



# News Release

Contact Person: Leta Powell Drake  
Director of Development and Community Relations

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office: (402) 474-6263 x105 | fax: (402) 474-6261 | cell: (402) 499-5952  
2625 Potter Street | Lincoln, Nebraska 68503  
leta@neb.rr.com

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## Record-breaking Joan Kroc Donation to Salvation Army Could Mean New Community Center for Lincoln

A gift of \$1.5 billion, the largest single donation ever given to a charity, may soon impact Lincoln in the form of a new community center. The donation from the estate of Joan Kroc, wife of McDonalds Corp. founder Ray Kroc, was specifically designated for the development of 25 to 30 new community centers across the United States.

The Salvation Army of Lincoln will apply for funding of a state-of-the-art community center in the range of \$20-100 million. Lincoln's application requires raising local matching funds. The Army is calling on Lincoln's civic officials, social organizations and individuals to help raise the necessary matching funds.

Following Mrs. Kroc's lead, Major Robert Boone, Lincoln Corps commanding officer, said "Our mission is to build a center where all cultures come together in celebration of life through programs and services that strengthen the community and bring peace to all. But we need help from everyone in Lincoln to raise the matching funds."

"This is a tremendous opportunity for all of Lincoln, and I fully support the Salvation Army in seeking this funding," said Mayor Coleen J. Seng. "A community center like the one envisioned would serve the families of this community far into the future. The support of all sectors of the community is very important as this process moves forward."

Preliminary plans include 24-hour child care, a senior center, cultural community space, computer labs, teaching labs and a 600-seat Performing Arts Theatre. Recreation facilities would include an aquatic complex, ice arena, rock climbing wall, skateboard park, gymnasium, basketball courts, soccer fields and more. The Salvation Army's established programs, services and worship center will be included in the design. Existing Lincoln social service organizations will be invited to augment their programs in this new facility.

The new center would be located in the area of greatest need and where neighbors would welcome it. The size will depend on the partners who support the project.

The language and conditions of the Joan Kroc bequest are precise in directing use of the funds; half of each gift will build a new center and half will be placed into an endowment, from which interest will be used to *partially* support a new center's operations. Mrs. Kroc stipulated that the endowment funds not cover all the expenses of a community center, and she clearly communicated her expectation that the communities selected for new centers will need to provide additional support for operational purposes.

(more)

"This is a new era for The Salvation Army. We recognize the unique fundraising challenges posed by this gift, but we are confident that the citizens of Lincoln and our corporate supporters will respond to the remarkable opportunity that Mrs. Kroc has given to all of us," said Jon Foreman, Salvation Army Advisory Board chair.

"Our preliminary and most urgent goal is to receive commitments from organizations, agencies and people who want to partner with us now, to ensure we have the support that is needed to bring this money to Lincoln," Foreman said.

"Agencies and corporations can partner in a variety of ways: with programs, in-kind support, rental/ lease opportunities or dollars. Our deadline for these commitments is short. The request for proposal to build such a facility in Lincoln is due September 30, 2004," Foreman said.

The Kroc gift was designated to be divided equally among the Army's four geographic territories. Lincoln is in the central territory. The first of the state-of-the-art Kroc community centers was recently opened in San Diego, CA.

Leta Powell Drake, Salvation Army of Lincoln Director of Development and Community Relations, noted, "This is a once-in-a-lifetime opportunity for Lincoln. The entire community will benefit. We must move quickly."

The Salvation Army extends an invitation to all potential partners to help build a Ray and Joan Kroc Community Center in Lincoln. Individuals and organization interested in joining in the partnership, should contact any of the following for further information:

Major Robert Boone  
e-mail: [Robert\\_Boone@usc.salvationarmy.org](mailto:Robert_Boone@usc.salvationarmy.org)  
2625 Potter St. Lincoln, NE 68503  
402-474-6263

Leta Powell Drake  
e-mail: [leta@neb.rr.com](mailto:leta@neb.rr.com)  
2625 Potter St. Lincoln, NE 68503  
402-474-6263  
402-499-5952

Jon Foreman  
e-mail: [jonforeman@allstate.com](mailto:jonforeman@allstate.com)

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