



NAMING OPPORTUNITIES

SEPTEMBER 2022



This document highlights select possibilities for donor recognition through named spaces and funds. The featured naming opportunities represented here are comprehensive but not exhaustive; other naming opportunities may arise that meet the School's needs and donor interests.

THE FOREVER PENNINGTON CAMPAIGN

Forever Pennington is our ambitious, comprehensive multi-year fundraising initiative that spotlights the people and programs that make Pennington stand out amongst its peers. The three priorities are financial assistance, increased support for faculty, and enhancements to campus spaces.

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RECENT IMPROVEMENTS TO CAMPUS

The *Pennington 175: Building for the Future* campaign secured over \$23M for significant improvements to the campus, including the Kenneth Kai Tai Yen Humanities Building and the Edmund V. Cervone Center for Learning office suite and conference room.

Additional improvements included a new health classroom and five new Compensatory Skills (CS) classrooms in the lower level of Old Main; renovations to Meckler Library, including eight new CS classrooms; new Middle School classrooms and offices; renovations to math classrooms in Stainton Hall; the addition of a Makerspace; Wesley Drive, to reduce traffic on campus; acoustical improvements to Sparks Gymnasium and an orchestra shell for musical performances; renovations to B floor of Old Main for the Admission suite, Head of School suite, main conference room, and administrative offices; Wesley Alumni House (world headquarters for Pennington alumni and friends); a new endowment for the Edmund V. Cervone Center for Learning, and new endowments for the Student Assistance Fund and financial aid.

Post-campaign enhancements included renovations to the Robert E. Martini Center for Music, Arts, and Community (MMAC), including a new senior lounge, an expanded snack bar, an expanded bookstore, new group seating areas and furnishings; expansion of the Dining Hall with air conditioning and a new patio; renovations to the pool and the Michael T. Martin Aquatic Center; outdoor classrooms, landscaping, and sand volleyball court; and renovations to the Pennington Room in Corson House, the residence of the Head of School.

FACILITIES

Old Main: Faculty and Student Housing
Campaign Project Goal: \$9 Million

The boarding program is an essential element of Pennington’s character, and Old Main accommodates over half of our boarding students and twelve faculty apartments. Yet the housing in Old Main is one of the areas most in need of renovation on campus. To be competitive in attracting boarding students, significant improvement in residential housing is needed. Improving these facilities will also help attract and retain the best faculty.

Featured Naming Opportunities

- \$1,500,000 Name a Residential Wing (2)
- \$500,000 Name a Residential Hall (8)
- \$250,000 Name a Faculty Residence - 2 BR (4)
- \$100,000 Name a Faculty Residence - 1 BR (8)

Innovation Center: Makerspace and
the Center for Faculty Excellence
Campaign Project Goal: \$3.5 Million

The new Innovation Center will comprise a 3,000 square-foot expansion of the second floor of Stainton Hall on the roof of the current Lecture Center, and will include a large meeting room for student groups, faculty, Board meetings, and classes, as well as a significantly enlarged Makerspace.

Containing elements of a science lab, wood shop, engineering and computer lab, robotics club, and art room, the Makerspace allows students to invent, design, and build. Located on the second floor of Stainton Hall, the current space is inadequate to meet the surging interest of our students. By expanding onto the roof above the Lecture Center, we will be able to quadruple its size and dramatically increase the availability of this important multi-disciplinary resource.

The Center for Faculty Excellence, to be housed in a large meeting room adjacent to the Makerspace, will provide opportunities for collaboration and professional development.

Featured Naming Opportunities

- \$2,000,000 Name the Innovation Center
- \$1,000,000 Name the Center for Faculty Excellence and Meeting Room
- \$500,000 Name the Makerspace Classroom



Rendering of new space

Fitness and Well-being Center
Campaign Project Goal: \$2 Million

Renovation of the existing small gym will provide an accessible, state-of-the-art cardio- and strength-training facility for students and faculty. Imagined as a distinctly translucent, open, and welcoming space, the Center will be a highly visible “front door” to Pennington School athletics from the main campus.

Featured Naming Opportunities

- \$1,000,000 Name the Fitness and Well-being Center (RESERVED)
- \$500,000 Name the Cardio- and Strength-Training Room
- \$500,000 Name the Mezzanine with Yoga Studio

FACILITIES (CONT.)

Campus Improvements
Campaign Project Goal: \$7 Million

In addition to the major facilities and building priorities listed above, there are several essential campus improvements that represent opportunities which are aligned with Pennington’s strategic plan and campus master plan. These capital projects will enhance a safe, beautiful, and inspiring campus and learning environment for our students and teachers.

These new plans include removing the driveway from the current main entrance and expanding O’Hanlon Green into a pedestrian-friendly, natural center of campus that further builds community and promotes student interaction.

In 1900, a new road was built along the front of Old Main to allow easier access to the building. A long porch was constructed across the façade with a porte-cochere that allowed carriages (and later, cars) to pick up and drop off visitors while being protected from the weather. Plans to restore the welcoming front porch of Old Main will create an inviting front yard with a more prominent physical presence for the School. Enhancing the campus perimeter will help define the current campus, enhance safety for all students and privacy for our residential students and faculty, reflect Pennington pride, and create a sense of arrival. New entrance gates, campus exit areas, and perimeter landscaping are all components of this landscape master plan.

Featured Naming Opportunities

- \$3,000,000 Name the Old Main Plaza with New Entrance and Restored Porch
- \$3,000,000 Name the O’Hanlon Green Expansion
- \$1,000,000 Name the Perimeter Branding and Landscaping with new entrance and exit gates
- \$350,000 Name the Bridge at Lowellden Pond



Rendering of new space

FACULTY EXCELLENCE

Pennington’s faculty are the lifeblood of the School, and recruiting, retaining, and supporting them is of the utmost importance. Faculty support takes many forms, including quality of life as well as professional development and financial compensation. Quality of life includes up-to-date teaching spaces, appropriate facilities, leading-edge classroom technology, program support, access to training and research, and a beautiful campus environment that includes appropriate housing for residential faculty members.

Endowment for Faculty and Leadership
Campaign Project Goal: \$3 Million

An endowed leadership role, chair, or faculty position is the highest honor that the School can bestow on an employee, and one that lasts forever. These enduring tributes recognize contributions of senior-level administrators and faculty members and provide funds to further Pennington’s mission.

Featured Naming Opportunities

- \$3,000,000 Named Endowment for Head of School Office (HOS)
- \$1,000,000 Named Endowment for Assistant HOS Office (Advancement)
- \$1,000,000 Named Endowment for Dean (Dean of Faculty, Academic Dean, CFO)
- \$500,000 Named Teaching Chair
- \$250,000 Named Directorship

Additional Named Funds for
Faculty Support

Senior faculty members who assume a formal role as mentor to fellow teachers new to the profession (those with one to five years teaching experience) or new to Pennington (those with five to ten years teaching experience) are honored as Faculty Mentors. Full-time faculty also seek professional development through summer study grants to learn new and sharpen existing teaching practices to best meet the needs of Pennington’s diverse population of learners.

Featured Naming Opportunities

- \$100,000 Named Faculty Mentor (endowment)
- \$100,000 Named Summer Study Grants (endowment)

FINANCIAL AID

A diverse learning community enriches the classroom experience and social development of all students. Through financial aid, scholarships, and other means of student assistance, we create a truly diverse community at Pennington, attracting students with a wide array of cultures, backgrounds, learning styles, and life aspirations.

Named Scholarships
Campaign Project Goal: \$3 Million

Named scholarships are essential to realizing the School’s financial aid commitment. Pennington currently provides over \$5M in financial aid and student assistance each year. Named scholarship endowments provide financial assistance in perpetuity for students who demonstrate financial need; alumni scholarship endowments provide financial assistance for students who are children or grandchildren of Pennington alumni; and named term scholarships provide funding for financial assistance to a deserving student for each year they are at Pennington.

Featured Naming Opportunities

- \$250,000 Named Scholarship (endowment)
- \$250,000 Named Cervone Center Scholarship (endowment)
- \$100,000 Named Alumni Scholarship (endowment)
- \$100,000 Named Term Scholarship
- \$100,000 Named Cervone Center Term Scholarship

Student Assistance Funds and Grants

Some families cannot afford to pay for expenses, beyond tuition, that go along with being a student at an independent school. Whether mandatory (e.g., activity fees) or discretionary (e.g., pride gear), these hidden costs can have a negative impact on a student’s ability to take full advantage of the Pennington experience. The **Student Assistance Fund** covers qualified expenses for students who receive more than 75% tuition assistance. We aim to build the Student Assistance Fund to a \$1 million endowment to generate sustainable support for the basic expenses of our neediest students.

Two other programs provide essential funding for students, beyond financial aid:

The **College Edge Grants program** supports students with demonstrated need with SAT/ACT tutoring and pays for college visits.

The **Summer Study Grants program** offers rising juniors an opportunity to take required courses, such as Public Speaking, in the summer before their junior year. This gives students more dedicated time in their schedules as juniors to take another class or to help them get an early start on the college admission process.

Featured Naming Opportunities

- \$1,000,000 Name the College Edge Grants Program
- \$1,000,000 Name the Summer Study Grants Program
- \$250,000 Name the Student Assistance Fund (endowment)
- \$250,000 Named College Edge Grants (endowment)
- \$100,000 Named Summer Study Grants (endowment)



THE STUDENT EXPERIENCE

Sophomore Character Development and Leadership Program

The Sophomore Character Development and Leadership Program (SCDL) provides an opportunity for every sophomore to participate in an extensive leadership training program. An endowment for the program ensures that this offering is sustained as a core component of the Pennington experience to help all students develop confidence and build leadership skills.

Featured Naming Opportunities

- \$500,000 Name the SCDL Program (endowment)

Music Merit Scholarship

Pennington’s distinguished music program attracts talented and passionate musicians and music enthusiasts. Music merit scholarships provide an additional incentive to help Pennington attract and retain talented, committed, deserving students who contribute to the continued growth and elevation of the music program.

Featured Naming Opportunities

- \$250,000 Named Merit Scholarship (endowment)
- \$100,000 Named Term Merit Scholarship

Fund for Diversity Education

Building a community of diverse scholars requires opportunities for engaging in thoughtful study and discussion of issues relating to diversity, equity, and inclusion. The Fund for Diversity Education will provide speakers and resources for experiential education and will allow students to attend the annual People of Color Conference and Student Diversity Leadership Conference sponsored by NAIS.

Featured Naming Opportunities

- \$250,000 Name the Diversity Education Program
- \$100,000 Name the Fund for Diversity Education (endowment)

Horizon Senior Program

Pennington’s signature Horizon Program for seniors is both an important transition to college as well as a rite of passage for seniors. Each year, students are offered special programming designed to give them all the information and strategies they need for success in college and beyond. Seniors also participate in projects and programs that represent their interests and passions. Two-week opportunities are created at schools, hospitals, and many businesses and are an excellent mechanism for real-world work experience and skills development outside the classroom.

Featured Naming Opportunities

- \$250,000 Name the Director position (endowment)
- \$100,000 Named Horizon Student Experience Sponsorship (endowment or term)

CERVONE CENTER for LEARNING

Just as the Edmund V. Cervone Center for Learning is infused into the very DNA of The Pennington School, all faculty and student assistance naming opportunities in the campaign are applicable to the Cervone Center for Learning. Campaign priorities for financial aid and faculty support are holistic in their impact and will help strengthen student access and faculty excellence across the School.

There are some naming and funding opportunities that are specific to the Cervone Center, which are outlined below. In addition, existing CS classrooms can be named, with donor recognition within the named space and in the CCL office suite in the Kenneth Kai Tai Yen Humanities Building.

The Cervone Center for Learning Summer Institute for Educators Program

The Cervone Center Summer Institute for Educators Program is an annual conference hosted by the Edmund V. Cervone Center for Learning and designed to share best practices and experiences in neurodiversity with all Pennington faculty members. The Summer Institute brings in learning experts from around the world on relevant topics and is also open to faculty and teachers from area schools.

Featured Naming Opportunities

- \$250,000 Name the Summer Institute for Educators program (endowment)
- \$100,000 Name the Annual Conference and Speaker Series (term funding; named for five years)

NAMING OPPORTUNITY GUIDELINES

In general, naming opportunities at The Pennington School are designed to equal or sometimes exceed the projected total cost of a capital project. Naming opportunities are also scaled to the relative size or prominence of a space. Endowed funds provide a secure income stream to the School in perpetuity for designated purposes, while term funds support program needs for a defined period of years

Naming New Facilities and Renovated Spaces

The amount required to name a capital project is 50% of the project cost if there are other naming opportunities within the project that, when combined, equal or exceed the total cost. In some cases, full funding may be required for a project to advance, in which case the naming opportunity is 100% of the cost (e.g., the bridge at Lowellden Pond).

Most projects not listed as campaign priorities for the \$50 million working goal will require 100% funding to advance and name, although some projects can advance if sufficient funding is provided by multiple donors, as was the case with the recent renovation of the Tom Liwosz Turf Field.

Naming Existing Facilities and Spaces

Gifts to honor existing facilities provide the same benefit to the School as unrestricted support, so the cost for naming them may be less than for new or renovated facilities since there is no capital cost involved. The minimum amount for naming an existing classroom is \$100,000 [\$50,000 for CS classrooms]. Spaces other than classrooms have varying amounts depending on the location and size of the space.

Naming Endowed Funds

Endowed funds typically generate an average income stream of 4% per year; therefore, the amount of endowment needed is 25X the annual revenue required to support the fund. Naming an endowed fund requires a minimum commitment of \$100,000.

HOW YOU CAN HELP

If you are inspired to help The Pennington School build for the future, we welcome a conversation with you. Please contact:

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