GUIDED BY FAITH    STRENGTHENED BY INTELLECT    COMMITTED TO JUSTICE    PREPARED TO LEAD & SERVE

THE CAMP AIKEN FOR CBC

MEN for TOMORROW

THE CAMPAIGN FOR CBC
We are a Catholic, Lasallian high school committed to the academic, spiritual and moral development of every young man. Our faith-filled and inclusive community prepares students from all backgrounds for success in college and for lives of leadership and service.

“I realized CBC was my school during the unrest that occurred in St. Louis during my sophomore year. I live in Illinois and was unsure if I would be able to get home after football practice. One of my teammates from St. Charles, a guy I didn’t know very well, was the first one to tell me I could stay at his house if I needed to. Having that kind of support during such a challenging time was special.”

ELIJAH ROBINSON ’19

Elijah’s Story

Elijah is a graduate of the CBC Honors Program and was the 2019 winner of the Brother James Miller, FSC Social Justice Award for committed service to the suffering poor. A two-time football state champion, Elijah will continue his academic and athletic career at the United States Air Force Academy.
CBC will create positive change in our community and world through the lives of our graduates: Men for Tomorrow who are guided by faith, strengthened by intellect, committed to justice, and prepared to lead and serve.

“Service has helped me gain greater perspective on the issues facing our community and has shown me that all individuals are able to create change.”

TRIPP TOBEY ’20

Tripp’s Story

This year, CBC senior Tripp Tobey (right) founded an organization called Serving Servicemen, a veterans charity that assists men and women who have served in the military. Through Tripp’s leadership and the support of several classmates, including Alex Williams (left), Serving Servicemen has provided more than 2,000 hours of service to veterans in the St. Louis area.
In a competitive Catholic high school market, we are uniquely positioned to serve the St. Louis region as no other school shares our Lasallian mission. We are committed to serving students from all backgrounds who bring a variety of gifts and talents to our dynamic community. This commitment makes us unique, it is our strength, and it calls each of us to give a bit more in order to change the lives of our young men.

“I would just like to say ‘thank you’ to everyone who made CBC what it is now, and what it will be in the future. I returned to St. Louis after seeing the Innovation Commons for the first time; on the whole, it’s probably one of the best decisions I’ve ever made.”

LUKE PARKER ’19

Luke’s Story

Luke’s family moved away from St. Louis following his sophomore year. An entrepreneur who has already consulted for several tech companies, Luke convinced his parents to allow him to return to CBC when he learned about the Dunne Family Innovation Commons, an 8,000 square-foot facility designed to enable 21st century learning and experimentation.

He returned for his senior year and, among other accomplishments, led the CBC STEM Academy team to first-prize at the Gateway Arch Engineering Design Challenge. Luke is now off to Silicon Valley, and we can’t wait to see what he will accomplish next!
The Campaign for CBC

Every Cadet is on a journey to become a Man for Tomorrow. That journey prepares our students to make a difference in the world as a man who is Guided by Faith, Strengthened by Intellect, Committed to Justice, and Prepared to Lead & Serve.

As we approach the 170th anniversary of our founding, we are embarking upon a new campaign, Men for Tomorrow. The Men for Tomorrow Campaign is singularly focused on our students’ journey. It will place our school on an elite trajectory, allowing us to deliver the most inclusive, innovative, and impactful high school experience in St. Louis.

Through the Men for Tomorrow Campaign, we seek support from alumni, parents, grandparents and friends to make critical investments in three key initiatives:

- **Endowment Growth**
- **Capital Enhancements**
- **The Fund for CBC**
While capital enhancements and program support are investments visible today, our endowment is the future. The endowment contributes to the financial strength that allows CBC to remain true to its mission.

Through the Men for Tomorrow Campaign, supporters can strengthen our endowment, assuring that we not only remain a leader in Catholic education in St. Louis, but also sustain and grow our generous financial aid program to provide greater access to a CBC education. This is our time- our moment- to secure, enhance, and advance our mission.

Our endowment supported the Cadets of yesterday ... 
It continues to support today’s students ... 
And with your help, it will assist the Cadets of tomorrow.
Critical to navigating our way in the highly competitive Catholic high school market are facility enhancements that will help us continue to attract a talented and diverse student body. While honoring our Lasallian tradition, we must be innovative in meeting the needs of our young men.

$3.5 MILLION

ACTIVE LEARNING LABS AND TECHNOLOGY INFRASTRUCTURE
$500,000
Transform eight existing classrooms into collaborative learning spaces that break the bounds of traditional education disciplines. Investments in physical spaces along with upgrades to our entire technological infrastructure will allow us to expand upon the learning opportunities offered in the Dunne Family Innovation Commons.

STADIUM TURF
$485,000
Now in its eighth year of use, the surface in W. Michael Ross ’66 Stadium is nearing the end of its recommended life cycle. New field turf will provide all student-athletes (and every student, through our required Physical Education courses) with the first-rate facilities they deserve.

E-SPORTS LAB & ARENA
$240,000
The development of a robust e-sports program is a wise investment for our school and our students. With this new facility, CBC will become a leader in the delivery of e-sports opportunities at the high school level. Student interest in this activity is astronomically high, and our co-curricular program will provide students with opportunities to sharpen their critical thinking skills and work as a team, while also gaining experience in a rapidly emerging industry.

CAPITAL MAINTENANCE — ACHIEVED!
$2,275,000
Maintenance and upgrades to our parking lot, roof, and HVAC system are needed to ensure the long-term sustainability of our facilities.
The Fund for CBC is crucial to filling the gap between tuition and the actual cost of educating our students each year. Contributions to the Fund for CBC make an immediate impact to the spiritual, academic, and co-curricular experience of today’s Cadets.

As an annual source of support, the fund delivers assistance to student programs and services that are not otherwise included in the cost of tuition. The Fund for CBC is where many gifts of varying size come together to form one of the largest and most impactful gifts the school receives each year. Over the course of this 3-year campaign, we look to strengthen the Fund for CBC, fostering a culture of philanthropy that will sustain the school for years to come.
OUR CALL TO ACTION

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<th>Description</th>
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<td>ENDOWMENT GROWTH</td>
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CAMPAIGN NAMING OPPORTUNITIES

**Academic Wing**
- Active Learning Labs (3) $125,000
- Collaborative Classrooms (2) $50,000

**E-sports Lab & Arena**
- E-sports Arena $125,000
- Varsity Competition Stage $50,000
- Training Decks (3) $25,000

**Scholarships**
- Fully Endowed $400,000
- Partially Endowed $50,000

Since 1850, young men from across St. Louis have found their way to CBC. Whether they were looking for an elite education, an opportunity to explore their passions, a caring community, or the chance to drastically change their life’s trajectory, the Christian Brothers welcomed them.

That mission lives on today as our faculty and staff work tirelessly to provide a life-changing experience to young men from all parts of St. Louis. Your support allows us to continue to develop Men for Tomorrow, who will make a difference in our world.
Dear Friends,

Our Lasallian school is unique. How many schools can really say that? I’m certain everyone believes their school is ‘special’, but how many can truly say that their school is unique?

No other school in our region begins each class by reminding students that they are in the holy presence of God. Just as no other school seeks out and accepts young men with a wider range of impressive talents, and perceived limitations. We honor St. John Baptist de La Salle and all the Christian Brothers by celebrating the gifts of every young man we educate.

We are inclusive.

I have been so blessed to be part of this CBC family for more than 40 years. Our mission is possible because our students are open-minded and exceptional; our faculty works harder than any other as they touch the hearts and minds of our young men; and our community of alumni and benefactors are true believers in the power of Lasallian education, which calls us to live with faith and zeal as we make a quality Catholic education possible for all young men.

Our school sits at the crossroads of St. Louis. Your support does so much more than simply strengthen our school. Your commitment to CBC strengthens the entire region.

Together, we will continue to develop Men for Tomorrow who will go far beyond the bounds of our campus to make the world a better place.

Thank you for your commitment to this wonderful and unique institution.

Live, Jesus, in our Hearts — Forever!

MICHAEL JORDAN, AFSC
President

CBC President Michael Jordan and Br. Larry Schatz, Brother Visitor of the Midwest District, share a moment during Michael’s affiliation ceremony. Michael is now an Affiliated member of the Brothers of the Christian Schools, the highest honor given to lay associates.
WAYS TO GIVE

The Men for Tomorrow Campaign offers a wide range of opportunities for donors at all levels to make a difference at CBC. There are a variety of ways you can make a gift to the Campaign. All supporters are encouraged to seek guidance from an attorney and professional advisors when planning their commitment.

The most important consideration in making any type of gift to the Campaign is to find a way that brings joy to you and your family and joy in supporting a cause in which you believe in and value. Above all else, your friendship is your first and most important gift to Christian Brothers College High School.

WAYS TO GIVE

GIFTS OF CASH
Send a check; use a credit card online or set up a recurring gift.

GIFTS OF SECURITIES
Donating appreciated securities is an easy and tax-effective way for you to make a gift to CBC.

GIFTS OF REAL PROPERTY
Donating real property including residence, farm, vacation home, etc. can provide significant benefits to CBC and to the donor. The specialized help of appraisers, tax advisors and legal counsel are necessary to make such a gift.

GIFTS OF LIFE INSURANCE
These provide a way to make a sizable gift at a relatively low cost. We strongly encourage you to consult with your attorney and professional advisors.

BEQUESTS AND LIFE PAYMENT PLAN
These are excellent ways to participate in the Campaign at levels you might not ordinarily consider. Options include a bequest in one’s will as well as various trust instruments. We will be happy to work with your team of advisors and legal counsel in finding an attractive plan for your situation.

For further information about this important effort, please contact:

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Watch our videos to learn more about the journey every Cadet takes during his years at CBC

www.cbchs.org/menfortomorrow