

Let's give our youth – the future of our community – the equal advantages they deserve.

If baseball is 90% mental as Yogi Berra said, then East Waterloo Trojans have strikes against them before they even step up to the plate. The facility is less than students deserve. What players focus on and think about before and during the game impacts their performance. But the reasons why **WE MUST RENOVATE NOW** extend beyond the game.

*“At many away games when players get off the bus, they’re in awe of the school’s nice facilities ... they ask ‘Mr. Moses, why don’t we have that?’ I tell them, ‘You’re not going to ask me that anymore because we’re going to have it.’”*  
Tim Moses, East High Athletic Director

**Research shows inadequate athletic facilities reduce the chance of students participating in sports.**  
Playing youth sports has immediate and long-term benefits for students, their families, and communities. It’s linked to better physical, mental, and social health; less substance abuse; higher levels of education and career success; and greater life skills, occupational skills, and leadership qualities.  
–The President’s Council on Sports, Fitness & Nutrition.

**This is important because the kids going to school now are the ones who will live, work, and lead in our community.**  
East High is known for its diverse student body, with proportions of minority students that outpace state averages. Inarguably, minority students are too commonly confronted with socioeconomic disadvantages. Playing sports in the new athletic complex can help give these students – and all students – a positive direction in life.

Together, when we invest in this East High reconstruction, we are investing in our residents, and helping make the community a better place to live.

# We need to knock it out of the park for our East High community! We can't do it without your help.

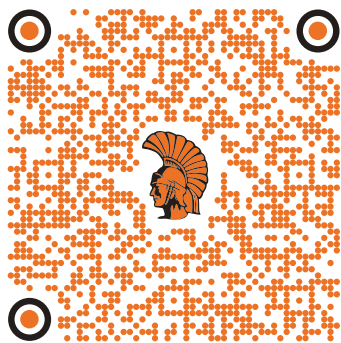


**Your support means so much.**  
**A donation of any size will help.**

Your donation will help build state-of-the-art facilities for tournaments, camps, and community play. Additionally, we will establish an endowment to maintain the East High Athletics so it never returns to its current condition again.

*“I want to make sure our kids are treated fairly and that the playing field is level and that they don’t feel like they’re less than—because we have some very good kids here.”*

Tim Moses, East High Athletic Director



**DONATE ONLINE**  
Use the QR code or visit [EastWaterloo.com/donate](http://EastWaterloo.com/donate)

**DONATE BY U.S. MAIL**  
Mail your check to our fiscal sponsor below. *Please put **East Athletic Campus** in the check memo area.*

**FOR MORE DETAILS**  
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- |  |  |
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There's only one way the East High athletic facilities can cultivate a winning spirit.

**We're urgently asking for your help.**



## The renovation of the Athletic Campus at East High

# A \$6 Million Waterloo Community Project

With fewer than necessary updates over the past 30 years, the athletic campus at East High has steadily deteriorated. And along with it, the pride and spirit of the student-athletes and families in surrounding neighborhoods.

A large-scale renovation is direly needed – and the only way it can happen is with your support.



# This renovation must not wait.



**“The current facility affects the game, the team has tried its best to make the diamond playable.”**  
Eric Jesse, East High baseball coach

Currently, there are no locker rooms. Players change in the press box, the training facilities, or in the restrooms behind the concession stand. The aging dugouts are small. The outfield is pretty rough – and has an infamous hole the team refers to as “the crater.” And there are no lights, so spectators watch during the day in seating with very little shade available.

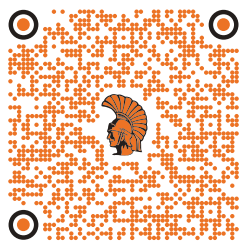
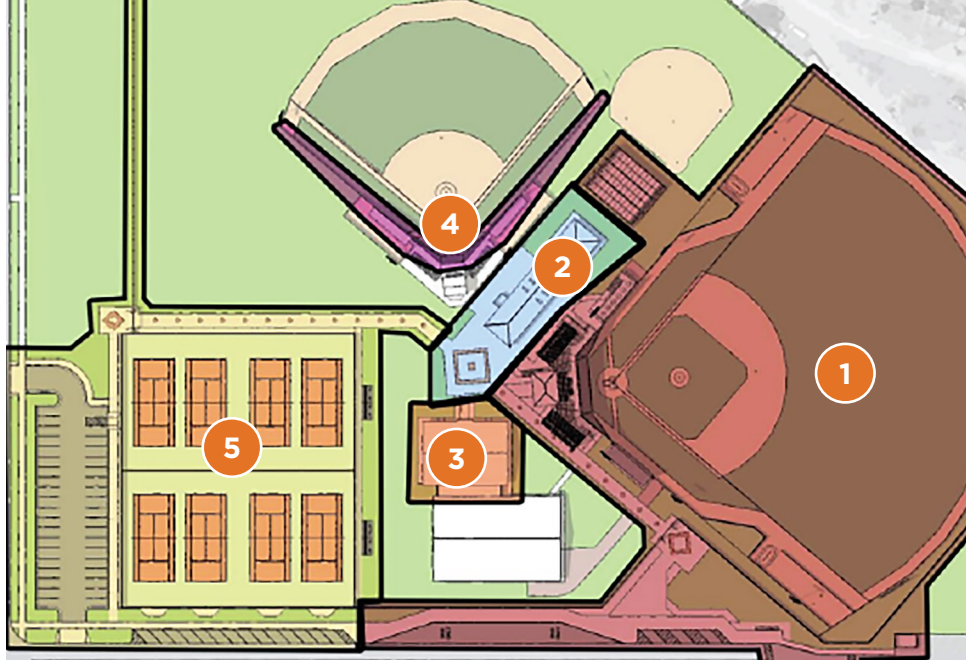
## Modernizing the East High campus is long overdue and must be done now.

- We are seeking **\$6 million** to create an athletic campus that
- Provides **positive and safe athletic experiences**
  - Leads to **better self-esteem, better play**, and a **better chance** for college scholarships
  - **Encourages more kids to play sports** – will share programming with the City of Waterloo Sportsplex, Boys & Girls Club, and the community, which fosters community relationships

# Plans are in place.

## What does the transformation look like? Just for starters ...

- An **enhanced entrance** to Trojan territory will generate a renewed sense of pride.
- Fields, courts, concessions, and locker rooms will be **completely reconstructed**, and the baseball field will finally have **lights for night games**.
- For family, friends, and students who come to watch their players, the grandstand will provide **bleacher seating with shade** – and an **improved view** of the game.
- A **first-class plaza** will feature sidewalks that connect the entire complex and move concessions close to the grandstand.
- Added **basketball** and **pickleball courts** and **renovated tennis courts** will expand recreational opportunities. Pickleball is one of America’s fastest-growing sports.



To see the levels of funding needed and the many ways you can pledge your support, go to **EastWaterloo.com**



EastWaterloo.com

## Here’s how it will unfold.

- 1 Segment** All baseball field work including lights, dugouts, fencing, press box, bleacher seating, scoreboard, batting cages, sidewalks, entrance gate, monument sign, eastern entrance gate, and garbage/recycling enclosure
- 2 Segment** Plaza, sidewalks, concessions, restrooms and storage building, bus lane, streetside ADA parking stalls
- 3 Segment** Locker rooms, clubhouse, bathrooms, team facility, study zone, and coaches quarters
- 4 Segment** Extended softball dugouts, new netting, replaced chain link fencing
- 5 Segment** Courts expansion with the addition of pickleball, basketball, and renovated tennis courts, bleacher seating, northwest entrance gate, parking lot, streetside ADA parking stalls, and remaining fencing for the campus

## You have the power to revitalize East High’s athletic campus and make a positive impact on the community, too.

- Families will have a **safe space to gather**, promoting social **interaction** among kids and adults.
- This **community campus** will give students and city residents **more recreational opportunities**.
- It will help retain and attract a population to **support public infrastructure** and **business vitality**.
- It will contribute to a more **thriving community atmosphere** and may help improve surrounding property values.