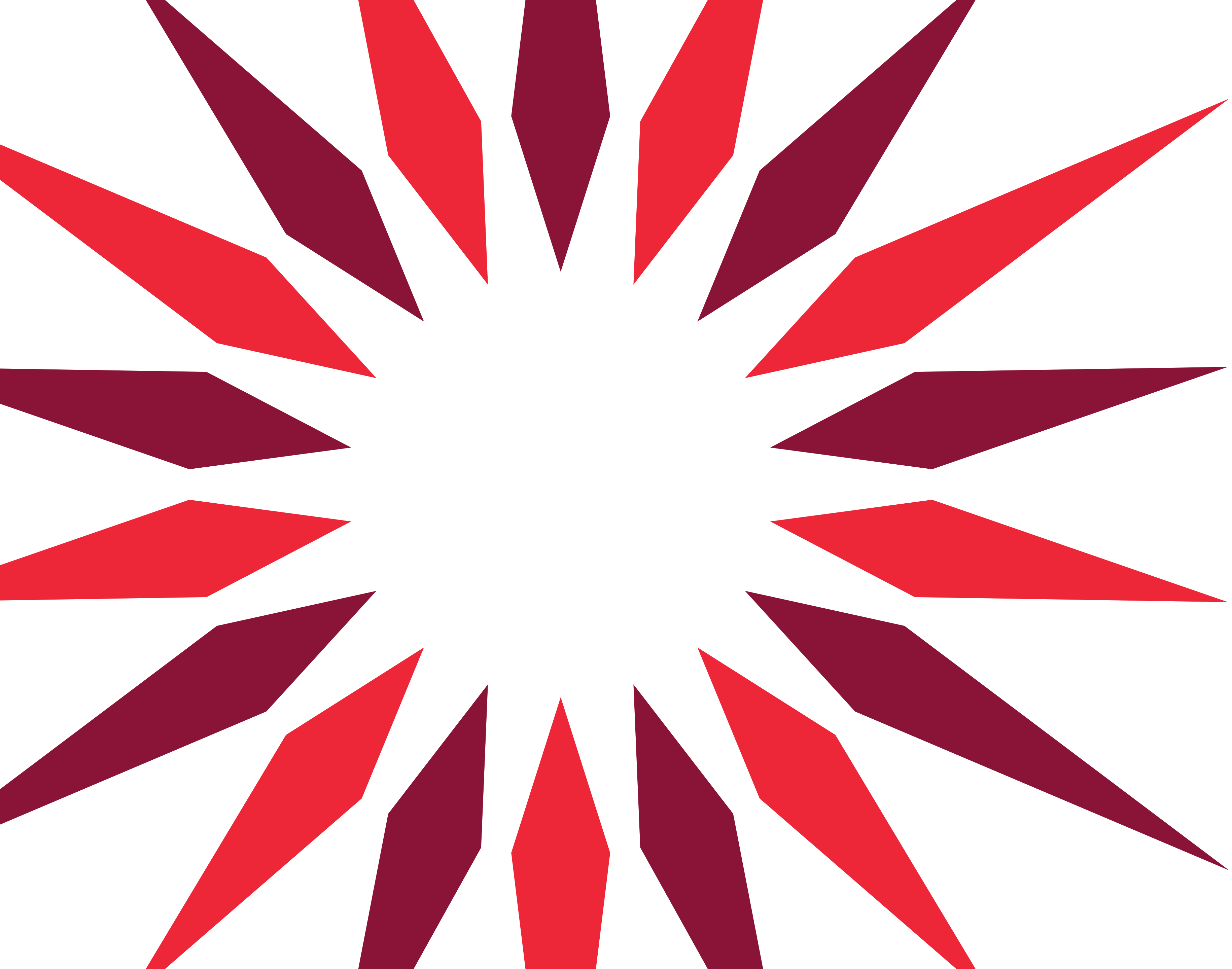




Together We Shine
SIDWELL FRIENDS SCHOOL

CAMPAIGN ANTHEM

In a world of worthy, urgent causes—where so much work needs to be done—we need people who are prepared to do it. We need critical and creative thinkers and ethical and engaged citizens to grapple with big questions and turn answers into action. We need our graduates to continue to be the leaders, the disruptors, the healers, the entrepreneurs, the thought provokers, the educators, the scholars, and the advocates the world needs now more than ever.

We are building on a 140-year legacy of educating young people to think independently and act ethically. This is a school where students can gain the knowledge, the courage, the conviction, and the friends they need to create the change we all need.

There have been other pivotal moments in our school's history and others like us have stepped forward to build what we all cherish today about this school and this community. They did it for our students and for the graduates they will become. Now, it's our turn to light the way forward.

This is our moment to shape the school we love and the impact it has on students right now and for decades to come—our moment to shape the impact they will have on the world.

We have a unique opportunity to transform access to a Sidwell Friends education; to transform how, what, and where our students are taught; and to transform the role we play in our city and the way we steward our planet. Such moments are rare, but this one is ours to act on together.

Together We Shine.

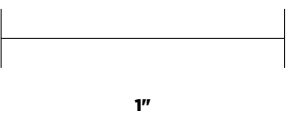
LOGO DEVELOPMENT & BRAND GUIDELINES

CORRECT USAGE

Using the logo assets correctly will help ensure successful communication. Minimum use and clear space rules have been established. Using the logos no smaller than the minimum-use size will help retain legibility and reproduction clarity. The clear space around each logo helps make sure each logo is not interfered with by other elements.

MINIMUM USE

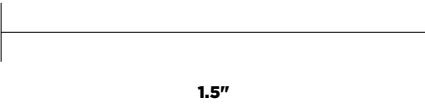
Together We Shine



Together We Shine
SIDWELL FRIENDS SCHOOL



Together We Shine
SIDWELL FRIENDS SCHOOL



CLEAR SPACE



For the marks that do not include the icon, the width of the T is used to create the clear space around the mark. Nothing should be placed in this area.



For marks that do include the icon, 1/4 the height of the icon is used to create the clear space around the mark. Nothing should be placed in this area.

COLOR PALETTE

The colors for the Campaign are derived from the Sidwell Friends School academic and athletic identity. Additionally there are tints and shades of those main colors when a fuller palette is needed. There is also a secondary palette that can be used in very limited circumstances like infographics and call outs. The colors are shown to the right in the relative proportions they should be used.

For any printing jobs, use the PMS or CMYK formulas. PMS is ideal, but CMYK can be used when PMS is not available. For any digital applications, use the RGB and hexcode formulas.

PRIMARY PALETTE



SECONDARY PALETTE



PHOTOGRAPHY-TOGETHERNESS

The Campaign will succeed based on how the Sidwell community and its supporters come together. A main focus of the photography should be on this idea of togetherness. Some themes that can be illustrated are team work, collaboration, helpfulness, and sharing, among others.

Sidwell photography should strive to be high quality, genuine, and authentic. We embrace a real-world journalistic-style aesthetic. Focus on natural lighting and candid poses and scenes. Try to avoid a reliance on posed or snapshot-style images. Showing diversity in subjects and settings of the photos will be key to appropriately represent the entire community of Friends this campaign will benefit.



CAMPAIGN LAUNCH
ANNOUNCEMENT BROCHURE

Together We Shine

It's our turn to light
the way forward.

This is our moment to shape the School we love and magnify the impact it has on students today and for decades to come—our moment to shape the impact they will have on the world. Together We Shine.



WATCH OUR
ANTHEM VIDEO

In a world of worthy, urgent causes—where so much work needs to be done—Sidwell Friends School is committed to preparing a new generation of students with the knowledge, the courage, the conviction, and the relationships they need to create positive change.

We are launching a comprehensive campaign to transform our Washington, DC, campus, boost our financial aid resources, and invest in initiatives to deepen our students' ethical engagement with the world. Through this campaign, we will:

- > **REIMAGINE THE FUTURE OF LEARNING**
Together, we can transform how, what, and where our students learn.
- > **WELCOME A WIDER COMMUNITY**
Together, we can transform access to a Sidwell Friends education.
- > **ETHICALLY ENGAGE WITH THE WORLD**
Together, we can transform the role we play in our city and the way we steward our planet.



"This campaign is a historic first step to reshaping our campus and transforming the way our students learn and the way our faculty teach. We have a unique opportunity to impact future generations. I am eternally grateful that Sidwell Friends shaped my life in countless ways, and we now have a role in ensuring that legacy of learning, friendship, and action continues."

DAVID MILLER '86
LAWRENCE CO-CLERK

CAMPAIGN GOAL:
\$152 million



\$152M GOAL

- 66% CAMPUS RENOVATION
- 21% THE SIDWELL FRIENDS FUND
- 13% ENDOWMENT

\$100 MILLION UPTON CAMPUS RENOVATION
These renovated, 19th-century buildings will serve as the new Upton School and the 4th School Center for Ethical Leadership and Center for Thinking and Learning. The building will also serve as a central knowledge commons, library, and research and will bring us one step closer to creating a unified, unified school campus.

\$20 MILLION INCREASE OUR ENDOWMENT
The endowment provides critical funding to support faculty compensation, student financial aid, and special programs. There are more than 130 named endowment funds, including two new endowed funds: one in Spanish and Latin American Studies and African and African American Studies and one in Jewish Studies.

\$32 MILLION STRENGTHEN THE SIDWELL FRIENDS FUND
The Sidwell Friends Fund, the income to the annual fund, supports the School's main operations and provides student financial aid, faculty development opportunities, and engaging student-led projects.

Welcome a Wider Community

Design rooted in the School's capital, Sidwell Friends shapes future leaders. This campaign will strengthen the School's endowment to ensure that a Sidwell Friends education is financially accessible to students regardless of their background, the full partner with and across local organizations, organizations, and individuals in our town city to help create a more just and better world.



THROUGH FINANCIAL AID
The campaign will make possible our long-standing commitment to financial aid, ensuring that we can make a Sidwell Friends education accessible to the most talented students in the Washington, DC area, regardless of their family's ability to pay.

THROUGH PARTNERSHIPS
We will continue to develop our own, students, and equity through our partnership with Howard University School of Education and through other initiatives. Future projects will explore Quakerism and leadership, leadership, and more our student programming.

THROUGH ENDOWED FACULTY CHAIRS
Our new endowed faculty chairs help us ensure that our students gain an international, global, and multidisciplinary education. Endowed chairs also attract and retain the best teachers and professionals in our school.

"Students and faculty today benefit from the generosity and commitment of those who have come before us. As the first Quaker school in our nation's capital, it's important that we continue to invest in our campus, programs, and community. We are contributing now so future generations will continue to grow and thrive in an ever-changing and challenging world."

CHARIS HERSHORN DEARY '05 '07 '18
JANUARY CO-CLERK





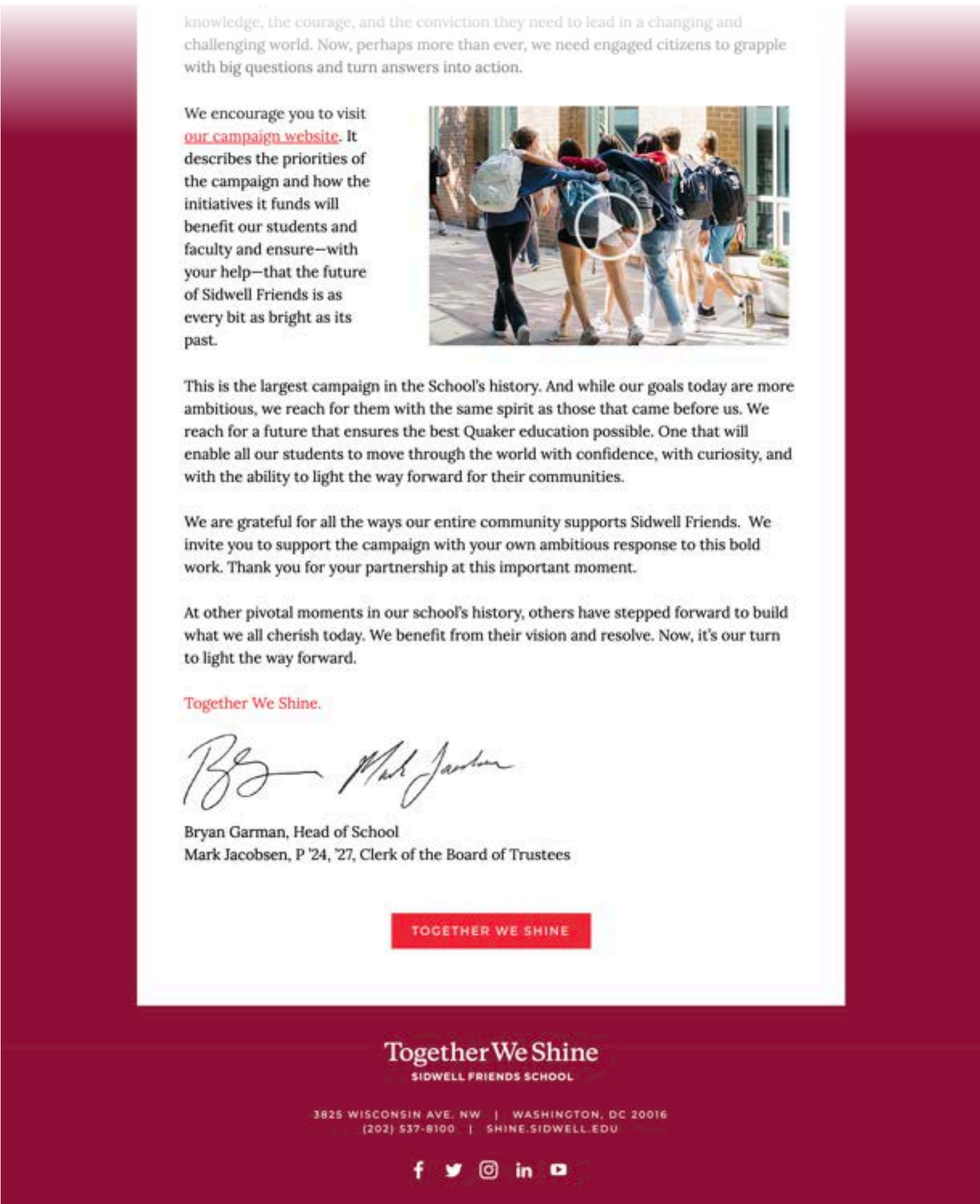
Together We Learn.
Together We Reflect.
Together We Lead.
Together We Shine.

Together We Shine

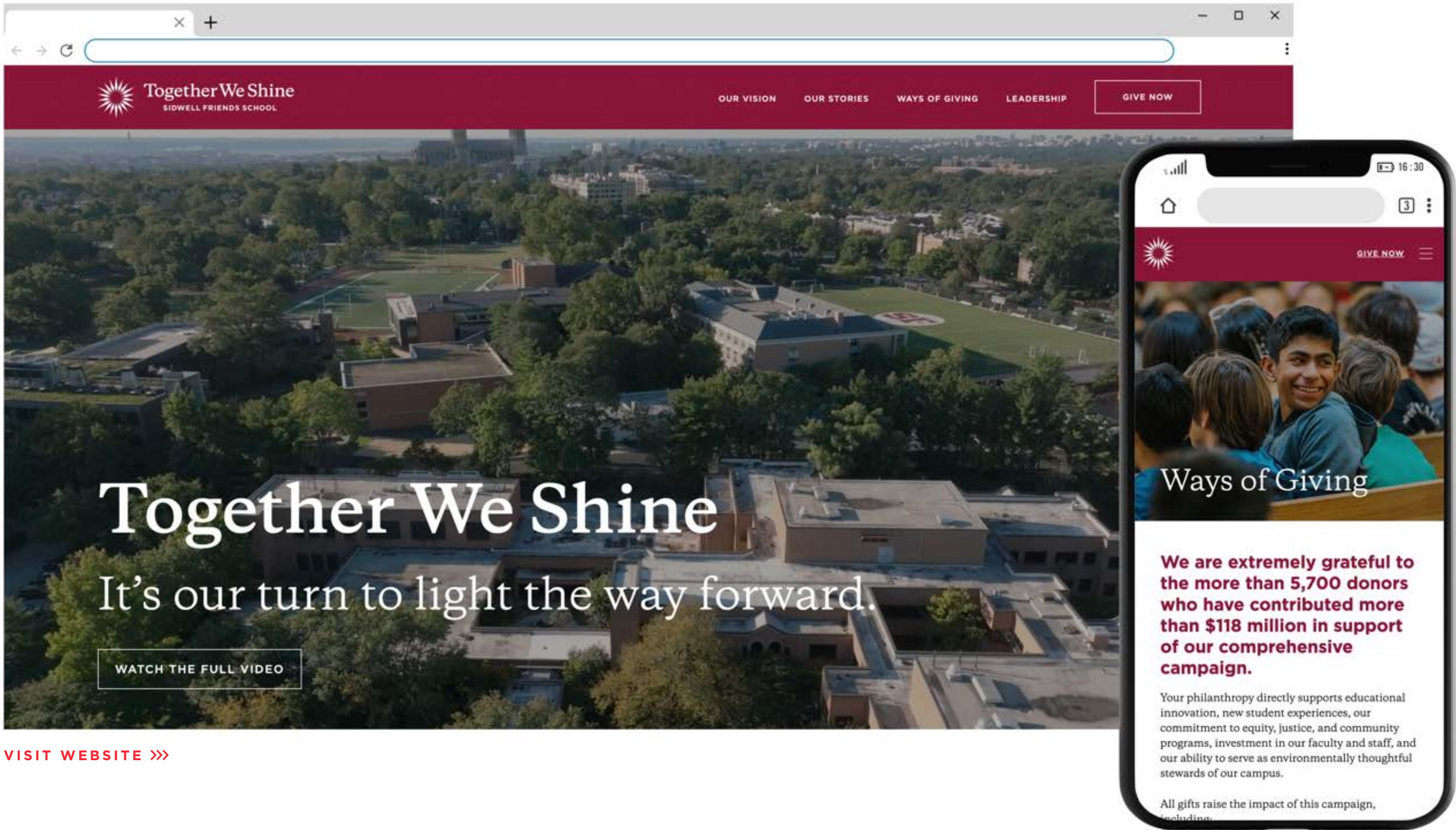
It's our turn to light
the way forward.

SIDWELL FRIENDS SCHOOL
1810 MICHIGAN AVE. N.W. | WASHINGTON, DC 20036
800.446.6666

CAMPAIGN LAUNCH
ANNOUNCEMENT EMAIL



CAMPAIGN WEBSITE



VISIT WEBSITE >>>

CAMPAIGN VIDEOS



- ANTHEM VIDEO >>>
- REIMAGINE THE FUTURE OF LEARNING VIDEO >>>
- ETHICAL ENGAGEMENT WITH THE WORLD VIDEO >>>
- WELCOMING A WIDER COMMUNITY VIDEO >>>

CAMPAIGN LAUNCH
DINNER INVITATION
SUITE



CAMPAIGN
VOLUNTEER GUIDE



APPLICATION
EXAMPLES



APPLICATION
EXAMPLES





Together We Shine

SIDWELL FRIENDS SCHOOL

Sidwell Friends School
3825 Wisconsin Ave. NW
Washington, DC 20016
(202) 537-8155
sidwell.edu