What a pleasure to share good news!

After years of planning, Gow’s Main Building Capital Campaign is off to a great start. Since launching our $8 million Capital Campaign in September, Gow has received pledges and gifts of more than $5,600,000, or 70% of our goal. We are grateful to those who have already donated, and if you haven’t yet done so, hope you too will consider a one-time gift or multi-year pledge to help us reach our ambitious goal.

We are raising these funds to replace Main Building with a new and improved version. This new building will retain some important historic elements and have a similar look and feel to the existing structure (pictured at right), but will be twice as large and modernized to meet the needs of Gow students and faculty. We are grateful to those who have already given, and want to tell you about two special naming opportunities and the generous donors who have given their gifts to inspire others to donate. Thanks to their lead gifts, we are well on our way to naming the entire building in honor of Gow’s second Headmaster Norman Howard and the lobby for current Headmaster M. Bradley Rogers, Jr. Please consider making your gift to help reach the goals for either of these two meaningful naming opportunities.

We are thankful for a lead gift from Robert Manice ’71, to name the building Howard Hall in honor of Norman Howard, who joined Gow in 1935 and served as the second Headmaster from 1956-1976. During his more than forty years at Gow, Mr. Howard and his wife, Vesta, served as mentors, teachers, and inspiration for generations of Govians.

A Gow Trustee has also made a lead gift to name the lobby in honor of current Headmaster M. Bradley Rogers, Jr., who will retire in May 2023. Since assuming the helm in 2004, Mr. Rogers has transformed Gow into the coed, modernized school and campus we know and love today.

If you wish to designate your gift to help meet our fundraising goals and to honor either of these visionary Gow leaders, please indicate that on the enclosed donation form. Please contact Gayle Hutton, Gow’s Director of Development, at 716.687.2074 or ghutton@gow.org with questions.

Your gift makes a difference!

With thanks from your Gow Capital Campaign Co-Chairs,

Creighton B. Murch ’64
Trustee
Parent of James ’23
& John ’23

and

Christine Standish
Trustee
Parent of Spencer Wilk ’11

Your gift of any size will help us reach our $8 million goal!
This new building will house ten larger, modern classrooms, health and counseling centers to serve boys and girls, administrative offices, a student-run store, and more.

As part of this Campaign, Gow recently purchased the South Wales Presbyterian Church and renamed it The Gow Chapel. Located across from the Gow Athletic Center on Emery Road, this will house temporary classrooms during construction.
Meeting Norm Howard Changed My Life
BY ROBERT MANICE ’71

Gow is very much a part of my life story, and when I think of the School, three people initially come to mind. They are my mother who persevered to find Gow, a special place where I could learn, Peter Gow, Jr., a visionary pioneer I wish I had had the privilege of knowing, and Norman Howard, whose focused passion had an overwhelming influence on my life.

When I think of Norm Howard, I remember his kindness and high expectations. I watched in awe as he wrote with both hands at once on the chalkboard and, back when teachers smoked in class, was mesmerized by his impossibly long trail of cigarette ash and the smoke circles that never seemed to lose their shape.

His love of teaching was inspiring, and his determination to understand how we learned unwavering. His belief in each student helped us believe in ourselves. What a gift.

When I think back on my years at Gow, there is no doubt in my mind that this new building should be named for Norman Howard so that past and future generations of Govians can honor a brilliant, gentle scholar who settled in South Wales and changed lives.

Please join me in making a gift to this Campaign.

Robert Manice ’71, born in 1953, grew up in New York City and received his A.B. from Boston University in 1976. He first studied oil painting as a young student at Gow under the direction of former art teacher, Barbara Ebsury. In 1997, after a career in real estate finance and development, Manice embarked upon a new vocation as a painter. He currently maintains a studio in Newport, RI, and his paintings and watercolors can be found in private collections throughout the United States, Canada, and Europe. Manice and his wife, Heidi, have three adult children and a grandson, Luke.
TOP TEN REASONS TO CELEBRATE MAIN

1. Ten larger, flexible **classrooms** to facilitate learning

2. **Health Center** will offer more services and privacy for Gow’s coed population

3. **Little Seniors Store** run by Gow’s entrepreneurship class has adjoining patio and firepit

4. **Elevator** and ramps to ensure accessibility for all

5. **Counseling Center and programs** to promote student and faculty wellness

6. **Common areas** for studying and socializing

7. **Energy efficient design** to conserve money and resources

8. **Expanded Gow Bookstore** to offer more items for students, alumni, and families

9. **Gow’s archival material** will be accessible for visitors

10. Historic features preserved, including RL classroom and fireplace

THE GOW SCHOOL BOARD OF TRUSTEES

**EXECUTIVE COMMITTEE**
John R. Bullock II ’80 | Immediate Past Chair, Ryland Heights, KY
Al Chircop P ’06 | Member-at-Large, Northfield, IL
Steven Ibbotson ’80 | Vice Chair, Malta
Daniel Reininga | Treasurer, Dunkirk, NY
Christine Standish P ’11 | Secretary, Buffalo, NY
Robert Vail ’68 | Member-at-Large, Moreland Hills, OH
Skip Wilday P ’17, ’21, ’21 | Chairman, Cuba, NY

**TRUSTEE MEMBERS**
Tammy Baker | San Francisco, CA
Patrick Brigham | Toronto, Ontario
Mary Ann Coulson, P ’04 | Niagara Falls, NY
Gayle Denning P ’20 | Clarence, NY
Robert Ittmann ’62 | Gulf Stream, FL
K. Carson Jones ’92 | Dallas, TX
Adam Kendrick ’04 | St. Louis, MO
Ted Knight ’70 | Lewisburg, WV
Karen Kopp P ’22 | Ft. Myers, FL
Colin Krafft ’09 | Farmington, CT
Christopher Massey ’01 | Windham, NH
Creighton Murch ’64, P ’23, ’23 | Kirtland, OH
Paige Payne P ’21 | Charleston, WV
M. Bradley Rogers, Jr. | Headmaster
Larry Ross | Williamsville, NY
Andrew Thompson ’85 | New York, NY
Daphne Uliana P ’14, ’16 | Bethlehem, PA
Robert Warner, Jr. ’64 | Edwards, CO

**EX-OFFICIO MEMBERS**
Emlyn Flanigan P ’24 | Parent Association President, Baltimore, MD
Chip Wilkinson ’87 | Alumni Association President, Deerfield Beach, FL

**CAPITAL CAMPAIGN STEERING COMMITTEE**
Gayle E. Hutton | Director of Development
Creighton B. Murch ’64, P ’23, ’23 | Co-Chair and Trustee
Paige Payne P ’21 | Trustee
Daniel Reininga | Trustee
M. Bradley Rogers, Jr. | Headmaster
Christine Standish P ’11 | Co-Chair and Trustee
Andrew Thompson ’85 | Trustee
Skip Wilday P ’17, ’21, ’21 | Chairman of the Board

**THE GOW SCHOOL ADMINISTRATIVE TEAM**
Douglas Cotter ’87, P ’19, ’23 | Director of Admissions
Gayle E. Hutton | Director of Development
Robin Marshman | Head of the Upper School
Marty O’Connor | Director of Buildings and Grounds
M. Bradley Rogers, Jr. | Headmaster
Luke Salerno | Head of the Middle School
Katie Tierney | Director of Business Operations and CFO
**MAKE YOUR MARK**

**Commemorative Naming Opportunities**

By making a one-time gift or multi-year pledge, you can name a space in honor or memory of someone special, or join with friends to name a space together. To find out more about available naming opportunities, please contact the Development Office.

<table>
<thead>
<tr>
<th>NAMING OPPORTUNITY</th>
<th>AMOUNT</th>
<th>NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entire Building Naming</td>
<td>$500,000 of $1,000,000 goal raised</td>
<td>1</td>
</tr>
<tr>
<td>Gow Chapel Purchase &amp; Renovation</td>
<td>$500,000</td>
<td>1</td>
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**MAIN LEVEL**

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<th>NAMING OPPORTUNITY</th>
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<tbody>
<tr>
<td>Entrance, Lobby, &amp; Commons</td>
<td>$375,000 of $750,000 goal raised</td>
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<tr>
<td>Conference Room</td>
<td>$250,000</td>
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<tr>
<td>Bookstore</td>
<td>$250,000</td>
<td>1</td>
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<tr>
<td>Counseling Center</td>
<td>Already Named</td>
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<tr>
<td>Counseling Program Named Funds</td>
<td>$50,000</td>
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<tr>
<td>Development Office</td>
<td>Already Named</td>
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</tr>
<tr>
<td>Business Office</td>
<td>$100,000</td>
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**UPPER LEVEL**

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<tr>
<th>NAMING OPPORTUNITY</th>
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<tbody>
<tr>
<td>Academic Classrooms</td>
<td>$100,000</td>
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<tr>
<td>Speech Language Classroom</td>
<td>Already Named</td>
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**LOWER LEVEL**

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<tr>
<th>NAMING OPPORTUNITY</th>
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<tbody>
<tr>
<td>Little Seniors Student Store</td>
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<tr>
<td>Patio Adjacent to Little Seniors</td>
<td>$100,000</td>
<td>1</td>
</tr>
<tr>
<td>Patio Firepit</td>
<td>$50,000</td>
<td>1</td>
</tr>
<tr>
<td>Health Center</td>
<td>$250,000</td>
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</tr>
<tr>
<td>Infirmary Rooms</td>
<td>$75,000</td>
<td>4</td>
</tr>
</tbody>
</table>
BY THE NUMBERS

Furniture/Equipment $250,000
Architectural Design $250,000
The Gow Chapel
Purchase/Renovation $500,000
Endowment $1,000,000
Construction of Main $6,000,000

OPPORTUNITIES FOR GIVING
What raising $8 million looks like

WAYS OF GIVING
There are so many ways to make a difference!
Give cash, donate appreciated stock, or designate Gow as a beneficiary of your insurance policy or IRA. Your one-time donation or multi-year pledge will count toward Gow’s $8 million Capital Campaign.

1. **Donate Appreciated Stock**
   Donate appreciated stock and receive credit for the full value of the stock avoiding taxes on the capital gain.

2. **Donate from your IRA**
   If you are age 72+ and take a Required Minimum Distribution (RMD), please consider donating it to Gow to receive tax benefits.

3. **Include Gow in your Will**
   If you have included Gow in your estate plan, please tell us so we can recognize you as a member of the Wolbach Legacy Society. If you are 50+ and make a bequest, we can count a portion of your intended estate gift toward this Capital Campaign.
I/We wish to make a total commitment of $___________ to the Main Building Capital Campaign

CONTACT INFORMATION

Name(s)
Street
City
State
Zip
Country
Email
Phone (home)
(work)
(cell)

DONATION INFORMATION

☐ This is a one-time gift of $___________

☐ This is a multi-year pledge of $____ __ __/year for __________ years

☐ This is a Planned Gift of $___________ or %___________ of my estate.
Estimated value of estate gift: $___________

☐ This is a combination of cash and a Planned Gift.
Cash Amount: $___________
Planned Gift Amount: $___________

☐ This gift is made with retirement funds from a 401K, IRA or other vehicle. The value of this gift is $___________

☐ This pledge or cash gift is designated for a specific Main Building Naming Opportunity:

☐ This gift is being made In honor of:

☐ This gift is made with appreciated stock. Please contact the Development Office for transfer instructions.

☐ My company has a Matching Gift Program.
Name of company:

☐ Please tell me more about ways to include The Gow School in my estate plans.

Signature 1: ____________________ Date: ____________
Signature 2: ____________________ Date: ____________

PAYMENT

☐ Check is enclosed (payable to The Gow School)

☐ Credit Card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Automatic monthly credit card payment: $___________/month ($10 minimum) for __________ months

Name (as it appears on card)

Credit Card Number

Exp. Date

Sec. Code

In donor recognition materials, please list our name as:

Thank you for your consideration of The Gow School and the Main Building Capital Campaign. We are so grateful for your interest in supporting this project and continued belief in the life-changing mission of Gow.

For more information, please contact:
The Gow School Development Office
Gayle E. Hutton, Director of Development
2491 Emery Road, South Wales, NY 14139
ghutton@gow.org | 716.687.2074

Please detach and return this confidential gift intention form to The Gow School Development Office. Thank you!
Your Gift Inspires Learning

CLASSROOMS
Ten larger, versatile classrooms equipped with the latest technology for interactive learning.

EFFICIENCY
Designed to meet energy efficiency standards, the building will be cost effective to operate and maintain.

HEALTH/WELLNESS
Health and Counseling Centers with privacy for our coed population and dedicated program funding.

ACCESSIBILITY
Ramps and an ADA accessible elevator make this building welcoming for all students and guests.

Your Gift Makes A Difference!

PLEASE MAKE YOUR GIFT OR PLEDGE TODAY