story

*By Mary Lynn Young*

Star of the Sea, a Catholic elementary school in South Surrey, is 25 years old and just completing a third phase of development. Built in 1985, the school originally had only 12 classrooms, no gym and a sawdust lot as a playground.

Over the course of its growth, it has added an irrigated soccer field and gym. Its most recent development – and by far its biggest – is an addition that will open in January, which includes a library/resource room, fine arts studio, administrative wing and eight new classrooms to offset the three portables currently in use on site. When it opens, five of the new classrooms will be immediately occupied.

It took Star of the Sea nine years to get a gym and another nine years of focused fundraising and planning to raise the financing and agree on the plans of its current addition, which is estimated to cost more than \$4 million.

"The biggest thing that drives us is that we are providing services to our commu-



nity," said Leysa Balsevich, who has been a principal in the Catholic system for 17 years and is in her ninth year at Star of the Sea. "Currently our building can't sustain our population. How often can you say no to families and still honour your commitment to providing Catholic education?"

She added that the school expected a course of phased growth and development when it opened because of the area's burgeoning residential development.

Despite the excitement about the new wing, Balsevich said there is still a significant debt that has to be paid off to the Diocese – half of the cost of new wing, which is approximately \$2 million.

"Over time what we have said to our community is that there are people who left legacies and raised funds for this and moved on. And the legacy of the fact that we are part of something greater than what

we need for today is important."

She added that the new fine arts wing will also be used for the Parish choir – so the addition is benefitting the entire church community.

Her advice on growth and phasing: "Every community has to look at what is going to be sustainable."

She said her school had meeting after meeting to try to eliminate unnecessary costs and added that Parish Pastor, Father Stanley Galvon, was a key support. "If it wasn't for Father Galvon this project wouldn't be up and running," she added.

### Mark Your Calendar

**Friday, October 23**

- Donor Recognition Event

**Sunday, October 25**

- Fall Campaign Starts

**Sunday, November 1**

- Construction Overview

**Sunday, November 8**

- School participation in all masses

**Sunday, November 15** - Testimonials

**Saturday, May 1, 2010** - Pass the Torch