



Escuela News

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Escuela de Guadalupe is Here to Stay!!!

After concluding a very successful fundraising campaign, Escuela de Guadalupe has made a decision to remain open.

"We concluded that we have never been as well positioned for long-term success as we are now," said Escuela President, David Card. "Escuela de Guadalupe is here to stay."

After a weeks-long discernment process, the nonprofit school's board of trustees enthusiastically voted to march on.

"As we considered the importance of keeping Escuela de Guadalupe open," said Escuela's board chairwoman, Christine Marquez, "we simply concluded that the school is working, it fulfills a need that must be met, and that we believe we have identified the right strategies to provide for it financially."

Marquez said that the board acknowledged the unique and complete educational package the school provides - a strong academic and dual-language program in a Catholic, values-based and family oriented environment.

"And frankly," said Marquez, "the alternative choices that many children and parents face are not very good."

The award-winning school announced its financial struggles in mid-October and went to work on an emergency funding campaign to raise \$200,000 for student scholarships. The campaign was a huge success, thanks to the commitments of four major donors, the success of four different fundraising activities sponsored by school's parents, and the contributions of more than 120 new donors. In just eight weeks, the campaign generated over \$320,000.

"It is extraordinary support, and it has inspired us to believe that there is a bigger community behind us than we had realized," said Card.

The influx of funds will ensure that the school can fully fund its students' financial aid needs this year, and give it a great start on its scholarship budget for next year. More importantly, the school has developed what it thinks is the road map to long-term success.

"It won't be business as usual," said Card. "It can't be. We will continue to focus on our financial leadership, we will have more people working on our scholarship program, and we will introduce more economic diversity into the school to relieve some of the pressure."

Traditionally, the school has reserved very few spaces for higher income families. It will open up more.

"An important part of our mission is to be in service to families with limited financial resources," said Card. "What we have learned is that we have developed an educational product that is establishing itself in the marketplace, and the demand for this type of education can play a greater role in sustaining our mission."

The school will continue to focus on serving families with limited economic resources, but in a more practical way.

"To the extent we can grow our scholarship programs," said Card, "we will create more and more opportunities for children with limited economic resources."

"We are organizing ourselves for a transition from a grassroots organization to a permanent institution," said Card. "The people who have stepped forward in our fundraising campaign have provided us with the opportunity to do this, and we are convinced we can do it."

Registration for the 2008-2009 school year begins today.