



LISA ROBINSON KNOWS THE IMPORTANCE OF GIVING TIME, TALENT, AND TREASURE

# LEADING BY EXAMPLE

WHEN CROSSROADS' 2015 SCHOLARSHIP GALA raised a record \$160,000, Gala Chair Lisa Robinson was thrilled, but not surprised. "The committee members jumped in whenever they were needed," Robinson says of the volunteers who gave their time and talents to the event.

Robinson led by example, building on her experience as Project Coordinator for St. Louis Children's Hospital Foundation. At Children's, she currently works on the Events Team and has worked on the Gift Planning Team with charitable gift annuities and the Children's Legacy Advisory Board. She was inspired to help with the Gala because of what Crossroads means to her and her daughter, LaTrese, class of 2017.

"Crossroads had a different feeling than the other schools we visited,"

Robinson recalls. "They made us feel welcome."

Now that LaTrese has been at Crossroads for several years, Robinson has seen the other

benefits of a Crossroads education. "Crossroads is the best decision I could have made for my child's education," she says. "It offers a safe and relaxed environment that allows students to be themselves, to speak up, and to think outside of their comfort zones. As a result, LaTrese has become more independent and self-confident. She pushes herself beyond measures and has become a much more confident leader. She has a clearer picture of what she wants her future academic life to encompass."

Because she believes so strongly in the school, Robinson donates her time and experience as well as financially to Crossroads. She understands the importance of parent participation in giving to the school, no matter the dollar amount or whether or not a family is a recipient of financial aid or scholarship. All gifts matter.

"I know the importance of donors and giving back because of what I do at the hospital. A lot of the programs and services funded by the St. Louis Children's Hospital Foundation would not be possible without donors," she says.

"At Crossroads, giving to support scholarship is important to me because it's one of my ways of giving back to help other parents, like myself, who want the best education for their children but can't quite afford it," Robinson adds.

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