



Run Boldly, Finish Strong

WESTMINSTER SCHOOLS OF AUGUSTA'S
DEVELOPMENT PLAN, 2026-2027

LET US RUN WITH PERSEVERANCE THE RACE MARKED
OUT FOR US, FIXING OUR EYES ON JESUS,

The Author and Finisher of Faith

These words are a core part of *Hebrews 12:1* — Westminster's theme Bible verse for the 2026-2027 school year. The verse opens, "Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles."

This year, we are excited to run our race with purpose, putting aside distractions to live with bold, authentic integrity. By keeping Christ at the center of who we are, our community will move forward together with a faith focused on humility, action, and service, trusting God's direction every step of the way.

In this spirit, Westminster is stepping into a season of Christ-centered campus life — prioritizing spiritual growth and everyday encouragement. By focusing on faithful stewardship and strong character, we will shape the school's future, reinforcing our commitment to excellent education and helping students finish strong for Jesus Christ.

For years, Westminster has focused its fundraising efforts on supporting the unique people, places, and programs that lead our students to become spiritually mature servant-leaders for Jesus Christ. As we look forward, it remains our earnest hope and desire that God would be glorified as we steward His resources for the advancement of His kingdom.

WESTMINSTER BY THE NUMBERS:

635

Projected student enrollment for the start of the 26-27 school year, the highest in Westminster's 53-year history.

40%

Growth in student enrollment over the past five years in the CSRA.

93.5%

Enrollment retention rate entering the 2026-27 school year — the highest in school history.

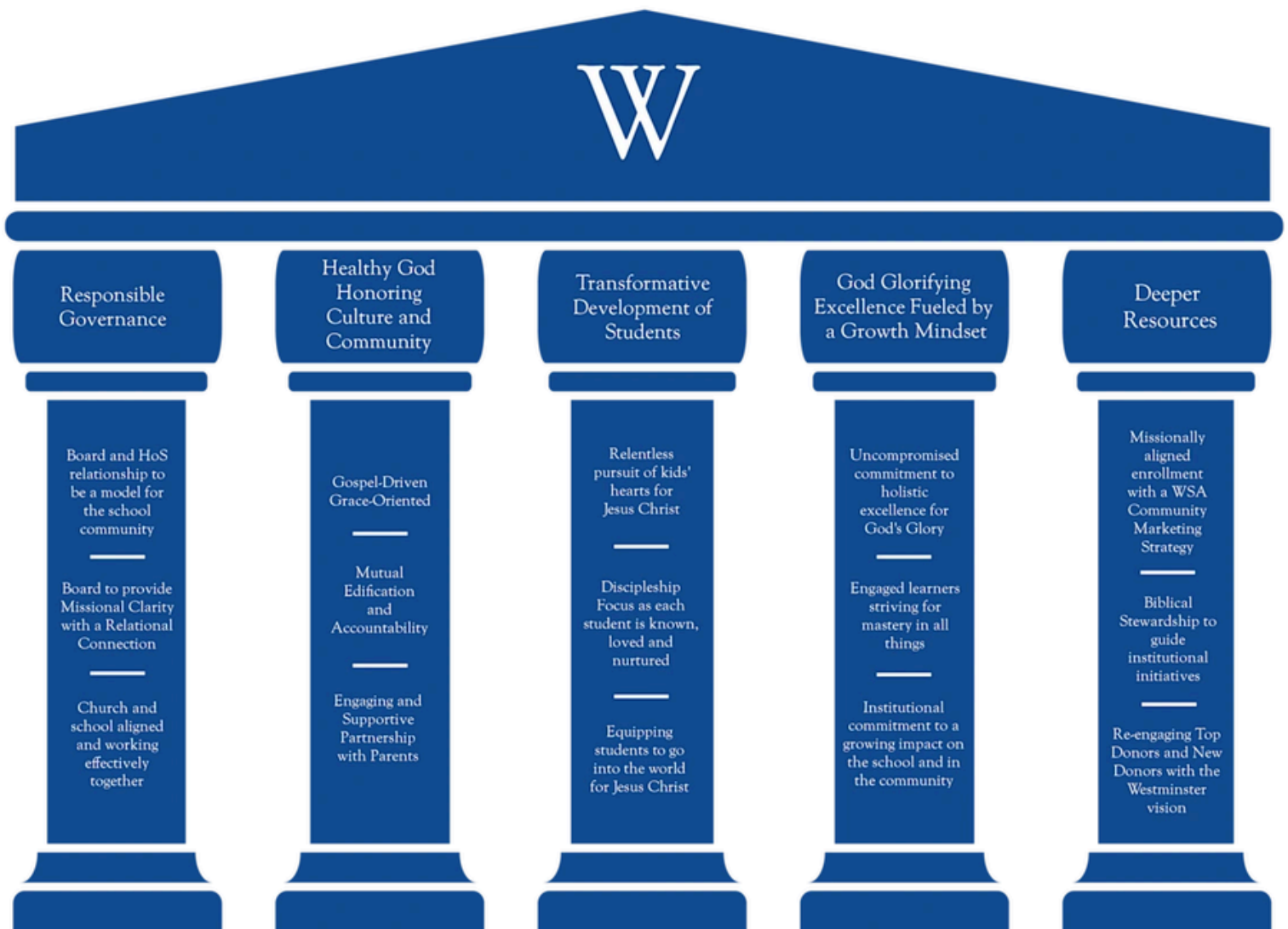
The Institution

Westminster started when a group of individuals stepped out in faith to establish a college-preparatory school that was academically challenging and adhered to a Biblical worldview. Thanks to the prayers, hard work and generous hearts of those founders, Westminster opened its doors in 1972 as a ministry of First Presbyterian Church. More than 50 years later, the school continues to be a ministry to the Augusta community, though the school and church are separate entities on different campuses.

Mission Statement

Westminster Schools of Augusta seeks to glorify God by providing an excellent education that equips students to live extraordinary lives for Jesus Christ.

Foundational Pillars



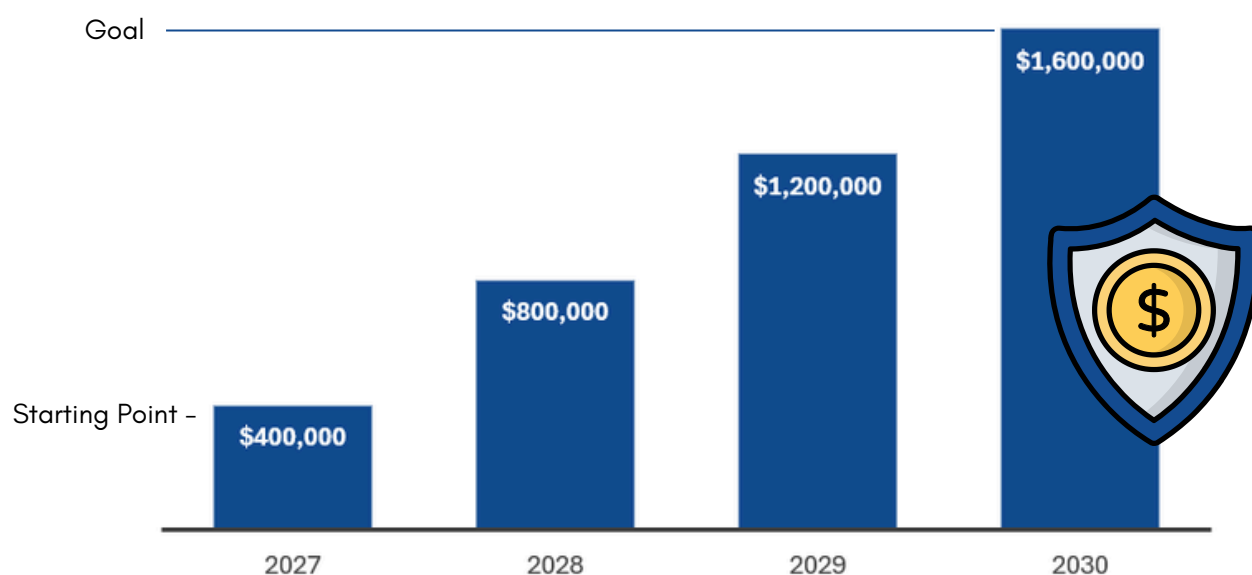
Forward Fundraising

In partnership with the Board of Trustees, the Office of Institutional Advancement serves as the designated philanthropic lead for Westminster. Its primary purpose is to articulate the school's distinct character and priorities, cultivate constituent relationships, and solicit and steward gifts essential to fulfilling Westminster's mission.

Strategic Focus: Growing Operating Reserves to \$1.6 Million by 2030

With financial sustainability and growth being a core impact area of our 2025–2030 strategic plan, our fundraising focus will be to ensure we build a healthy operating reserve of \$1.6 million by the end of 2030.

Such a goal will fulfill a core standard required to maintain our accreditation with the Council on Educational Standards and Accountability (CESA). In addition, having this financial reserve will ensure we can address unexpected costs, support important initiatives with stability, and protect the school's long-term future, reinforcing our mission for years to come.



“Unless the Lord build the house, those who build it labor in vain.” Psalm 127:1

Process & Strategy

The Office of Institutional Advancement manages Westminster's comprehensive development program, targeting approximately \$1 million in annual philanthropic support to advance the school's strategic plan. Operating on a July 1 – June 30 fiscal year, the office coordinates all solicitations for the Annual Fund, business sponsorships, GOAL Scholarship Program, endowed and planned giving, and capital initiatives. Trustees, alumni, faculty and staff, friends, students, parents, corporations, foundations, and others are solicited each year.

The Office maintains central authority over the development lifecycle – from identification to acknowledgment. It oversees all fundraising communications, both digital and print, in carrying out the school's master solicitation calendar to ensure institutional accuracy. The solicitation calendar for 2026-2027 is below:

Main Date Range		Cause	Targeted Constituencies
July 1	Aug. 15	Business Partners Sponsorships	Internal and External Businesses
July 1	June 30	One Ask Proposals	Major Donors
Aug. 1	Aug. 31	Westminster Faculty/Staff Giving	All Employees
Sept. 1	Oct. 31	GOAL Scholarship Program	All Georgia-based Supporters
Nov. 1	Dec. 15	One Day for WSA (Giving Tuesday)	All Constituencies
Dec. 15	Dec. 31	Year-end Giving (Calendar)	All Constituencies
Oct. 15	April 1	Spring Auction	All Constituencies
March	May	Senior Class Gift	Senior Class
June		Year-End Appeal (Fiscal)	SYBUNTS (Last 3 years)
Year-long		Capital Campaign and Planned Giving	Targeted Donors and Prospects

Institutional Advancement serves as the lead for each cause with help from campus units.

Westminster Fund

Westminster will create a vibrant annual fund that offers donors a variety of activities to get involved and provide continuous input for what they desire in their gift-giving to develop a lasting relationship for philanthropic support. Below are ways we plan to accomplish this goal:

Overall Goal - \$450,000

Monthly Projections									
September		October		November		December		January	
\$22,500	5%	\$67,500	10%	\$112,500	25%	\$157,500	35%	\$202,500	45%
February		March		April		May		June	
\$247,500	55%	\$292,500	65%	\$337,500	75%	\$405,000	90%	\$450,000	100%

During the fall semester, the school will continue its Giving Tuesday campaign under the theme, One Day for WSA! The giving day will use an interactive crowdfunding site to energize and unify support for Westminster across all constituency groups (students, current families, alumni, alumni parents, etc.). The day will feature competitions, challenge gifts and prizes.

Giving Tuesday Goal - \$175,000

In the spring, Westminster will host an engaging auction that brings together the school community to celebrate and raise support for our mission. The Office of Institutional Advancement will assemble a committee of 20+ volunteers to plan and execute the event.

Auction Goal - \$225,000

Participation Goals	
Faculty and Staff	100%
Board of Trustees	100%
Parents	90%
Alumni	10%

Business Partners

In celebration of its 50th anniversary, Westminster established a corporate sponsorship program in 2022 known as *Business Partners* to offer area businesses a variety of benefits to increase their brand awareness and recognition within our school community, while supporting our student athletes and fine arts performers.

Institutional Advancement will collaborate with campus stakeholders to simplify the Business Partner program this year to make it easier for potential sponsors to follow, provide greater impact to the athletics and fine arts programs and flow better with the membership offerings provided by both the Booster Club and Friends of Fine Arts.

Proceeds will be divided between athletics and fine arts on a 70% - 30% revenue share, respectively. A master business list will be created that identifies for which areas corporate sponsorships of the school would be best aligned and marketing materials will be rebranded to focus on impact and return on investment to maximize support.

Please see below for new marketing sample.



WHY BECOME A BUSINESS PARTNER?

Westminster invites you to join us in supporting our award-winning athletic and fine arts programs by becoming a business or family supporter through our sponsorship program. By partnering with us, you can choose from a variety of sponsorship levels that best suit your business' ability to contribute. Here are three reasons why you should partner with us...

1

BRAND RECOGNITION

Westminster hosts more than 400 athletics contests and 25 fine arts performances each year. With an estimated annual attendance of more than 6,000 supporters and patrons, a sponsorship is a great way to market your brand.



3

SUPPORT STUDENTS

Sponsorship proceeds last year were vital in offsetting Westminster's \$365,000 athletics budget — roughly \$1,000 daily — while fulfilling essential fine arts needs. Contributions funded a brass tuba, tenor and baritone saxophones, microphones, and tech tools. Additionally, support helped cover venue costs for productions and fund fine arts experiences.

2

SIGNIFICANT EXPOSURE

Westminster can seat up to 1,200 people at Wildcat Stadium, Tebbs Court, and Pollard Field, where it hosts most of its athletics events and fine arts performances. Beyond athletics and fine arts, these facilities host chapel services, school celebrations, sports camps, community events, etc.



GOAL Scholarship

Since 2008, Westminster has partnered with the Georgia GOAL Scholarship Program to allow supporters, both businesses and individuals, the opportunity to redirect a portion of their state income taxes to the school to provide tuition assistance for excellent students seeking a Westminster education. In exchange, participants receive a 100% Georgia tax credit to completely offset their contribution.

Since the program's inception, a total of 224 Westminster students have collectively received \$3.15 million in scholarship funds through GOAL. In all, 647 scholarships have been awarded to Westminster students through GOAL. The average scholarship award is \$4,878.

Westminster this year will develop a plan to educate all school constituencies on the benefits and impact of the GOAL Scholarship Program, with the goal of growing support to 115 participants. We will review program contribution and participation trends to renew support of consistent participants, attract new contributors and re-engage lapsed supporters through segmented appeals. The effort will culminate in a weeklong promotional effort that includes a community talk hosted by a certified financial professional.

2026 GOAL Week Outline

Theme: Pathways to Promise

- **Monday: Sweeten a Student's Future** – Advancement Staff will distribute a treat during carline to promote Georgia and American GOAL Scholarship programs and GOAL week activities.
- **Thursday: Food for Thought** – Come enjoy us at 6:30–7:30am for breakfast (coffee and pastry) at Westminster's Knox Hall. A Georgia GOAL professional (via Zoom) will inform us about how both Georgia GOAL and the new American GOAL can impact Westminster students and your state and federal taxes.
- **Friday: Grounds for Giving** – This is the official Westminster signing day for the Georgia GOAL Scholarship Program. American GOAL will launch in January 2027. All GOAL applicants will be entered into a raffle to receive a free week of 7-Brew Drive-Thru Coffee.



Foundations Campaign

The Westminster Board of trustees approved a new strategic plan this year that among other objectives, aims to grow the school's enrollment to 750 students. To support this goal, the Office of Institutional Advancement will launch a comprehensive capital campaign. This initiative aims to expand facilities through the acquisition of Tutt Middle School, bolster capital reserves, and enhance scholastic and discipleship programs.

Key tasks include:

- Finalize the project budget, prepare staff for capital fundraising initiatives, and map out the overall organization chart and activities schedule for the Foundations campaign.
- Create the case of support and commence the cultivation of major donor prospects, completing the organizational orientation process with the campaign cabinet, and actively proceeding with leadership-level solicitations.
- Maintain momentum through regular progress review meetings with the campaign cabinet and ensuring prompt acknowledgment of all contributions.

Initial Case of Support:



A Comprehensive Campaign
for Westminster Schools of Augusta

A Compelling Case

The Office of Institutional Advancement will develop and implement a comprehensive marketing and communication plan that reflects a highly coordinated advancement operation, built to inspire support from donors of all levels. The following cultivation strategies will inform donors and bring them closer to our mission.

Email and Text

Westminster will provide regular email and text communication, at least quarterly, on upcoming and ongoing advancement developments and efforts.



Print

The school will explore producing high-quality print materials that include compelling content, personalized messaging, and timely delivery to engage donors.



Major asks

Using personalized proposals, Advancement will create a one-ask approach among major donors (\$10,000 and higher) that fosters a culture of collaboration and shared purpose within the school and ensures that all fundraising efforts are aligned with the institution's strategic priorities.



Westminster Annual Gift Proposal

August 7, 2025

Prepared for
Willie Wildcat

3067 Wheeler Road
Augusta, GA 30909

Meet the Team

Building and sustaining a successful educational program in an independent school setting requires support and commitment from all members of the school family – from the Head of School, Board of Trustees, faculty, and staff to students, parents, grandparents, alumni, and friends.

The Office of Institutional Advancement coordinates the charitable involvement from these different groups, in accordance with the strategic and missional priorities set forth by the school's Board of Trustees. Reach out to any team member below for more information about how to get involved:



Wesley Brown, Head
of Institutional
Advancement
wbrown@wsa.net

Wes became a Certified Fund Raising Executive in 2025, is an Eagle Scout, proud Rotarian and has served on community boards. He closely collaborates with the Head of School, Leadership Team, Board of Trustees and key stakeholders on fundraising efforts in support of the school's strategic goals.



Mike Starrett, Institutional
Advancement
Coordinator
mstarrett@wsa.net

Mike joined Westminster after 33 years of Army service, including four combat tours. With a bachelor's degree in business administration, he has more than 25 years of leadership experience, culminating as the Cyber Center of Excellence and Fort Gordon installation Command Sergeant Major.

Appendix

Donor Bill of Rights

DEVELOPED BY:



Association of Fundraising
Professionals (AFP)



Association for Healthcare
Philanthropy (AHP)



Council for Advancement and
Support of Education (CASE)



Giving Institute: Leading
Consultants to Non-Profits

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

I

To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

II

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

III

To have access to the organization's most recent financial statements.

IV

To be assured their gifts will be used for the purposes for which they were given.

V

To receive appropriate acknowledgement and recognition.

VI

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

VII

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

IX

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.