

Be BOLD

THE CAMPAIGN FOR OUR FUTURE



GREENSBORO DAY SCHOOL





OUR MISSION

IS TO DEVELOP THE
**INTELLECTUAL,
ETHICAL, AND
INTERPERSONAL
FOUNDATIONS**
STUDENTS NEED
TO BECOME
**CONSTRUCTIVE
CONTRIBUTORS**
TO SOCIETY.

“

**There's no better time
to be bold than today.**

The Helen Monroe Preschool and the Center for Student Life, Entrepreneurship, and Innovation will amplify Greensboro Day School's impact in North Carolina and deliver on our commitment to being ever-forward, transformative, innovative, and human-centered. Now is the time to capture the spirit and energy of GDS to impact generations of students tomorrow.

TRACIE CATLETT,
Head of School





DEAR FAMILIES,

Greensboro Day School is flourishing.

Our enrollment is growing. Our foundation is strong. In classrooms, on the stage, in the robotics arena, on the court, and on the field, our students are creating, collaborating, and innovating. They are leaning into the responsibility to serve. They are becoming the constructive contributors our ever-changing 21st-century world needs.

The coming year will be a defining moment for Greensboro Day School. We are thrilled to announce **Be BOLD: The Campaign for Our Future**. Through this comprehensive campaign, we will transform opportunities for teaching and learning. We will strengthen the bonds of our GDS community—from the youngest Bengal Tots to the seniors about to cross the graduation stage. We will become more of the school our city needs.

We invite you to join us as we embark on this journey, and we thank you for entrusting your children to GDS as we step boldly forward.

Sincerely,



TRACIE CATLETT
Head of School



**MERRILL KEELEY
& CHUCK KEELEY '81**
*Campaign Steering
Committee Co-Chairs*



**MARY KATHERINE
STRONG MCINNIS '04
& MATT MCINNIS**
*Campaign Steering
Committee Vice-Chairs*

GREEN, GOLD, AND BOLD

AT GREENSBORO DAY SCHOOL, WE ARE COMMITTED
TO BUILDING ON OUR PAST SUCCESSES.

Pursuing new levels of excellence—pushing boundaries, questioning our past limitations, and innovating—is not only our responsibility to our students and families, but it is also one of Greensboro Day School's greatest strengths.

It's the reason we've become the most dynamic pre-K through grade 12 school in the Triad.

With a strategic plan and a campus master plan to guide us, it's time to lean into that strength and become a school of even greater opportunity for our students and for our community.

It's time to step boldly forward and secure Greensboro Day School's strong future.

We are thrilled to announce the launch of a new and bold comprehensive campaign, **Be BOLD: The Campaign for Our Future**, a campaign guided by six strategic priorities:



Pursuing
**ACADEMIC
EXCELLENCE**



Preparing
the School
for
**STRATEGIC
GROWTH**



Positioning
Students as
**IDEA-
GENERATORS**
in Engineering,
Entrepreneurship,
and Design



Strengthening
**PUBLIC
PURPOSE**
and
**COMMUNITY
CONNECTION**



Enhancing
**CAMPUS
SAFETY**



Enhancing
**FINANCIAL
STEWARDSHIP**

WHY BUILD A PRESCHOOL CENTER AND CENTER FOR STUDENT LIFE, ENTREPRENEURSHIP, AND INNOVATION?

✓ Strategic Growth

Since 2020, preschool enrollment has increased 93% (from 68 students to 131) with continued growth projected in the fall of 2024 (180). Preschool enrollment will provide a strong enrollment base for future growth in the middle and upper school grades in the years ahead.

✓ Economic Development

Greensboro companies are looking for a top independent day school with world-class facilities to attract incoming executives. GDS must modernize and deliver.

✓ Competitive Edge in the College Admissions Process

Grades and test scores are not enough. The SLEI will provide the backdrop for idea generation, entrepreneurial thinking, prototype design and redesign, and business pitches.

✓ Serve the Triad as a Private School with a Public Purpose

GDS will leverage world-class facilities and programs to build partnerships, deepen connections with organizations in the Triad, and generate auxiliary revenue.

✓ Prepare our Students to Evolve With and Ahead of Greensboro

The SLEI will allow us to provide an interdisciplinary, hands-on education within interconnected spaces where visual art intersects with technology and students will work collaboratively to solve problems for the local community. Students will get hands-on experience programming robots, using woodworking equipment, laser cutters, 3D printers, and other machine tools, preparing them to be constructive contributors to the world.

✓ Focus on Interpersonal Skills

We've outgrown our cafeteria. By increasing our seating capacity to 400, we will be able to offer a dining experience rich with connection and fellowship for both students and employees in each division (eye contact required and no phones allowed). Flexible design will allow the dining center to transform into a conference space on nights, weekends, and during the summer.

✓ Healthy Mind, Body, and Spirit

For over a decade, adolescent mental health has been on the decline, especially in high-achieving schools. With a focus on integrating researched-based practices that support students' social, emotional, and physical wellbeing, the Wellness Center will be a multi-functional space for relaxation, meditation, mindful breathing, and quiet connection as well as a learning center hub for nutrition, sleep, neuroscience, and mental health.

✓ Enhancing Financial Stewardship

Growing the GDS endowment provides long-term financial sustainability.

THE HELEN MONROE PRESCHOOL

IN THE LAST THREE YEARS,

PRESCHOOL ENROLLMENT AT GDS HAS GROWN 93%!



The construction of a new Preschool Center is a strategic priority so we can continue to support enrollment demand in years to come.

GDS has a longstanding tradition of providing an exceptional education for our students, and we are committed to continuing that tradition with a brand-new facility that will provide a safe and stimulating learning experience for our youngest Bengals. Spacious indoor and outdoor classrooms and a multisensory playground will provide nurturing learning spaces that allow our students to grow intellectually, physically, socially, and emotionally as they also sharpen their fine and gross motor skills.



CENTER FOR STUDENT LIFE, ENTREPRENEURSHIP, AND INNOVATION



Through this campaign, we will construct three new facilities—including a new preschool, outdoor restrooms for the Tennis Center and a maintenance facility—and grow our endowment to support them.

The centerpiece of Be BOLD will be Greensboro Day School’s Center for Student Life, Entrepreneurship, and Innovation (SLEI).

Located at the center of campus, SLEI will become Greensboro Day School’s beating heart, a place where we will bring together our entire Bengal community. A place where we foster new connections with the community outside our doors to transform teaching and learning opportunities for students at every level.



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How do we give our students an educational experience that they cannot get anywhere else?

In my opinion, this is it. This is hands-on. This is innovative. This is where our students will get the time and space and tools to develop skills—critical thinking, problem-solving, and collaboration—that will last a lifetime. And what makes SLEI even more special is that nothing happens in isolation.

ASHLEY KNAPP MEYER '97
K-8 STEAM Specialist
and Parent of Charlie '29





NINE CENTERS IN A SINGLE BUILDING?

YES. BECAUSE THE WORLD AROUND US
EXISTS IN INTERPLAY, INTEGRATION,
AND CONNECTION.

In the SLEI, students will generate ideas and solutions for school-based and community-wide problems at the Center for Public Purpose. They'll design prototypes at the Center for Design and the Arts. They'll create those prototypes in the Center for Engineering and Innovation. Then they'll present their solutions to community members at the Center for Entrepreneurship, where they'll collect feedback and repeat another cycle of design thinking, engaging in an iterative process that will take them back into each part of the SLEI to innovate again.

This is how we put our kids at the heart of solving problems.

We teach them to empathize, listen, and engage in an iterative process. This is how we become an epicenter of student-driven idea generation.

TRACIE CATLETT,
Head of School

“BY BUILDING THE SLEI, WE’LL OPEN
THE DOOR TO NEW WAYS OF THINKING.”



MARY KATHERINE BELL,
DURANT BELL '98,
and their family

THE BELL FAMILY

“If you are looking for the best education there is, this is it,” says alumnus, Board of Trustees Chair-Elect, and parent Durant Bell '98. “At GDS, they excel at educating the whole child—academically, physically, socially, and emotionally.”

For the Bells, there is no question that the Center for Student Life, Entrepreneurship, and Innovation is Greensboro Day School’s next right step. “The Center for Design and the Arts, the Center for Entrepreneurship, the Center for Engineering and Innovation, the Wellness Center—they all play a role in whole-child education,” he explains. “By building the SLEI, we’ll open the door to new ways of thinking. We will create an environment that gives students the freedom to investigate the world beyond our walls and then take action to improve it. We will send a powerful message about the importance of their wellness,” says Durant. “Giving students opportunities like these starting in lower school and continuing to high school—that is going to be a unique differentiator for GDS.”

For Durant, bringing these academic spaces together with common spaces for students, families, and our wider community is just as important as creating the opportunities themselves. “What we want to enhance is connectivity between the Preschool, Lower School, Middle School, and Upper School,” says Durant. “We want there to be a feeling that there is one GDS, one student body. Building the SLEI is how we will do that.”

CREATING ENTREPRENEURIAL THINKERS



CLARA LOVE PRIGGE '94
& GRANT PRIGGE '94

GRANT PRIGGE '94

After 20+ years as an entrepreneur and co-founder of three successful startups, including Mila Cares, where he serves as CEO and head of product design, Grant Prigge '94 knows a few things about cultivating an entrepreneurial mindset. "Very few people are natural entrepreneurs," says Grant. "Most successful entrepreneurs get there because of a deep sense of wanting to understand things at their most basic, fundamental level. The question is," he asks, "how do you foster that?"

1

CHANGE THE APPROACH. "We need to develop programs that help kids think for themselves and be confident in those decisions," says Grant. The best way to do that, he says, is to encourage students to look for problems to solve and then give them the agency and the freedom to try to solve them.

CENTER FOR ENTREPRENEURSHIP, CENTER FOR PUBLIC PURPOSE

2

GIVE STUDENTS THE RIGHT TOOLS. Dreaming up a solution and creating a prototype to test in the real world are fundamentally different educational experiences. That's why giving students access to technological, industrial, and artistic tools is essential.

CENTER FOR DESIGN AND THE ARTS, CENTER FOR ENGINEERING AND INNOVATION

3

SUPPORT THE DEVELOPMENT OF THE RIGHT MINDSET. "We've got to teach kids that failure is okay," says Grant. "Failure is a learning process; it informs your next step." Helping students get comfortable with failure, explains Grant, requires intentionally promoting students' sense of psychological safety. "In any entrepreneurial project, psychological safety is so important," explains Grant. "It's critical to innovation. If students are worried about being judged, their brains cannot focus on solving problems."

CENTER FOR ENTREPRENEURSHIP, CENTER FOR PUBLIC PURPOSE, CENTER FOR DESIGN AND THE ARTS, CENTER FOR ENGINEERING AND INNOVATION, CENTER FOR WELLNESS

WHERE EVERYONE FEELS WELCOMED

AND HAS A SEAT AT THE TABLE



WELCOME CENTER



We talk about being a community of belonging. This is where it all starts. The new GDS Welcome Center will become the gateway to our school and the single access point for the rest of our campus, enabling us to demonstrate our hospitality while ensuring a safer, more secure campus.



STUDENT COMMONS



In a world dominated by screens, it's never been more important for GDS to foster opportunities for our students to spend time together face to face. This will be our students' new home, a place where they can freely come and go over the course of their school day, whether they are meeting with friends, collaborating on a project, or stopping for a moment of respite.



If you want a sense of **community**, you have to have a space where students of different ages can gather.

ASHLEY KNAPP MEYER '97

K-8 STEAM Specialist and Parent of Charlie '29

At SLEI our students will do more than learn about innovation, entrepreneurship, and design thinking. They'll begin to do what needs to be done now in the world in a place where they can see themselves, where they will say, **'This is where I belong, where I want to be no matter who I am'**—a middle school student, an upper school student, an introvert, an extrovert, an artist, an engineer.' SLEI will become more than a central place or hub for our campus. It will become the heart of our school.

JOHN KING '87

Board of Trustees and Parent of A.J. '23 and Andy '18



DINING COMMONS



There is no better or simpler way to strengthen ties among our student body than to provide children with an opportunity to come together daily around a meal. By increasing our seating capacity to 400, we will be able to offer K-12 communal lunches for the first time ever. By incorporating elements of flexible design, we will gain the space we need to host conferences, events, and meetings all year long.



COMMUNITY COMMONS



We want parents and alumni to stay involved and feel welcome every time they come to campus. With a bookstore, coffee shop, and meeting space specifically designed for parent groups, the Community Commons will give our parents a place to connect and gather.

WHERE WE WILL FUEL OUR STUDENTS' GROWTH

BY GIVING THEM SPACES, TOOLS, AND OPPORTUNITIES
TO FLEX THEIR CREATIVE MUSCLES, GENERATE IDEAS, CONNECT TO
THE PEOPLE AND BUSINESSES DRIVING OUR REGIONAL ECONOMY,
AND BECOME CONSTRUCTIVE CONTRIBUTORS TO THE WORLD.



CENTER FOR DESIGN AND THE ARTS



Classrooms and studios specifically designed for the visual arts, ceramics, graphic design, and textile design will ensure we meet surging demand for art classes, support students' self-expression and creativity, and provide the canvas we need to implement our comprehensive and integrated STEAM (science, technology, engineering, arts, and mathematics) curriculum.



CENTER FOR ENGINEERING AND INNOVATION



With an industrial makerspace and a full range of tools at their fingertips for activities ranging from industrial design to woodworking and robotics, along with emerging technologies like virtual and augmented reality, our students will bring their ideas to life as they endeavor to engineer solutions using the same tools and technologies that are shaping the Triad's economy and our students' lives.



I am always telling kids that **creativity is a muscle that needs to be exercised.** If you don't exercise it, it's not going to be readily accessible to you. Experiences in design and the arts foster creativity, teamwork, and critical thinking in a way that academics alone can't because artistic experiences rely on and create outlets for self-expression.

SONNY WILLIS '96
Fine Arts Chair
and Parent of Brice '25

So much of your career is about learning on the job and doing. Experiential learning—getting children to appreciate that doing is as important as studying in the classroom—is essential. **It makes for a robust educational experience.**

BILL SMITH
Board of Trustees
and Parent of Josie '33

The Center for Entrepreneurship will ensure our students are even better prepared for college. The skills they learn—solving real-world problems in a collaborative environment and presenting their solutions—will set them apart and make them and our region more competitive.

CHUCK KEELEY '81
Chair, Board of Trustees,
Recipient of the Poole College
of Management's Distinguished
Alumni Award at N.C. State University,
and Parent of Charlie '11, Fletcher '12,
and Jake '16



CENTER FOR ENTREPRENEURSHIP



With collaborative working spaces and a pitch room, students will be able to apply the principles of design thinking and work together to develop their own startup ideas, identify solutions to problems posed by Triad businesses and nonprofits, and pitch their solutions to local community leaders.



CENTER FOR PUBLIC PURPOSE



This center will connect students with nonprofits located throughout the Triad, engage students in service learning opportunities across all grades, offer programs that strengthen students' civic leadership skills, and serve as a community incubator and the hub for our growing all-school Student Philanthropy Council.

WHERE WE WILL SEND A POWERFUL MESSAGE

TO OUR STUDENTS ABOUT THE IMPORTANCE WE PLACE
ON THEIR WELL-BEING EVERY DAY.



WELLNESS CENTER



For over a decade, stress and anxiety have been on the rise in adolescents, especially in high-achieving schools.

With a focus on integrating research-based practices that support students' social, emotional, and physical well-

being, the Wellness Center will offer students a multi-functional space for relaxation, meditation, mindful breathing, and quiet connection.

It will also serve as a learning center for nutrition, sleep, neuroscience, and mental health.



SMART, SUSTAINABLE GROWTH

TIME TO BUILD OUR ENDOWMENT



Our faculty and staff, our campus facilities, our endowment— together they are the strong foundation that ensures Greensboro Day School’s success and sustainability long into the future. Through this campaign, we will enhance our financial stewardship by adding \$2 million to the endowment in order to

- ✓ **Support the increased annual operational expenses** that come with expanding our campus through the construction of the new preschool; the Center for Student Life, Entrepreneurship, and Innovation; Tennis Center restrooms; and maintenance facility.
- ✓ **Flex and evolve**—and reimagine our programs— as the tools and technologies that drive our economy change alongside us.
- ✓ **Strengthen the school’s fiscal sustainability** over the long term and reduce our dependence on annual fundraising.
- ✓ **Reduce our exposure to risk** during periods of economic uncertainty.

Your gift to the endowment will provide the steady, dependable funding that will enable us to strive toward our vision today and achieve it tomorrow, and sustain Greensboro Day School for decades to come. Moreover, with an investment policy designed to minimize risk, annual earnings used from the endowment will represent only a portion of the fund’s projected growth year after year.

Under our stewardship, your gift has the potential to grow and thereby contribute more to Greensboro Day School with every passing year.

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The best way to make sure our school is financially robust so it can continue to make that impact on generations to come is to build our endowment.

CHUCK KEELEY '81
Chair, Board of Trustees



YOUR NEXT BOLD STEP
FOR GREENSBORO DAY SCHOOL



Be **B** **LD**

THE CAMPAIGN FOR OUR FUTURE

**TODAY, WE ARE THE MOST DYNAMIC
PRE-K THROUGH GRADE 12 SCHOOL IN THE TRIAD.**

You will be the reason
Greensboro Day School
becomes an epicenter
for idea generation.

You will be the reason
our entire school
community becomes
even stronger.

You will be the reason
the school we cherish
today flourishes for
decades to come.

Our students graduate fully prepared for college, careers, and life. They are ready and willing to become the critical thinkers, problem solvers, and good people our 21st-century world needs.

We invite you to become part of this defining moment in Greensboro Day School's history by joining Be BOLD: The Campaign for Our Future.

We wouldn't have the school we have today without the support and leadership of past parents, grandparents, and community members. By making a generous gift, you will honor all that our past supporters have provided—and the many people who have worked to make Greensboro Day School what it is today. You will ensure we provide even more transformative opportunities for teaching and learning tomorrow.

**IT'S TIME TO STEP BOLDLY FORWARD FOR
GREENSBORO DAY SCHOOL'S STUDENTS TODAY AND TOMORROW.**

IT'S TIME FOR

Be **B**  **LD** THE CAMPAIGN FOR OUR FUTURE

Be **B** **LD**

THE CAMPAIGN FOR OUR FUTURE



GREENSBORO DAY SCHOOL

5401 LAWNDAL DRIVE, GREENSBORO NC 27455
(336) 288-8590 | GREENSBORODAY.ORG

