



March 26, 2010

Dear Davidson Day School Community,

I want to take a moment to introduce myself to you and let you know what the development plans are for the rest of 2010 and for the 2010/2011 academic year. As the new Director of Development at Davidson Day School, I am interested in helping the School reach its fund raising potential in order to benefit all of the children here and help ensure the School's future potential. I understand the sacrifices we all make in order to provide the best education possible for our children. As the mother of four wonderful daughters—Nessa who went to Brown and is now doing her MD/PhD at University of Illinois Chicago; Siena who graduated from Colorado College (a very cool school) in 2008 and now works in the film industry as an assistant cameraman and stylist; Aspen who is completing her sophomore year at Yale and will be doing scientific research in the Russian arctic circle this summer (helps that she speaks Russian); and Devon who is completing her junior year at The Hill School (a boarding school in PA) – I too have made those sacrifices. And it is why I believe so passionately in the need for independent schools to raise funds to support superior education.

I come to Davidson Day with fund raising experience from other independent schools, the university level, and other non-profits. My doctoral research was conducted at The Peddie School after it received a \$100,000,000 (one hundred million dollar) gift from Walter Annenberg. Ambassador Annenberg understood the impact that his gift could make on this small boarding school in NJ which he had attended and wanted to witness its wonderful transformation during his lifetime. While Annenberg's gift still stands as the largest single donation to an independent school, it also stands as an example to all of us as to the importance of giving back to our schools.

I can tell you from experience that a gift of \$500,000 to a university is a nice donation but that same sized gift made to any independent school is life changing. It goes further, has greater direct impact on students, and is an overall better investment of charitable dollars—Walter Annenberg understood that.

I come to Davidson Day with excitement and passion for helping our School achieve its vision for our students. I have ideas and plans to simplify fundraising here while making it easier for all families to get involved in giving. I'll help each family understand how their dollars will be used to improve our children's education. And I will be counting on you to care enough to support the School and our students by joining the giving tradition at Davidson Day.

Currently Davidson Day School is conducting a Capital Campaign to continue to enhance the “bricks and mortar” of our beautiful campus. Your support for this capital campaign is very important. Equally important, however, is the broad based support from all families for Annual Giving. In the most successful schools, everyone donates to Annual Giving first. I know you share my desire to ensure Davidson day is counted among the most successful schools available.

I look forward to meeting all of you and welcome you to stop by the development office when you are on campus.

Dr. Judy Reese
Director of Development
Davidson Day School