

FOR MORE THAN 50 YEARS, ROCHESTER COLLEGE HAS SHAPED THE  
LIVES OF YOUNG PEOPLE THROUGH EDUCATION, PERSONAL MENTORING  
AND SPIRITUAL FORMATION. A CHRISTIAN COLLEGE LOCATED IN  
MICHIGAN'S OAKLAND COUNTY, ROCHESTER COLLEGE IS FOCUSED ON

**BUILDING**

## **WE BUILD CHARACTER.**

OUR STUDENTS LEARN MORE THAN HOW TO MAKE A LIVING; THEY LEARN HOW TO LIVE — WITH PERSONAL INTEGRITY AND WITH RESPECT FOR ONE ANOTHER.

## **WE BUILD FAITH.**

AS A CHRISTIAN COLLEGE, WE BELIEVE THAT HISTORY, SCIENCE, BUSINESS AND THE PROFESSIONS SHOULD BE INFORMED BY FAITH. OUR STUDENTS ARE CHALLENGED TO VIEW THEIR LIVES AND CAREERS IN TERMS OF GOD'S WILL.

## **WE BUILD COMMUNITY.**

FROM THE DIVERSITY OF OUR STUDENT BODY, WE FIND OURSELVES UNITED IN THE PURSUIT OF TRUTH IN OUR VARIOUS FIELDS OF STUDY. WE WORK TOGETHER TO ENVISION AND CREATE A JUST, FAIR AND PEACEFUL WORLD.



# HELP US BUILD.

Our primary concern is not brick-and-mortar building.

**WE BUILD CHARACTER, FAITH AND COMMUNITY.**

But we do need lecture halls and libraries, classrooms and residence halls to achieve our mission.

Our urgent need is a gymnasium that will house student athletic events, enhance campus spirit, and provide impetus for future growth. Functional in a variety of ways, the same building can be used for all-student assemblies and for community service.

It is a facility Rochester College has needed for years. The time has come to make it happen.

Bill and Shirlee Fox have provided a \$1 million challenge gift to launch the project.

**WE NEED YOUR HELP TO MAKE IT A REALITY.**

## **PHASE 1: PROJECT LAUNCH**

As long ago as 2005, Rochester College began dreaming and planning for what was conceived as a Health and Life Sciences Center. The project estimate for that 90,000-square-foot structure was more than \$14 million.

A campaign was started to raise money for the building, but several factors dictated a major delay.

Approximately \$2.5 million was raised toward the \$14 million goal. Various project-related expenses were paid from that fund. Approximately \$1 million was spent in architectural fees, design modifications and site preparation. The major expenditure was a sophisticated energy-management system that would serve not only the new building but the entire RC campus. This \$1.5 million system was mandated by DTE before any construction steps could be initiated for a facility.

## **THE GREAT RECESSION**

Then came the Great Recession of 2007–2008 and a challenge to the very survival of Rochester College. Along with many other small colleges and businesses in our region, we were forced to realign our priorities to deal with this serious challenge. The college is stable now, and the regional economy is recovering. Some important-but-minimal elements of a larger plan were achieved, but we still do not have a Health and Life Sciences Center.

## **RENEWING A BUILDING PROJECT**

We must move the project to completion, but good judgment dictates a deliberate and responsible course of action. We plan to build the complex in three stages, while remaining steadfast in our primary mission of building character, faith and community. This approach allows us to build in successive, manageable increments what we are now calling the Health & Behavioral Sciences Building—to house not only certain athletic programs but also our School of Nursing.

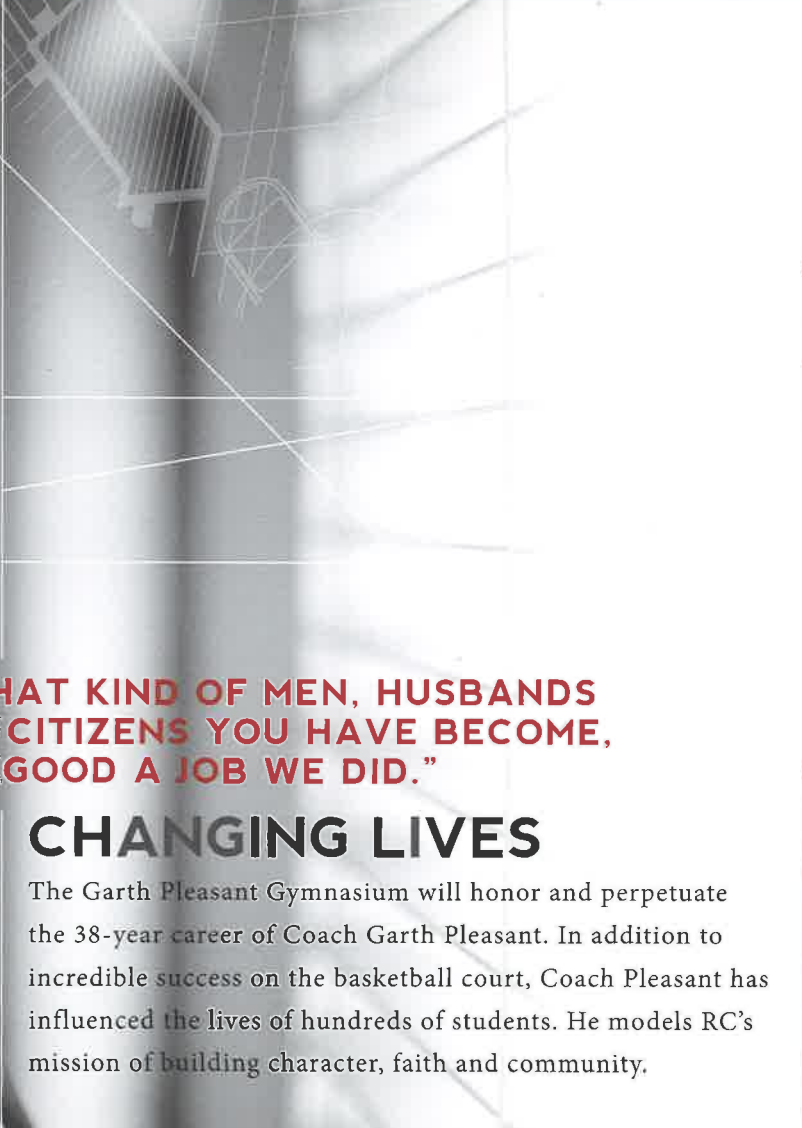
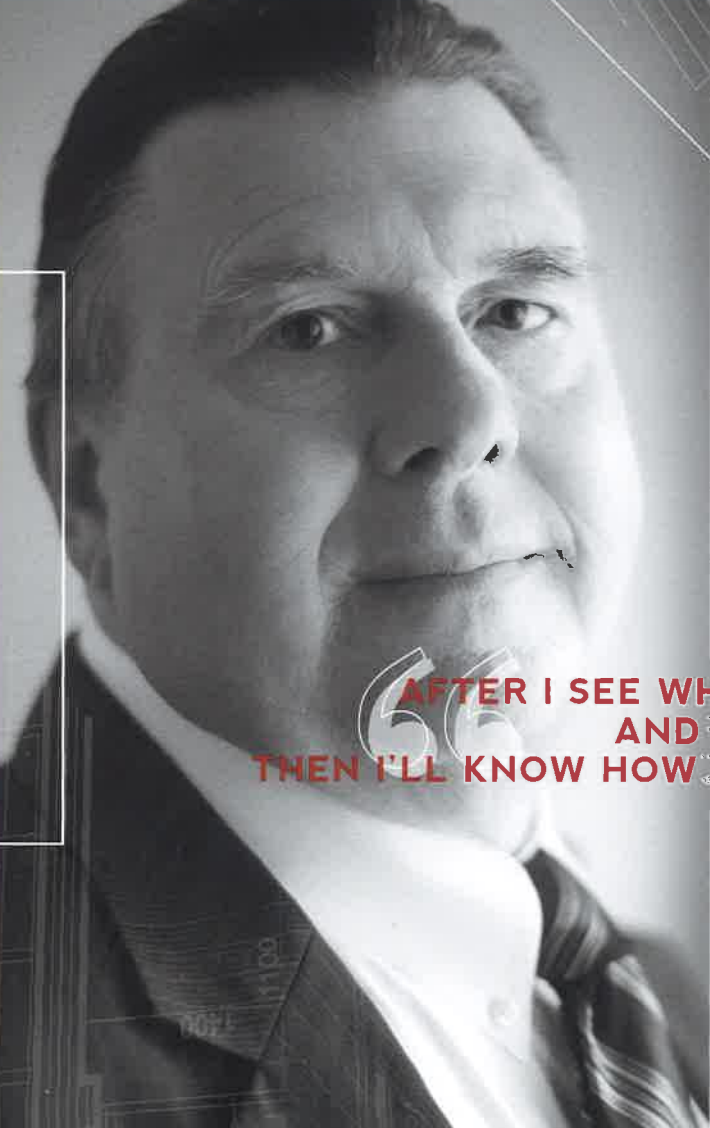




## PHASE 2: THE GARTH PLEASANT GYMNASIUM

With significant infrastructure work now completed, the second step is to build The Garth Pleasant Gymnasium. Garth's long-time friend, Bill Fox, is committed to this project and has offered a \$1 million gift toward the projected \$3.8 million necessary for turnkey construction of the gym. Once the Garth Pleasant Gymnasium is finished, we will add the remainder of the facility as student growth and funding allow.

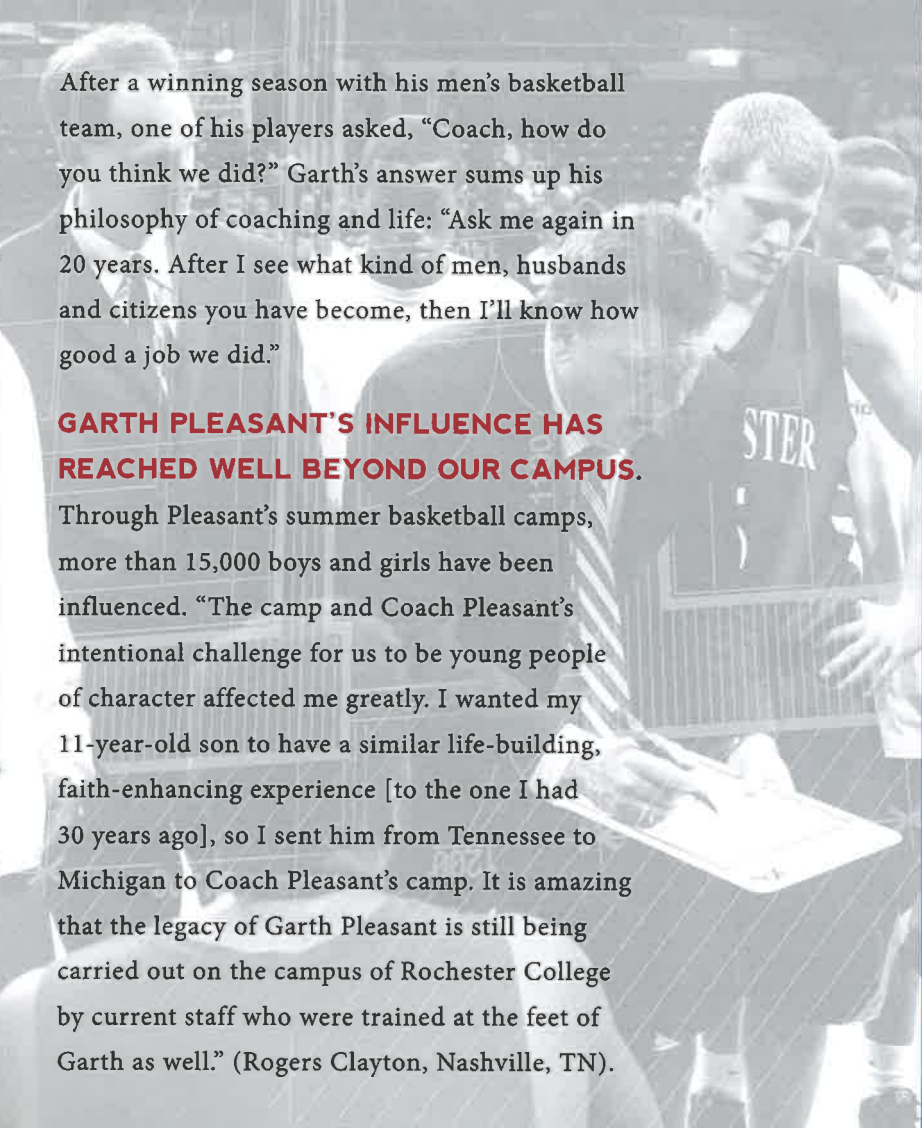




**“AFTER I SEE WHAT KIND OF MEN, HUSBANDS  
AND CITIZENS YOU HAVE BECOME,  
THEN I’LL KNOW HOW GOOD A JOB WE DID.”**

## **CHANGING LIVES**

The Garth Pleasant Gymnasium will honor and perpetuate the 38-year career of Coach Garth Pleasant. In addition to incredible success on the basketball court, Coach Pleasant has influenced the lives of hundreds of students. He models RC’s mission of building character, faith and community.

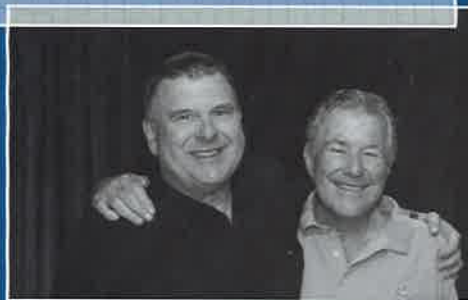


After a winning season with his men's basketball team, one of his players asked, "Coach, how do you think we did?" Garth's answer sums up his philosophy of coaching and life: "Ask me again in 20 years. After I see what kind of men, husbands and citizens you have become, then I'll know how good a job we did."

### **GARTH PLEASANT'S INFLUENCE HAS REACHED WELL BEYOND OUR CAMPUS.**

Through Pleasant's summer basketball camps, more than 15,000 boys and girls have been influenced. "The camp and Coach Pleasant's intentional challenge for us to be young people of character affected me greatly. I wanted my 11-year-old son to have a similar life-building, faith-enhancing experience [to the one I had 30 years ago], so I sent him from Tennessee to Michigan to Coach Pleasant's camp. It is amazing that the legacy of Garth Pleasant is still being carried out on the campus of Rochester College by current staff who were trained at the feet of Garth as well." (Rogers Clayton, Nashville, TN).

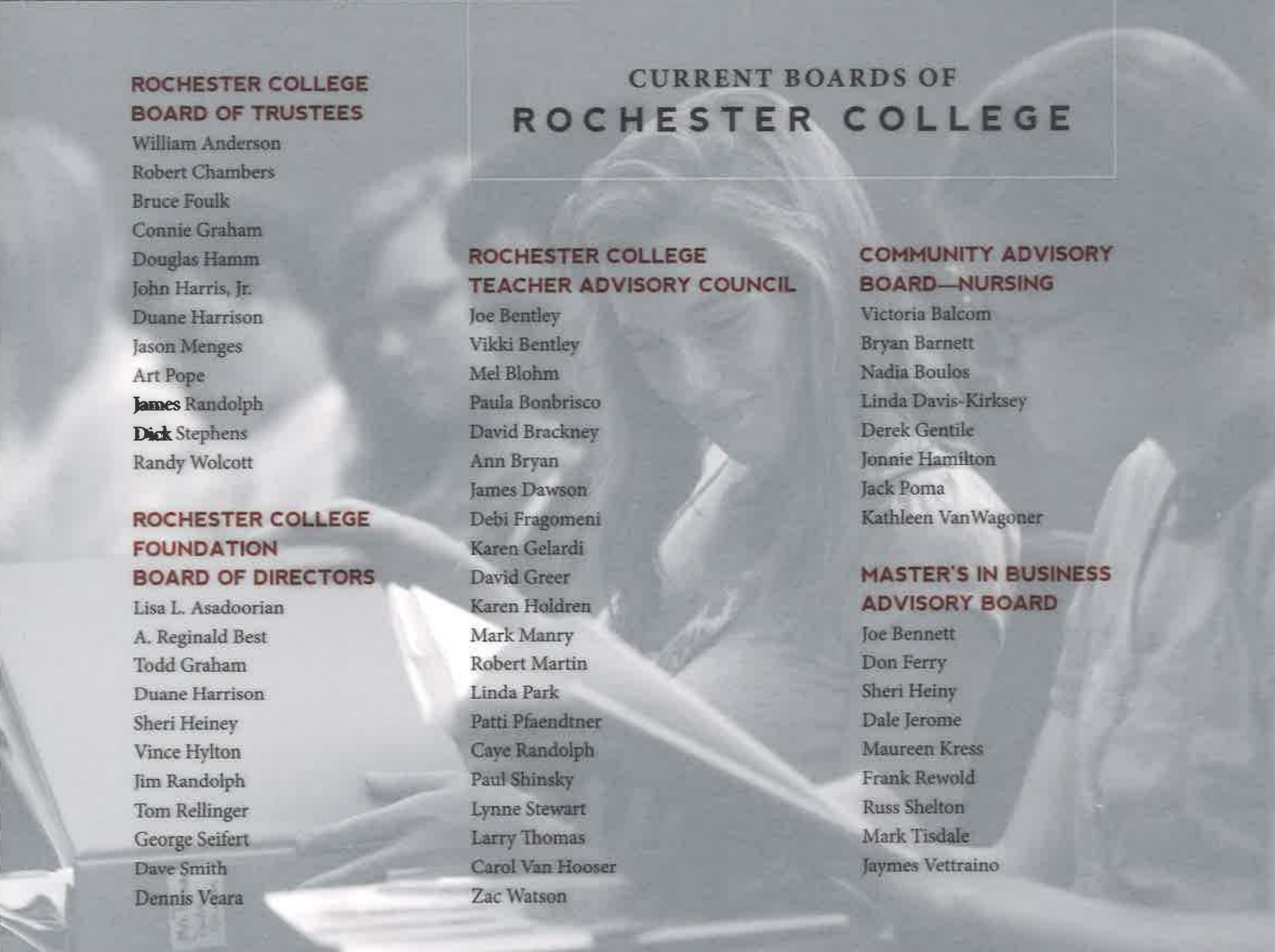
## FRIENDS & PARTNERS



### **GARTH TAKES BOYS AND TURNS THEM INTO MEN."**

**BILL AND SHIRLEE FOX** have been friends and partners with Coach Pleasant throughout the years. Bill and Garth have a unique bond of friendship that few people attain. When Bill was asked about the value he places on the work of Coach Pleasant, this was his answer: "Garth takes boys and turns them into men."

Bill and Shirlee want Garth's legacy and the mission of Rochester College to thrive into future generations. Therefore, they have committed \$1,000,000 to build The Garth Pleasant Gymnasium. Their challenge gift invites the larger community, alumni of Rochester College, and his players to complete this important phase of the school's Health & Behavioral Sciences Building.



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