

"Every thoughtful step to reimagine our campus and create an Academic Village began, and ends, with Penn Charter's Strategic Vision."

**Jeffrey A. Reinhold**  
*Clerk, Board of Trustees*

"The new Lower School inspired our aspirations from day one. It was our first goal. By ultimately making it our final goal, one division has helped us reimagine our entire campus."

**Darryl J. Ford Hon. 1689**  
*Head of School*

Image: architect's rendering of the central lower school space



# SO NEAR SO CLEAR

**WORKING TOGETHER**, we have been able to accomplish more than we once imagined possible. Our Strategic Vision, adopted by consensus a decade ago, has served as the roadmap for a journey benefiting the entire Penn Charter community now—and for decades to come.

A brand-new milestone, the opening of the William A. Graham IV OPC '58 Athletics & Wellness Center, empowers us to see with fresh eyes our tremendous progress and the wisdom of the path we have chosen.

We are already realizing the impact of the campus transformation this community has made possible. Breaking ground on the new lower school next summer is the final piece.

**MILESTONES OF TRANSFORMATION** have marked our Strategic Vision journey. What resonates most powerfully about this shared process, firmly rooted in our Quaker values, are the unexpected and transformative departures from our original plans. Because Penn Charter always remains open to new ideas and allows thinking to evolve, this work and its outcomes promise to have greater, more lasting value.

1

#### STRATEGIC VISION CONFERENCE CONVENED

From the outset, the Quaker nature of this endeavor was clear. Over two full days in April 2011, our community came together to craft a Strategic Vision, recommit to our green, urban campus, and plan for the future.

2

#### SIX PILLARS + CAMPAIGN ADOPTED

In December 2011, the Board approved our Strategic Vision—structured around six pillars: Quakerism, Program, Teaching, Time, Space, and Financial Sustainability—and a new expression of our mission: “educating students to live lives that make a difference.” The board authorized a campaign to undertake the vision’s program and capital goals.

3

#### MASTER PLAN COMMISSIONED

A gift from Jeffrey Reinhold led to the development of Penn Charter’s Master Plan, synthesizing community input to guide a bold transformation to protect our campus and develop spaces to meet the changing needs of our academic and athletics programs.

#### SECOND CAMPUS SECURED

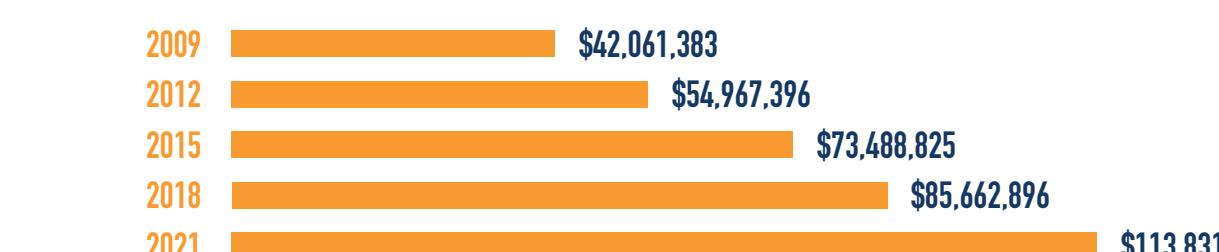
By purchasing an additional 2.7 acres across School House Lane, we created a true second campus, featuring the Palai baseball field, modeled on Citizens Bank Park, and complementing the Kline & Specter Squash Center and adjacent Reiger Tennis Courts.



# Your philanthropy makes everything possible

**THE IMPACT OF OUR HISTORY-MAKING CAMPAIGN,** *By the Light of Our Charter How Far? Can We See*, will reach far beyond this era of transformative philanthropy. Its capital projects will serve this community for decades to come, as will the growing endowment—the best measure of a school’s financial health and sustainability.

#### TRANSFORMATIVE ENDOWMENT GROWTH



BASED ON MARKET VALUES ON JUNE 30 OF EACH YEAR

Corporate gifts have played key roles in the campaign through Educational Improvement Tax Credits (EITC) and Opportunity Scholarship Tax Credits (OSTC). To date, 107 donors have secured \$12.4 million in EITC/OSTC funding.

#### CAMPAIGN GOAL: \$125 MILLION



Because the Annual Fund is included in the campaign, all Penn Charter donors are campaign donors.

**HOW FAR?** belongs to everyone—just as it benefits everyone.