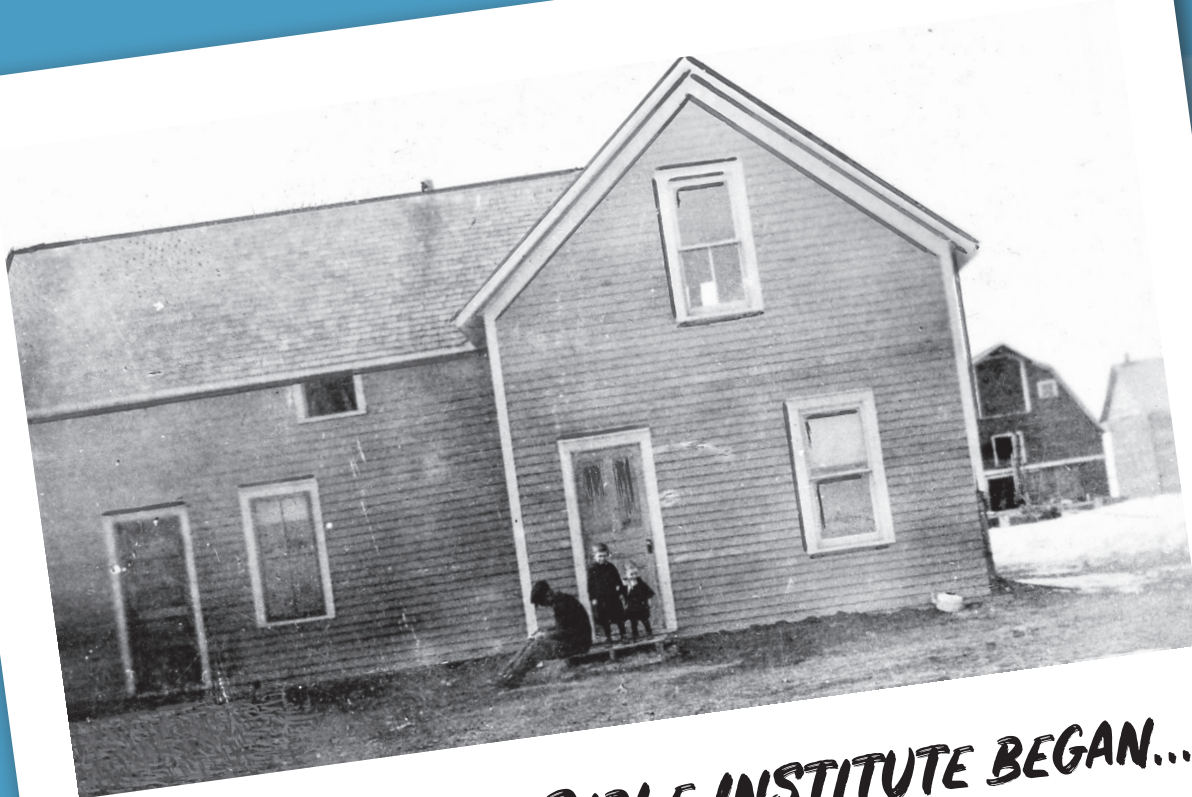




PRAIRIE COLLEGE

CAMPAIGN FOR
**GREATER
IMPACT**





**WHERE PRAIRIE BIBLE INSTITUTE BEGAN...
ESTABLISHED 1922.**

To Know Christ and
Make Him Known.

WHY NOW?

THE PRAIRIE CAMPAIGN FOR GREATER IMPACT!

Sometimes God calls his people to take a big, bold step and now is the time for ***Prairie's Campaign for Greater Impact.***

For over a century, God has used the inspired work of Prairie College in Three Hills, Alberta to impact His world. Here is where students come "*To Know Christ and Make Him Known*". With over 17,000 alumni in 119 countries, Prairie's storied history has laid a strong foundation for even greater impact in our rapidly changing world of the 21st century.

The next generation of Christian leaders will face challenges unknown to previous generations. Technology and social media are re-shaping vocational spaces, family life, and church practice. Our confused and broken world desperately needs a new generation of missional professionals who will live out the life-giving message of Jesus in their vocational calling.

This is why the world needs more of Prairie College. Prairie is committed to providing the very best in Christ-centered, Bible-sourced, Christian higher education. Prairie faculty and staff are passionate about educating Christian leaders who will respond to the times with faith, hope, truth, goodness, and marketable, leading-edge skills.

The *Campaign for Greater Impact* will position Prairie as a prime epicenter for educating 21st century missional leaders who "*Know Christ and Make Him Known*". Through your investment in Prairie's future, together we will create a balanced campus of new and renovated facilities, along with world-class technology relevant for a digital world.

God is calling us to think big, take risks, and commit to continuous innovation in the pursuit of greater impact in His world. Now is the time for Prairie alumni and friends to take a big, inspired step.

Together we can expand our reach for God's glory by renewing Prairie's infrastructure through this **Campaign for Greater Impact.**



"Prairie College's vision is to be a leading education centre for missional professionals... leaders who will deliver a greater impact for God's glory."

~ Mark L. Maxwell



Our strategic direction is grounded in the objective to "exalt above all things, the name of God and His Word" (From Psalm 138:2).

— A GREATER IMPACT —

Dear Friend of Prairie College,

At Prairie College we are passionate about educating a new generation of missional professionals who are called "to know Christ and make Him known," graduates who will meet the greatest needs of our world in the years ahead.

Our Commitment

To realize this vision, we are uncompromisingly committed to anchoring each of our programs in Scripture, from one-year certificates to four-year degrees. This is because we believe the Bible is the source of all truth and is the foundation for a flourishing life. God's Word is "a lamp to our feet and a light to our pathway." (Ps.119:105) As we look to the future, we therefore firmly place the canon of Scripture at the centre of every student's program. It is the hub from which all other study stems.

Our Dream

Prairie has begun a five-year, God-sized plan to renew our campus buildings as we dream of attracting 750 students on campus, 7,500 on-line students, and each year sending 250 graduate to impact the nations. We must provide Prairie's students with the very best in Christian education facilities, programming, and support for the 21st century. With God's help, we have therefore launched **Phase One of our Campaign for Greater Impact.**

In this first phase of Prairie's Campaign, our goal is to raise \$50 million to address urgent priorities for campus renewal. These priorities include: replacing out-dated student residences with new residences, a new dining hall, repurposing our present dining hall into a contemporary worship auditorium, doubling the size of Prairie's aviation training centre, and providing funds for sidewalk and road upgrades, scholarships and new program development.

Once Phase One of Prairie's campus renewal is completed, we will determine the right time to transition into Phase Two of Prairie's Campaign for Greater Impact. This future Phase will include necessary funding for expansion of the athletic centre, a new student centre, and renovation of Founder's Hall, along with continuing investments in infrastructure, scholarships, and new program development.

As we begin this journey of renewing Prairie's campus for greater impact, I invite you to join us and courageously step into Phase One of our vision for Prairie's future. The world needs more Prairie! With your generous support, we can continue Prairie's legacy of equipping students to serve God's purposes in the decades ahead.



Mark L. Maxwell
President

MESSAGE FROM THE CAMPAIGN CHAIR

It is a great privilege to serve as Honorary Chair for Prairie's *Campaign for Greater Impact*. My Dad, Marvin Dunn, was a 1933 graduate. As a student, I was a teaching assistant for Mark's Grandpa, L. E. Maxwell, graduating in 1967, but not before meeting LeAnna Gerber (1969 graduate), my wife to be. The school's mission is the same today as it was 100 years ago – "To Know Christ and Make Him Known."

Our world, which is increasingly interconnected across borders, industries, and cultures, is looking for leaders who continue to embrace Galatians 2:20 – to be "crucified with Christ." We need leaders who are selfless, mission focused, empathetic, leaders with marketplace acumen, not content with the status quo – leaders who will continue to embrace and persevere with Prairie's vision of global access to the Gospel.

For over 100 hundred years, Prairie's mission has been to train students in the Scriptures, challenging them to **whole-hearted discipleship**, and equipping them with skills to meet the greatest needs of the world. Bible training continues to be the College's bedrock, integrated into every professional program.

In recent years Prairie introduced fresh, innovative ways to fulfill its historic purpose. The College has pioneered several creative vocational tracks, such as aviation, that empower students with specialized skills to meet global needs. Prairie will continue to **refine the innovations and excellence of its programs**, as it moves forward to create a greater impact throughout the world.

I've been closely observing the impact Mark Maxwell's leadership has had on Prairie. He is a man of God with integrity, who, along with his wife Elaine, has firmly led the school into the twenty-first century. He has perpetuated the centrality of the Scriptures in each of the courses the school offers. They are a couple that God has positioned to consolidate and strengthen the future of Prairie.

I join with President Maxwell to challenge each of you to partner with us in the vision of a state-of-the-art campus that we can leverage for the growth of Prairie. We are grateful for our over 100-year legacy. We move forward in faith with courage and optimism, confident of God's continued blessing on Prairie's mission.



Peter Graham Dunn
Honorary Campaign Chair

IMPACT FOR THE 21ST CENTURY

For a century, Prairie has known that each generation of leaders would face new challenges unlike those who preceded them. Today, technology and information are re-shaping vocational spaces, marriages, and the church. Equipping emerging leaders with the values and skills to be missional professionals will enable them to navigate 21st century realities. Our focus is on three outcomes:

MISSIONAL PROFESSIONALS

The world needs leaders who will respond to the times with faith, hope, truth, goodness, and marketable, leading-edge skills. This is the task Prairie College enthusiastically embraces: To be a school where Bible/Theology is on the throne. **We do so in the context of our motto: to know Christ and make Him known.**

GREATER IMPACT

Vocational training is not sufficient to thrive in the modern world. Vocational training grants access to careers, but our current reality indicates many are not thriving. A biblically-grounded worldview equips and catalyzes Prairie graduates to be missional leaders, who will, in turn, generate a lasting impact for the Kingdom of God wherever life takes them. Prairie's education will set them up for success over their life and career journey.

LEGACY

Prairie's legacy has always been, and continues to be, carried by our graduates all over the globe. Wherever our alumni serve, be it in businesses, hospitals, cockpits, pulpits, classrooms, or beyond, they are prepared to bring the life of the Gospel into whatever corner of the world God takes them. They will be able to care for their neighborhoods, colleagues, friends, and nations by responding to the great needs around them. The world needs faithful leaders who are missionally-focused to know Christ and make Him known!

***TAKE A JOURNEY WITH US NOW INTO THE REIMAGINED
PRAIRIE COLLEGE!***

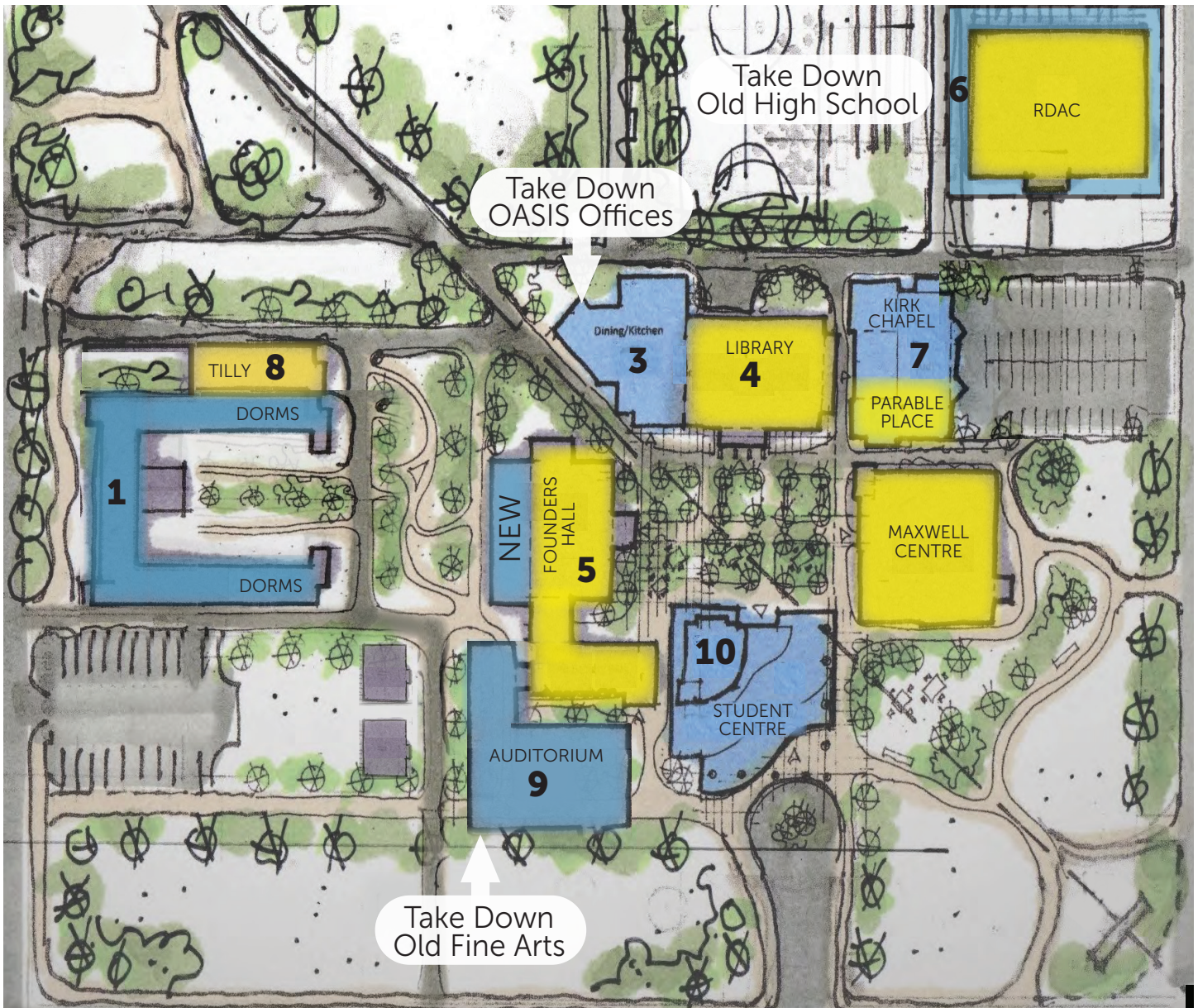


THE VISION FOR A MODERN CAMPUS

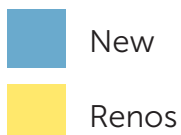
A modern campus requires an investment that is bold, (and even expensive) but each project element is strategic and designed for the exponential growth of our vision. The reimagined campus will be a balanced mix of buildings and technology, as the world becomes ever more digital. Every new and renovated space will be infused with technology to connect Prairie to its global community of students and alumni, and position every Prairie program in the top 25% of similar programs worldwide!

TAKE A JOURNEY WITH US NOW INTO THE REIMAGINED, PRAIRIE COLLEGE!

THE ELEMENTS



COLOUR CODE



PRAIRIE'S CAMPAIGN FOR GREATER IMPACT

PHASE ONE GOAL \$50 MILLION

We are not called to stand still!

Prairie College aims to be distinct. Our faithful history led us to unimagined success.

Prairie's vision for a renewed campus is ultimately not about buildings, or infrastructure, or technology. These are only tools.

The inspiring dream of Prairie's campaign and all its spaces, is to be able to effectively prepare the next generation of missional professionals for greater impact in such a time as this.

We can not do this alone.

We need faithful supporters: alumni, friends and community leaders to join us in this vision: investing in new and renovated buildings, modern sidewalks and roads, scholarships and technology for the glory of God and his purposes.

When you join with us in this vision, you play a vital role in equipping Prairie's graduates for greater impact.

"I'm in favour of setting goals that are doomed to failure unless God is in them."

Peter Wall, Board Member



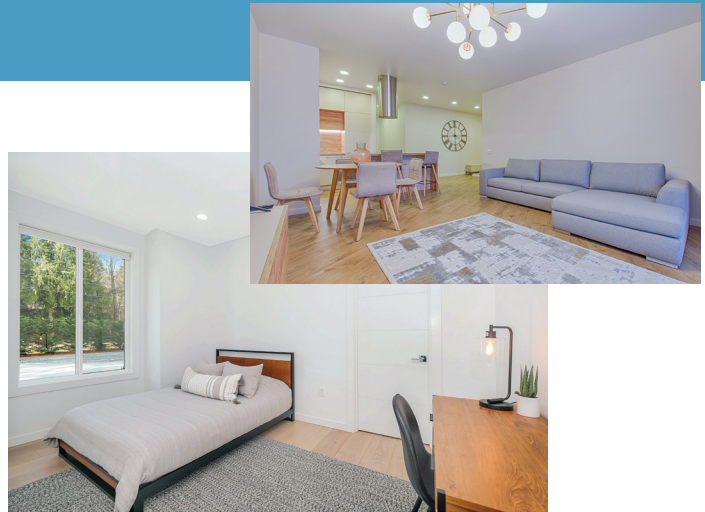
CAMPAIGN PRIORITIES

PHASE ONE GOAL \$50 MILLION

NEW RESIDENCES

\$15 Million

Building attractive new student residences will significantly improve our on-campus quality of life for students, and enhance student retention and recruitment. After careful consideration of the cost of renovating the Memorial, Cunningham, and Dearing Halls, we have decided the most cost effective solution will be to build new Residence space, providing students with contemporary apartment-style communal living. Residences will be equipped with elevators and living spaces designed for special needs students.



EXPAND AVIATION TRAINING CENTRE

\$2.5 Million (Total Project \$5 Million)

Prairie's aviation program has grown exponentially over the past 30 years. Our partnership with Mission Aviation Fellow Canada (MAF) has made this program a remarkable success. We are bulging at the seams and do not have sufficient room to properly accommodate students. Our vision is to double capacity in Prairie's Aviation Training Centre. The expansion of our hangar facility to include more space for classrooms, simulators, maintenance facilities, study space, and lounge will enable us to double our annual intake of pilots and mechanics in training. MAF has agreed to raise 50% of the \$5 million required for this expansion, with Prairie committed to raise the remaining \$2.5 million.



NEW CAFETERIA

\$4.2 Million

Prairie needs a new Dining Hall for two compelling reasons. The present Dining Hall is simply too large and is under-utilized. As such, costs to operate the Dining Hall are an excessive burden on Prairie's operating budget. By building a new, smaller cafeteria, which would incorporate and upgrade the present kitchen, Prairie can provide an improved experience for students at a greater cost-efficiency. Building a new Dining Hall then releases the present Dining Hall to be effectively repurposed as a Worship auditorium.



NEW AUDITORIUM IN RENOVATED DINING HALL \$6 Million

Prairie urgently needs a new Auditorium and worship space to replace its present auditorium which lacks washroom space, cannot accommodate special needs students, and suffers from a deficiency of modern aesthetic features. By building a new Cafeteria, Prairie will be able to repurpose the present Dining Hall into a New Auditorium. This modernized gathering space would accommodate up to 750 people and draw the Prairie community to God in personal and corporate worship. The New Auditorium will be the laboratory for Prairie's Music and Worship Arts program. Renovations will also include much-needed new washrooms and a spacious entry.



CAMPUS INFRASTRUCTURE UPGRADE \$8 Million

As Prairie's campus buildings are renewed, our sidewalks, parking lots, roads and green spaces will be creatively improved to present a welcoming "harmonized" campus where buildings and exterior spaces work together to glorify God and provide students, parents, and visitors with an inspiring campus experience.



SCHOLARSHIPS, INNOVATIVE TECHNOLOGY, & PROGRAM DEVELOPMENT \$13.5 Million

Renewing Prairie's infrastructure to provide the highest quality of on-campus life for students is crucial for Prairie's future success. But just as important will be providing students with the necessary scholarship support, 21st century technology, and contemporary programming that will meet students' future career needs. Prairie needs to significantly expand scholarship and bursary funds for new and returning students. Prairie has already gone borderless with its Campus-wide HyFlex Technology - where students can video into real-time classes from anywhere in the world. Expansion of HyFlex to all classrooms is essential. And because career options for training missional professionals will change dramatically in coming decades, Prairie needs to continue developing new career programming tracks.



WHY PRAIRIE COLLEGE

COMMITTED: Prairie College is a private Christian college located in Three Hills, Alberta. Prairie College is one of Canada's leading post-secondary institutions for interdenominational Christ-centered education. From the foundation of the school in 1922, our heartbeat has been **"To know Christ and make Him known."** We continue in that tradition, in alignment with the global church. For Prairie this means that our purpose is to be, and invite others to be, lovers of God, and as a result they make disciples, influence culture, and participate in building His kingdom!

HISTORY: We are building on a 100-year history that began on October 9, 1922, with eight students meeting in a small farmhouse. Prairie is focused on the future, while firmly committed to the foundational values of biblically educating and mobilizing the next generation to meet the greatest needs of the world.

INCLUSIVE: Prairie welcomes students from all ethnic backgrounds and denominations and sends students out to all people groups, both in Canada and abroad. Offering 12 programmatic streams of learning and with a network of 17,000 alumni, Prairie's dynamic campus community is globally-minded and driven to greater impact in response to the greatest needs of the world. Because of that mission, our dedication, and our rich history, we firmly believe that Prairie is the only Christian college of its kind in Canada.

Prairie's Mission Statement

To help establish God's kingdom by equipping and mentoring individuals through biblically integrated education for life and careers that will meet the greatest needs of the world for the glory of God.



STRATEGIC: With strategic investments over the next 5 years, Prairie College is positioning itself to become a global leader, dedicated to our mission by utilizing a state-of-the-art campus, with a balanced mix of buildings and global-reaching technology. This investment will expand our capacity to 750 students on campus and more than 7,500 online. We will expand and hone our programs to be in the top 25% of similar programs in the world. We will incentivize, retain, and increase our high-quality staff. We will develop online and satellite campuses to enroll students from around the globe and we will leverage partnerships, in order to stay lean.

EXPERIENCED: Prairie College has a great track record of delivering on our commitments. We have made significant strides in improving and modernizing our campus to benefit the students and our community. Recently, we completed our HyFlex Classroom Upgrade. This campaign funded the retrofit of 6 classrooms with new and innovative HyFlex technology to accommodate hybrid learning, in response to COVID-19 health and safety measures. This \$150,000 investment in technology allows for students to receive the same excellence in education and close-knit community, but with the flexibility to learn online anywhere in the world.

RESPONSIBLE: We have a proven track record of mobilizing capital and the necessary resources to hit milestones on time, and complete capital improvement projects. We believe that to whom much is given, much is required – we strive to be good stewards of what is entrusted to us.

TRANSPARENT: Each capital campaign and each capital project undergoes a comprehensive evaluation which can be published to funders as a report, and indicates the use of funds and provides an analysis of the progress on the capital work.

VALUES: Prairie is an interdenominational community that is committed to the following values:

- **Christ-Centered** – Christ is the life-transforming centre of and reason for our learning community. We lovingly follow Him, under the guidance of the Holy Spirit, and gratefully depend on the Lord Almighty for all our needs.
- **Bible Based** – The Bible is the God-breathed Truth through which He nourishes our community. We willingly obey it and willingly submit our lives, community, and program to its authority. We do this through seven courses for every degree-earning student.
- **Discipleship Directed** – We are a faith community being discipled by one another as followers of Jesus. We diligently teach and eagerly learn His truth to be transformed together into His likeness.
- **Mission Mandated** – God is on mission to bring redemption and reconciliation, sending His Church as ambassadors to the world. We actively respond through lives of servanthood and sacrifice to honour God and for the good of others.

"The world is discovering Prairie College. Our goal is to be the 'go-to' school for the future generations. Demand for innovative educational products is increasing and Prairie stands ready to respond with excellence, quality, and leading-edge educational opportunities."

Mark L. Maxwell

AN INVITATION TO PARTNER

TOWARDS A GREATER IMPACT – TOGETHER

God has called Prairie to greater impact for the sake of all nations. The challenge is significant. The vision of a hundred million dollars of investment in Prairie is bold. We believe that we live in an age and time that calls for courage, and Prairie is called to lead a movement of missional professionals and leaders. We invite you to join us to meet this challenge with your labour, influence, finances, and expertise.

Partner with us to 'build' Prairie College in a place that will be known as the educational epicenter of training to bring transformative change to our world.

When you join with us in this vision, you play an important role in equipping Prairie's graduates for greater impact.



WHAT OUR STUDENTS HAVE TO SAY

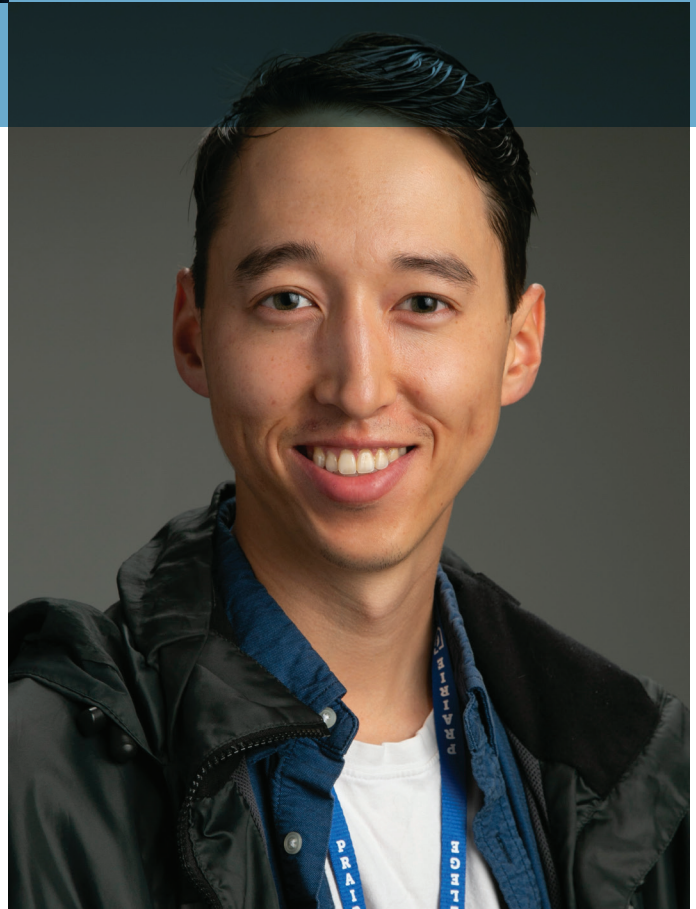


"The Digital Media program at Prairie College has equipped me with a solid foundation in the realm of media for me to be able to grow my skills as a photographer, videographer, and designer. However, Prairie goes one step further and teaches students how to use these passions to further Christ's kingdom. Using photography and videography as a medium to reach people for Christ is a developing ministry in the missions world."

~ **Sheena**, 2018 Digital Media Alumna

"The knowledge and skills I gained at Prairie immediately gave me opportunities to fly both domestically or internationally after graduation...Many of my former classmates also now fly for Air Canada Jazz, the Royal Canadian Air Force, International/Domestic Medevac, cargo operations, instructing and bush flying. Whatever the type of flying you want to pursue, with hard work and perseverance, Prairie will give you the tools to be able to succeed in this career."

~ **Johan**, 2015 Aviation Alumnus



LEAVING A LASTING LEGACY

A. Cash or Equivalents

- Give one time, pledge over five-years, or commit to a monthly gift.

B. Naming Opportunities

- Remind future generations what Prairie College has meant to you by funding a program, chair, professorship, award or space in your name, or in someone's honour.

C. Shares

- Give publicly-listed securities, including stocks, bonds, bills, and mutual funds. Transfer the shares and be exempt from tax on capital gains as a result of your charitable gift.

D. Wills, Bequests, RSPs, RRIFs, & Pension Assets

- Leave a lasting legacy and contribute a gift greater than may have been possible during your lifetime.

E. Charitable Trusts

- Enjoy tax benefits today for assets donated to Prairie in your will through residual or remainder trusts.

F. Gift Annuities

- Generous income for life (largely or all tax free) plus charitable receipt now.

G. Life Insurance

- Leave a substantial legacy and enjoy tax advantage for your estate.

H. Property

- Give a gift-in-kind and receive a tax receipt for the fair market value of your gift. You may also be eligible to offset or eliminate taxable capital gains.

To learn more about the campaign and/or commit your support to *Prairie's Campaign for Greater Impact*, connect with us today:



MARK L. MAXWELL

President

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Cell: **403-443-3403**



KENDI DYCK

Director of Development

Email: kendi.dyck@prairie.edu

Cell: **306-631-3522**

TOWARDS A GREATER IMPACT

CAMPAIGN PLEDGE FORM

CONTACT INFORMATION

Name _____
Address _____
City _____ Province/State _____ Postal Code/Zip _____
Phone _____ Email _____

PLEDGE INFORMATION

☐ YES, I (we) want to contribute to Prairie College's Campaign for Greater Impact.

☐ General Contribution to the Campaign

☐ Designated for specific project and/or naming opportunity

☐ Program fund

☐ I (we) have enclosed a gift of \$ _____

☐ I (we) wish to pledge this amount \$ _____ to be donated over?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 year(s)

CONTRIBUTION

I (we) plan to make my (our) contribution in the form of:

☐ Cash or Equivalents

☐ Naming Opportunities

☐ Shares

☐ Wills, Bequests, RSPs, RRIFs, & Pension Assets

☐ Charitable Trusts

☐ Gift Annuities

☐ Life Insurance

☐ Property

I (we) commit to fulfill our pledge to Prairie College as we join them in desiring to see Prairie College have a greater impact on the world.

Signature _____

Upon receipt of your pledge form, Prairie's campaign team will follow up with you to confirm the details and facilitate the aspirations you have supporting the **Prairie's Campaign for Greater Impact**.



To Know Christ





and Make Him Known.





PRAIRIE COLLEGE



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