



We are thrilled to launch the public phase of our endowment campaign, Potential: Endowing Excellence. This ambitious campaign seeks to raise an additional \$15 million in endowment for our school by 2015.

Our 2011 Strategic Plan -- The Power of Potential -- identified the need to conduct an endowment campaign of this magnitude to ensure our school's financial sustainability, while preserving and enhancing our outstanding academic program.

Academic excellence at San Francisco Day School means developing critical thinkers and creative problem solvers by providing a challenging program for all learners. To achieve this, SFDS must continue to attract and retain exceptional faculty with competitive salaries and a robust professional development program. Furthermore, we are dedicated to uphold socio-economic diversity at our school through a strong discounted tuition program. Diversity is a pre-condition of critical thinking—a diverse community teaches our students to work with and learn from peers with a multitude of experiences and viewpoints.

These priorities require sustained and long-term funding, which we must guarantee without relying on tuition increases and current-use fundraising above and beyond the Annual Fund. Endowment is a stable and protected revenue source that generates the income that is essential to providing our students with this remarkable educational experience.

When we started the initial phase of this campaign, the School had approximately \$10 million in endowment. To date, we have raised \$13.1 million towards our \$15 million goal. We only have \$1.9 million to go! At the conclusion of our campaign our endowment will total \$25 million. An endowment of this size supports the San Francisco Day School of today and for future generations of students who will walk through our courtyard and our classrooms.

Members of our community have generously stepped forward to support us in this endeavor. We are so grateful for their leadership in helping us achieve our collective objectives. As we move forward to raise the remaining funds for this campaign, we will be reaching out to all families to ask for their participation and support.

In the coming months, you will be hearing more about the School's vision and progress on the campaign. Thank you in advance for your engagement, support, and help to realize the potential of San Francisco Day School. For further information about the campaign, please visit [www.sfds.net/endowingexcellence](http://www.sfds.net/endowingexcellence), or contact Vanessa Alexander, Director of Development, at [valexander@sfd.net](mailto:valexander@sfd.net) or 415-568-3641.

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