



RAY & JOAN KROC
CORPS COMMUNITY CENTER

DAYTON

PRESS KIT

**1000 N. Keowee St.
Dayton, OH 45404**

937-528-5200

www.daytonkroc.com

Introductory Remarks: Major Tom Duperree

The Salvation Army has been blessed with an unprecedented gift from one person. The late Joan Kroc gave a gift, the size of which our organization has never seen in its 126-year existence in America. And the gift was given with the desire to touch other people through the construction of state-of-the-art community centers all across the country. Few, if any, of us ever met Mrs. Kroc. And yet, because of her, our city will be changed forever!

We marvel at the amazing work God is doing through the construction of The Salvation Army's Ray and Joan Kroc Corps Community Center here in Dayton. A 17.5-acre property, once overrun by wild honeysuckle and scrub trees, is now bursting forth with signs of new life, new hope and new possibilities.

We can't tell you how many times we've told the story of Joan Kroc during the past six years, but it bears repeating one more time. During her life, Joan Kroc supplied the funds for The Salvation Army to build a state-of-the-art community center in her hometown of San Diego. She wanted the underprivileged and underserved members of her community to experience some of the same amenities of life she was afforded. And what a magnificent facility it is! A true sight to behold! Her hope was to identify cities all across America which would benefit by having similar centers in their communities. But she died all too soon and, upon her passing, she bequeathed The Salvation Army in America an unprecedented gift - the largest, single gift ever made to an organization in our country, if not the entire world!

As I walk the Kroc Campus, I am truly awestruck by what the Dayton community has given to this project – and what this community center can give back to our residents.

Whether you are a board member, an employee, a soldier, a volunteer, a Red Kettle Club member, part of the architectural or construction team, a local governing official, a member of a neighborhood or priority board or a friend ...

I thank you for supporting this project.

How It All Started: The Kroc Bequest

The estate of the late Joan Kroc, heiress to the MacDonald's fast food chain fortune, bequeathed more than \$1.5 billion to The Salvation Army. This is by far the largest charitable gift ever given to the Army, and the largest gift given to any charity at one time. The bequest stipulates that the funds be used for the construction and operation of state-of-the-art community centers across the country.

Dayton, Ohio was one of the eight cities selected in the Army's Eastern Territory to house a new Ray and Joan Kroc Corps Community Center, and has received \$69 million from the estate. City selections were likely made based on long-term sustainability, site location and community collaboration.

The Salvation Army has used one-half of the funds for actual construction and will hold the remainder as an endowment to provide operating funds for the Center. The endowment portion of the funding will contribute to, but not totally support, the operation of the Kroc Center. It is only with strong community and local corporate support that the Center will be fully sustainable.

Charged with raising \$6 million locally to qualify for a Kroc Center, the Dayton Salvation Army raised over \$7 million from generous private donors in the Miami Valley, and a total of \$1.1 million was donated by the individual members of the Dayton Corps Advisory Board.

Leading all donors is the Mathile Family Foundation with a gift of \$3 million as part of its annual Mathile Community Award. "The Dayton Salvation Army did an outstanding job of attracting economic investment to the McCook Field and Old North Dayton neighborhoods, from a source outside of our community," says Greg Edwards, Executive Director of the Mathile Family Foundation. "We are more than happy to assist the Kroc Center with their mission of inspiring hope and fostering change in the lives of children and their families."

Major Tom Duperree reports, "The outpouring of kindness from the business and community leaders in Dayton has been absolutely remarkable! Their charitable giving has helped The Salvation Army meet its obligation to the Joan Kroc estate to raise a portion of the funds locally. As importantly, it is personally gratifying to know that so many people share our vision for a better community."

Joan Kroc's vision was to have community centers that focus on the arts, athletics, indoor and outdoor recreation as well as learning and family education. Her wish was to have Centers that would provide children and families a place to experience activities that would otherwise be beyond their reach. Each Center will serve the needs of the local community by adapting its amenities for best and highest use.

Dayton Advisory Board of The Salvation Army

James Murphy – Chairman
Timothy Kenner – Immediate Past Chairman
Jeffrey Lecklider – Vice Chairman
Kevin Hurst – Secretary
Vincent Russell – Treasurer

David Adkinson
Paul Anderson
Maryann Bausman
William Broad
David Butt
Kathleen Carlson
Tom Cronin Jr.
Tom Cronin III
Robert Easterling
Mark Fornes
Paul Heintz
Melanie Henness
Sharon Howard
Jeff Ireland
Thomas Kemp
Sam Lumby
John Brock MacDonald
Barry Mancz
John Marshall
J. Richard Miles
Don Prizler
David N. Reed
Vincent Russell
R. Daniel Sadlier
Wendy Scholl
Neil Shafer
Robert K. Siebenthaler
Richard L. Smythe
John Stinson
Majors Stanley & Gayle Senak, Kroc Center Administrators
Tim Erlandson, Business Administrator

Ray & Joan Kroc Corps Community Center Amenities

EDUCATION

Technology Café

This is an inviting and engaging multi-use space where both children and adults will have the opportunity to interact with a variety of technology resources. It includes a gathering space for wireless laptops, and a technology learning lab.

Family Learning Center

This area is for parent mentoring and family counseling, literacy assessment, interventions, after school enrichment and summer programming for children in K – 12th grades. It will include an after school program, tutoring help, literacy assistance, parent mentoring and Summer Day Camps.

Early Childhood Resource Center

This program will emphasize school readiness and will help prepare children, especially those in poverty, for the learning and academic environment. It will include child care resource and referral services.

SOCIAL SERVICES

Mobile Canteen

Emergency Assistance Office

Families and individuals needing emergency assistance, including walk-ins and those who make appointments, will be serviced through this office.

Christmas & Santa Loves Seniors

WORSHIP & THE ARTS

400 Seat Sanctuary / Auditorium

A worship center, equipped with state of the art technology for audio and visual purposes, will be the hub of the spiritual component and community enrichment gatherings.

Banquet Hall

A fellowship hall will afford space for larger meetings as well as meals for after school programs.

Classrooms

Classroom space will allow for instruction of all sorts.

Kitchen

A modern kitchen will allow for meal preparation.

Movie Theatre/Lecture Hall

A lecture hall will provide a venue for educational classes, bible studies and the like.

Dance Studio

A room devoted to providing children with various forms of dance instruction.

Piano Lab

A room for piano instruction will allow the teaching of many children simultaneously.

RECREATION

400 Seat Outdoor Basketball Court

Surrounded by 400 seats, the court will be utilized for league play as well as summer tournaments for Dayton area youth.

400 Seat Indoor Main Basketball Court

This is the anchor of the indoor basketball facility. 400 seats will surround a state of the art floor. It is anticipated that this court will be used for City basketball leagues for youth 5 to 17.

Locker Rooms

Locker/changing rooms, equipped with showers and lounge area, will be provided specifically for the basketball and fitness areas.

Fitness Center

This center will offer exercise equipment for weight training and aerobic training.

Walking Track

The track will provide a place for walkers and joggers alike to benefit from aerobic exercise.

Concessions

Concessions will be available for those activities where larger audiences are anticipated.

Major Donors

The Salvation Army would like to recognize the following organizations, companies and families who have given so generously to the Ray and Joan Kroc Corps Community Center.

LEAD GIFT

The Mathile Family Foundation

MAJOR GIFTS

WINWHOLESALE
Kettering Fund
Anonymous Fund #15
Thomas & Michael Cronin
Weston Wabash Foundation
NCR Foundation
Wallace Foundation
Berry Family Foundation
Fifth Third Bank
John N. Taylor, Jr.
Samuel & Judy Lumby
Richard L. & June Smythe
David N. & Linda Reed & Donald Fites
Dayton Power & Light Foundation
Jesse & Caryl Philips Foundation
Premier Health

SIGNIFICANT GIFTS

Rick Grant III
Dayton Foundation
Iddings Foundation
Robert K. & Joan Siebenthaler
John Brock & Stacey MacDonald
The Ireland Family
The Butt Family

“The World of the Future is Built on Strategic Partnerships”

With these words, Dr. Thomas J. Lasley II, Dean of the University of Dayton’s School of Education and Allied Professions, offers support of the alliance between UD and The Salvation Army’s Kroc Center. “This initiative of The Salvation Army is one of the most significant efforts undertaken to address some of the social and educational issues confronting the Dayton community,” says Lasley. “This partnership between the University of Dayton and The Salvation Army and eventually between other educational entities in the Miami Valley will be one that maximizes the potential of children and also builds in dynamic ways the social and intellectual capital of this community.”

There are four key areas of the University of Dayton’s involvement with the Kroc Center:

Science and Math Tutoring Center

Students will receive professional evaluation and assessment, along with corresponding instructional modules and materials. There will be an emphasis on the practical application of science and math in everyday life.

Literacy Clinic and Lending Library

Hands-on help is available for children who need reading and comprehension assistance. Books for the lending library and materials for the demonstration lab will also be available to children and families.

Parent Education and Support

This program will focus on parental life skills development, including parent education, counseling and coordinating efforts with referring agencies and service providers.

Technology Café

The café will serve families by delivering technology-enhanced experiences that have inherent educational value. The goal is to create a very technology-rich, inviting space where the community – children and adults – can have access to dynamic technology-enhanced learning experiences.

Restoring Dayton's History: The Duncarrick Mansion

Situated on the property where the Kroc Center has been built is a marvelous piece of Dayton history – the Duncarrick Mansion. You'll be happy to know that The Salvation Army has restored this nationally-significant home. It will house Administrative Offices, a Welcome Center, Board Room, Meeting Rooms and an Old North Dayton Museum.

The mansion was originally erected as a farmhouse sometime before 1850. Grafton C. Kennedy, a prominent Dayton lawyer, bought the property in 1887. The manor house was designed by the architectural firm of Peters, Burns and Pretzinger. Albert Pretzinger is considered Dayton's foremost native architect and several of his buildings are included on the National Register.

Duncarrick (Gaelic for "Home of the Kennedys) is significant as an example of American provincial architecture successfully superimposing Tudor detail on a basic American home type. The L-shaped brick structure is clad in a thick rough coat of red stucco with Tudor detailing in terra cotta. The façade features the Kennedy arms sculpted over the central arch. The interior includes neoclassical ornamentation, baths with original tile and fixtures and a billiard room on the third floor.

Placed on the National Register in 1983, Duncarrick was the birthplace and lifelong residence of Katharine Kennedy Brown (1891-1986), daughter of Grafton C. Kennedy. The Kennedys were prominent in Dayton society from the late 19th century well into the 20th century. Their friends included the Winters, Wrights, Barneys and Pattersons.

Katharine married Kleon Thaw Brown in 1921. Brown was an executive in the Sales Department of National Cash Register. Tragically, the couple's only child died in infancy and Kleon died suddenly in 1925. Katharine never remarried

Mrs. Brown began her political activities in 1920, shortly after women won suffrage, and served as Ohio's Republican National Committeewoman from 1932 through 1968.

The Salvation Army is proud of its role in preserving the Duncarrick Mansion and a bit of important Dayton history.

Preserving the Past Will Touch Future Generations

The Salvation Army has taken great pains to preserve the Duncarrick Mansion, located on the site of the Kroc Center. While new wiring, refinished floors and rebuilt walls have been getting the notice of passersby, something equally as important has been happening in the Paul L. Dunbar Library at Wright State University. There, a staff of historians has been busily studying the papers of the home's former resident, Katharine Kennedy Brown...

One dark, cold night in 2007, Dawne Dewey, WSU's Head of Special Collections and Archives, led her team of staff and graduate students to the Duncarrick Mansion. Wearing protective masks and gloves, this intrepid group started at the top of the house and worked their way to the cellar. Along the way, they discovered photos, letters, diaries, scrap books, films, speeches, family information, financial records and other assorted personal papers. They ended up with 30 boxes of materials relating to the life and times of Mrs. Brown. They are currently in the process of completing an inventory, evaluating and preserving the materials, and archiving all items.

"Since 1976, WSU has housed some of Mrs. Brown's papers, as well as those of her mother-in-law's - Martha McClellan Brown. But, we had no idea about all of the treasures still waiting for us in the Mansion," says Ms. Dewey. "Katharine Kennedy Brown was a fascinating woman, and had a major impact on Dayton and the entire country. She was an elected member of the Republican State Committee of Ohio for forty years. She organized the Junior League of Dayton; was a director of the Dayton Art Institute; a Trustee of Wilberforce University; and, founded the Comedy Club of Dayton as well as the Visiting Nurses Association. I find it so interesting that this house - the hub of Mrs. Brown's life of service - will now be the new home of The Salvation Army."

Mrs. Brown's papers are in good hands with Ms. Dewey and her staff. WSU houses the largest Wright Brothers collection in the world, and is known as the place for serious research on the history of aviation. Other collections at WSU feature political figures, major arts organizations, churches, civic groups, women's history, and the letters, diaries and photographs of the "First Families" of Dayton.

"We are very proud of The Salvation Army for saving Duncarrick, and for inviting our team of archivists in to preserve and protect Mrs. Brown's legacy. There is a lot to be proud of here, especially at a time when other cities have disrespected the role history can play in their future. This work is very significant, historically, and will benefit the public and researchers for years to come. We look forward to making this collection available to the public at our Library, through outreach programs and workshops, and in exhibits at the home itself. I hope everyone will come out to Duncarrick to learn why it was important to save it," remarks Ms. Dewey.

Kroc Center Membership Packages and Benefits

ANNUAL MEMBERSHIP FEES

Individual	\$84
Family (4 members)	\$168
Add'l Member	\$42
Kroc Perks Single	\$156
Kroc Perks Family	\$312

MEMBERSHIP DISCOUNTS

10% on Apparel
Events
Program/Class Fees
Food Purchases

MEMBERSHIP BENEFITS

Pre-Registration
Early Notification of Events
Fitness Center
Tech Café
Open Gym
After School Programs
Fitness Fundamentals Class
Life Skills Class
Senior Benefits

COUPON BOOKLET

As part of the Annual Membership Fee, each family will receive two coupon books if full year membership is purchased. Additional books can be purchased for \$10. There are 12 coupons in each book:

Free Popcorn
Guest Passes (3)
Fitness Class: Buy One/Get One ½ Price
Pop: Buy One/Get One Free
Kroc Logo Item: 25% Off
Membership Renewal: 20% Off

“Everybody gets to come to the Kroc. We will find a way.”

Those words, from Major Tom Duperree, perfectly express The Salvation Army's commitment to serve every man, woman and child who wants to participate in all that the Kroc Center offers. After school programs, computer labs, piano lessons, basketball leagues, movies, literacy classes, aerobics and a food pantry are just a few of the treasures waiting at the Kroc Center.

Individual and family memberships are available, but what about the very deserving people who cannot afford to join, or need help paying for specific programs? As the Major says, “We will find a way.”

To that end, a Sponsorship Program with a goal of \$250,000 is being established with the express purpose of funding scholarships and programs for needy children and families. This Program will defray the costs of membership and programming so that those in need will only have to pay a minimal amount per month to enjoy all that the Kroc has to offer. Reggie Winters, Business Administrator of Dayton's Salvation Army, reports: “Because of this Program, all will be welcome and no one will be turned away. Some very generous foundations, companies and individuals – led by a \$100,000 gift from the Mathile Family Foundation - have already stepped forward and donated two-thirds of the funds needed for memberships and programming.”

About the Construction Company

DANIS BUILDING CONSTRUCTION COMPANY

Founded in 1916 by B.G. Danis, the Danis Building Construction Company is a third-generation, privately owned corporation based in Dayton, Ohio. Danis serves Ohio, Indiana, Kentucky and Florida, specializing in public and private building and industrial projects. With more than 94 years of experience, Danis offers expertise in general construction, design/build, construction management and build-to-suit lease back, as well as experience in the corporate, health/elderly care, education, retail, hospitality/entertainment and industrial markets.

Throughout the company's history, Danis has received praise for its quality work and service, its timely delivery and ability to remain under the project budget. Danis prides itself with meeting client challenges, whether they are budgets, schedules, site condition or unique designs.

About the Architectural Firm

JOHN POE ARCHITECTS

John Poe Architects, Inc. is a full service architectural and interior design firm located in Dayton, Ohio. In their 25 year history, they have developed a strong portfolio of experience including both public and private projects, specializing in health care and recreation design. The hallmark to their success has been their ability to retain nearly 100% of their clients. On every project, JPA's mission is to exceed expectations and deliver a building that both functions successfully for users and contributes architectural value to its environment.