

CROWLEY'S RIDGE COLLEGE: WHY YOUR SUPPORT IS NEEDED

"Promoting Academic & Spiritual Growth in Every Student, while Serving with Integrity & Excellent Stewardship"

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I. History and Organizational Information:

Crowley's Ridge College (CRC) is an outstanding four-year Christian, community-oriented college in Paragould, Arkansas. CRC's 150-acre campus boasts rolling hills with numerous pine trees and a small lake near its center on scenic Crowley's Ridge. The campus has more than 92,000 square feet of educational related facilities and plenty of room for future growth.

CRC was founded by Dr. Emmett F. Smith, Jr. (honoris causa) in 1964 as an outreach of Churches of Christ, and today, serves students from many backgrounds and religious affiliations. It was the first institution of higher learning in Paragould, and is the only residential college in the city.

Crowley's Ridge College's officially opened its doors on July 6, 1964, and since then seven presidents have served CRC. Dr. Richard Johnson began serving as the seventh president on January 1, 2020. Prior to serving in this role, President Johnson served for more than 12 years at CRC as Vice President for Advancement, as a member of the Executive Leadership Team, and on the Operational and Marketing committees. President Johnson acquired a Doctorate in Organizational Leadership in Higher Education from Abilene Christian University in March 2021.

CRC was granted accreditation by the Higher Learning Commission in 2000 and is a member of the North Central Association. CRC's accreditation was renewed in 2005 and again in 2015 for the ten-year maximum allowed. The next comprehensive evaluation is set for the 2024-2025 academic year.



CRC was approved in 2007 to offer bachelor degrees and currently offers the following degrees:

- Associate of Arts in General Studies
- Bachelor of Arts in General Studies
- Bachelor of Arts in Biblical Studies
- Bachelor of Science in Business Administration
- Bachelor of Science in Education in Elementary Education (K-6)
- Bachelor of Science in Sports Management
- Bachelor of Science in Education in Physical Education (K-12)

CRC also offers minors in the following areas: Biblical Studies; Business Administration; Christian Leadership & Management; and Education.

CRC provides students with a balanced course of studies. In addition to traditional classroom learning, numerous online and flex classes are available. Flex classes allow students unable to attend traditional classes to still access class materials when unable to attend class in person. This method helps students, such as athletes and others, to not fall behind when unable to be in their face-to-face classes.

CRC is currently governed by a Board of Trustees comprised of 15 Christian men and women from four states with nine being alumni. These trustees represent a variety of professions and each shares CRC's commitment to quality Christian education and all financially support CRC.

II. Our Target Population:

Crowley's Ridge College has provided a Christian education for approximately 6,000 students since its founding in 1964. Young men and women from 28 states and 12 countries have attended CRC. Today, students are generally enrolled from 12 states or more. More than 95% of CRC's students receive financial aid and over 50% are from lower income regions in and around the Delta area.

CRC's main service areas include Arkansas, Missouri, and Tennessee, with Arkansas being the largest student representation. Students are provided with more than \$950,000 in annual scholarships. These numerous scholarships assist students in many areas, including academic achievements, Christian leadership and service, Bible majors, missions, athletics, and for a variety of specialized areas and needs. CRC awards such a large amount of scholarships to help our students avoid having such high student loan debt.

CRC's mission is to promote academic and spiritual growth in every student. Achieving our mission is our highest priority. CRC's strategic plan is strongly connected to our mission. Additionally, Crowley's Ridge College has an open enrollment policy and does not discriminate on the basis of race, color, nationality, sex, disability, or age in its programs and activities.

Students are attracted to CRC because of its Christian principles, personal attention, numerous student activities, and affordable costs. CRC has an 8:1 student to faculty ratio. Student activities include: numerous intramural activities, retreats, backpacking, canoeing, ski trip, mission trips, and many other fun things to keep students enjoying college life. A campus ministry, The Ridge Connection, was introduced to the CRC campus in 2020 as well, which hosts tons of events during the school year. Intercollegiate NAIA and club sports programs include: baseball, softball, men and women's basketball, men and women's golf, volleyball, Brazilian Jiu-Jitsu, and disc golf, featuring an on campus 18-hole course. CRC's costs are comparable to Arkansas' public universities and much less than most private colleges and universities throughout the state and nation.

III. Successfully Serving CRC Students:

Crowley's Ridge College does an excellent job of training young men and women to be productive citizens in their communities. CRC has numerous positive outcomes regarding the successful lives of its students while on campus and after graduation. Past and present student successes include:

- Alumni working as ministers, missionaries, doctors, nurses, emergency medical responders, educators, superintendents, college presidents, accountants, bankers, small business owners, police officers, state troopers, game and fish officers, entrepreneurs, homemakers, farmers, politicians, industry managers, and many more important positions.
- Alumni assist CRC graduates in finding a variety of jobs in their communities.
- Alumni frequently return to campus after graduation to assist in weekly devotionals, chapel, and CRC's annual Bible lectureship.
- Alumni represent CRC in their various communities, encouraging area high school students to attend Crowley's Ridge College. Alumni also encourage others to support CRC, and attend area promotional and campus events.
- Many CRC alumni currently serve as preachers and youth ministers among congregations in northeast Arkansas and southeast Missouri. Graduates currently serve or have served in full-time ministry for congregations in 25 states.
- Students and alumni have done mission work in 20 countries on six continents.
- Multiple alumni serve and have formerly served on CRC's board of trustees.



IV. Financial Information:

CRC utilizes an annual zero-based budget process consisting of department budget managers working with the Executive Committee, which includes the Chief Financial Officer. The current board approved budget of Crowley's Ridge College is \$4,156,507. This operational budget is financed by three main sources of revenue: 75% student tuition and fees, 22.5% annual fund gifts from alumni, churches, foundations, businesses, and friends of the college, and 2.5% endowment income.

The general practice and outcome is for CRC to have a positive cash flow each year, in which a majority of any surplus funds are generally utilized for needed capital and program improvements to assist in CRC's future growth. CRC contracts with an independent accounting firm to conduct an annual audit.

V. Concluding Remarks Regarding CRC's Case for Support:

The case for supporting Christian education at Crowley's Ridge College is clear: It's our students. They are CRC's only reason for existing.

CRC strives daily to meet our founders' goal of having CRC graduates strengthen their local congregations and to be Christian leaders throughout their lives. It often does not take long when visiting a congregation, to meet one or more CRC alumni. They often are one of the church leaders and serving in a variety of respected and needed roles. Crowley's Ridge College is indeed making an impact among hundreds of congregations throughout our state, nation, and world.

CRC has seen a variety of students grace our campus—students who had no shortage in options when choosing a college or university to attend; students who were not interested in a large college or university setting; and students who needed a little bit of extra attention in order to succeed.

The extra attention a CRC student receives from teachers and classes tailored to their individual needs allows them to succeed at the college level, while also benefitting them from our Christian environment. CRC strongly believes in the need to help any student who wants to enroll in college. CRC is committed to helping students succeed at the college level and as a Christian, prepare them in all aspects to enjoy a successful life.

VI. How Can YOU Help?

At Crowley's Ridge College, we deeply desire to be good stewards of the money entrusted to us. As you know, a college education is costly, especially at a private school where a significant amount of our funds are from individuals, churches, foundations, and businesses. CRC does not receive funding from the budget of the state of Arkansas as public colleges and universities do. That is why your support is so critical. We appreciate the generous support and prayers provided for CRC. If you do not support or pray for CRC, please begin today. We need your continued support and ask others to join in supporting CRC to help us provide a quality, academic, Christian education for young men and women.

As you know, there are many alarming things going on in our country and world. Crowley's Ridge College has never been more important than it is today. We need and ask for your support. Without the support of friends like you, CRC could not operate. We welcome your tax-deductible donations, including gifts of:

- Cash
- Stocks
- Bonds
- Real Estate
- Personal Property
- Certificates of Deposit
- In-kind goods or services
- Memorial and Honor gifts
- Scholarships in Bible, Academic, Athletics – (*Annual gifts or a larger gift to create an Endowment Fund for these areas, or to Endow a Degree Program, or establish another type of Endowment Fund*)
- Underwrite costs of specific services/programs/technology
- Sponsorship gifts for annual events (*Spirit of America, Reaching Your Dreams, Bible Lectureship, and student trips*)

A planned gift works well for many of our donors, especially with appreciated assets. Our staff can help you with any planned gift to help you receive the most advantageous tax benefits and/or income for life. We work with a variety of professionals, including attorneys, CPAs, financial planners, insurance, and others to help you consider some of the following charitable gift planning options:

- Wills, Bequests (*please include CRC in your Will or Estate Plan. This is a great way to endow your annual giving or to create a restricted endowment fund to provide student scholarships*)
- Charitable IRA Rollover (*charitable gifts without taxing required minimum distribution*)
- Charitable Gift Annuity (*fixed rates, often increases current income for life and retirement income*)
- Charitable Remainder Trust or a Charitable Lead Trust (*find out which trust is best for your situation*)
- Retirement Plans (*great way to leave a charitable gift to CRC and avoid tax consequences to heirs*)
- Life Insurance (*an excellent way to endow your annual giving to CRC or leave a major gift to CRC*)
- Life Estate of home or farm (*income tax deduction for giving to CRC; continue living there for life*)

To donate or learn more about any of these giving opportunities, please contact:



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