



MAKE NEW FRIENDS

VIRGINIA BEACH FRIENDS SCHOOL
NEW CONSTRUCTION CAPITAL CAMPAIGN



MAKE NEW FRIENDS

Over the course of its long and proud history, Virginia Beach Friends School (VBFS) has demonstrated the ability to adapt and evolve. We invite you to join us on this inspiring journey into the future of VBFS with the construction of a new multi-use building that will support current and additional programs as well as meet the needs associated with the steady increase in enrollment. The \$7,000,000 Make New Friends Capital Campaign will afford VBFS the opportunity to enhance the campus while simultaneously offering each student a higher quality, well-rounded education.

MAKE NEW FRIENDS:
FUTURE OF VBFS

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HISTORY OF VBFS

The founder of Virginia Beach Friends School, Louise Wilson, shares in her book, *A View from My Window*, an article written by Louisa Venable Kyle, journalist and historian, on January 8th, 1956. The *Virginian Pilot's* attention-grabbing headline read, "QUAKERS COME BACK TO PRINCESS ANNE COUNTY THREE CENTURIES AFTER THEIR PERSECUTION." This all capital letter headline marked the public recognition of Virginia Beach Friends Meeting and Friends School founded in 1955 by Louise and Bob Wilson. Kyle referenced the school by saying...

"When I visited the new Friends School in Princess Anne County, I realized that the children who attended it were fortunate indeed. The attractive classrooms with small groups of pupils, the lunch room and the personal attention given each child is noticed at once and there is something about all schools that are operated by the Quakers that sets them apart in the field of education and they enjoy an enviable reputation. Although it was so recently organized, the Friends School now has a kindergarten, first and second grades; and plans are already underway to enlarge it and add additional grades."



During the Virginia Beach Friends School storied 66-year history, the school's size has ebbed and flowed. Locally known as "*Friends School*," having started as a kindergarten and elementary school, it grew to add a high school in the mid-'90s. With enrollment and economic shifts, the school strategically phased out its Upper School program (grades 9-12) from July of 2019 to July of 2021. This strategic decision to pull back the academic program to its original toddler through eighth grade format, along with new leadership, re-envisioned marketing initiatives, expanded academic offerings, added innovative revenue generators, and the ability to offer in-person instruction during the COVID-19 pandemic, has seen Virginia Beach Friends School continue to thrive in recent years, with a doubling of enrollment.

Early alumni of the program include Morgan Davis (CEO of Towne Bank), Ellen Sinclair (noted Hampton Roads Artist), William "Billy" Almond (nationally recognized landscape architect and Principal Landscape Architect of WPL Site Design), and Garland Waller (Boston University Professor and award-winning producer-writer-director of nationally syndicated and local television and independent film programs). With a number of the buildings at its Laskin Road, Hilltop location having been designed by John Waller, well-known Virginia Beach architect and a founding parent of the school in 1955, Friends School continues to thoughtfully educate the children of the Tidewater region through an academic program guided by the Religious Society of Friends testimonies of Simplicity, Peace, Integrity, Community, Equality, and Stewardship (S.P.I.C.E.S). This values-based education philosophy is as relevant in 2021 as it was in 1955.

Through its continued long historical partnership with the Virginia Beach Friends Meeting, the school sees a bright future educating students to understand their individual "Light," the Quaker belief of the individual spirit within us all. No longer the "*best-kept secret*" for joyous learning, Virginia Beach Friends School thrives as it continues to foster academic, social, emotional, and physical growth in its students, *just as it did at its inception.*

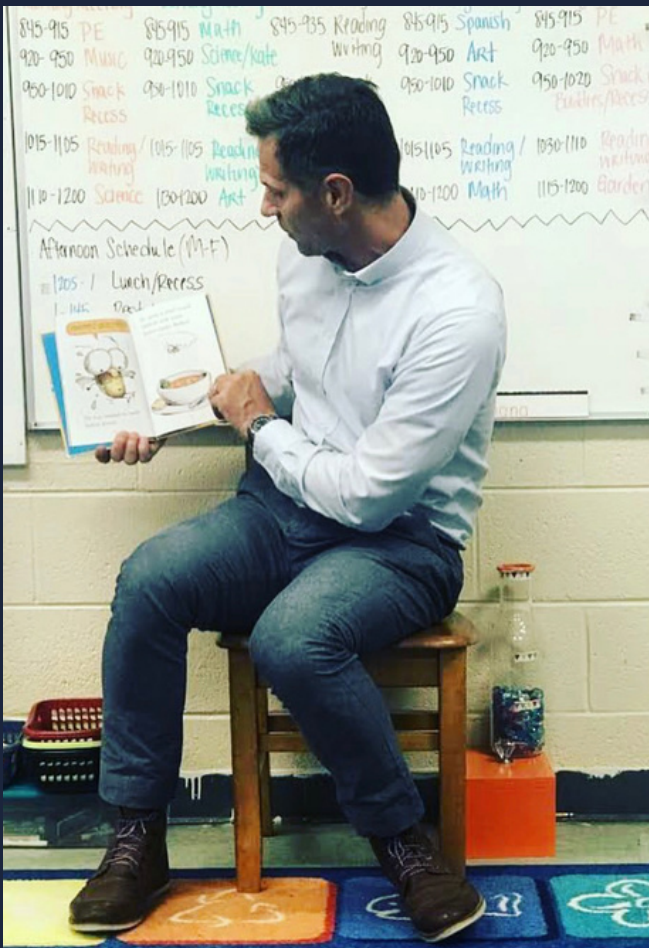
MIKE BARCLAY HEAD OF SCHOOL

Mike Barclay has served as Head of School at Virginia Beach Friends School for the last three years. Since arriving at VBFS in 2018, Mike has led a revitalization of the program with enrollment more than doubling from 71 students in PreK through 12th-grade in 2018-19 to 147 students in Toddler through 8th-grade in 2020-21. Enrollment projections for the number of students attending VBFS in the 2021-22 school year fall between 160 to 180. During his short time at VBFS, the school has phased out its upper school program, re-established its dormant toddler program, and completely rebranded itself as a competitive independent school. These initiatives have created a school community where over half the current VBFS families are new.



The school is about to embark on the Make New Friends Capital Campaign to create a new state-of-the-art building to help foster its continued growth.

Prior to arriving at VBFS, Mike was the Head of School at Quest Montessori School in Narragansett, RI where he spent seven years, three as Asst. Head of School and four as Head of School. During his seven years at Quest, Mike oversaw a tripling of enrollment, fostered a culture of giving, and shepherded the school through its first joint accreditation process leading to an A.I.S.N.E (Association of Independent Schools of New England) and A.M.S (American Montessori Society) dual accreditation. Prior to his time at Quest, Mike was the Dean of Students at Moses Brown School in Providence, a PreK through 12th-grade Quaker independent school (2005-11), and before this, he was the founding Admissions Director at Stuart Hall High School, part of the Schools of the Sacred Heart in San Francisco (2000-05).



MAKE NEW FRIENDS STATEMENT

Founded in 1955, Virginia Beach Friends School was established to provide a progressive Quaker education to the children of Hampton Roads. The values-based academic program, anchored by the Quaker testimonies of Simplicity, Peace, Integrity, Community, Equality, and Stewardship (S.P.I.C.E.S), is the reason families have flocked to the program in recent years. With a doubling of enrollment from 71 students at the start of the 2018-19 academic year to 147 students for the 2020-21 academic year and a projected 160-180 students for the 2021-22 academic year, Friends School enthusiastically begins an aggressive \$7,000,000 capital campaign to meet the enrollment demand and push its program forward at all levels.



With 200% growth in fundraising dollars over the last two years, along with its metric enrollment gains, the capital campaign led by Development Director, Anna Canada, and Chris Dotolo, Board of Directors member, looks to transform the school's Hilltop campus. Guided by the leadership and development experience of Anna and Chris, along with the collective efforts of the School Committee (Board of Directors) and Friends School administration led by Michael Barclay, Head of School, and Candice Jarden, Asst. Head of School and CFO, the school embarks on an effort to modernize its campus with the addition of a new 18,000 square foot building designed by HBA Architecture and Interior Design and WPL Site Design working in conjunction with S.B. Ballard Construction Company.

With the school's unique values-based, experiential whole-child education program at its forefront, highlighted by transformational student/teacher relationships from toddler through eighth grade, Friends School continues to position itself as the small "neighborhood" independent school where every child is known for who they are and what strengths they possess. As a VAIS (Virginia Association of Independent Schools) and FCE (Friends Council on Education) accredited school, Friends School prepares students for high school success and success as global citizens.

The Make New Friends Capital Campaign aims to increase the school's brand awareness by creating a state-of-the-art academic building with a new gym, classrooms, a performing arts space, modern science labs, and music and art facilities that recognize our standing commitment to all aspects of art education. In the school's efforts to raise \$7,000,000, it will also look to start an endowment fund with a portion of the funds raised to secure long-term financial growth through school investments.

Virginia Beach Friends School, since 1955, has been a staple of the Hampton Roads community. Long known as the best-kept secret in Virginia Beach, the secret is out! Today, the school has transformed into a buzz-worthy and competitive independent school amongst the seven cities.

GROWTH TRENDS

Enrollment

Enrollment has more than doubled since 2018 and growth continues to increase with strength. These projections are based on spikes in inquiries & tours, space availability and community wide popularity.

Past Enrollment:

- 2018-2019: 71
- 2019-2020: 115
- 2020-2021: 147

Enrollment Projections:

- 2021-2022: 163
- 2022-2023: 174
- 2023-2024: 190
- 2024-2025: 200



Annual Giving

Annual giving has increased by nearly 200% over the last three years. Friends School has been able to foster a culture of giving and our community understands that gifts support the people and programs that make our small historic school special.

Annual Giving:

- 2018-2019: \$166,845
- 2019-2020: \$295,441
- 2020-2021: projected to end at \$213,818

Teacher Salaries

For the last three years, the average increase in teacher salaries has been 3% per year. The consistent increase in teacher salaries improve our teacher retention. In one study, a 10% increase in teacher pay was estimated to produce a 5 to 10% increase in student performance. By continuing to support our teachers and recognizing their dedication to VBFS, each student benefits.

Financial Aid

To guarantee that the greatest number of students are able to take advantage of the educational opportunities at VBFS, we are committed to helping students with financial needs. VBFS continually strives to offer financial assistance without exceeding 10% of our overall budget, which is in accordance with the National Association of Independent Schools.

Awarded Financial Aid:

- 2018-2019: \$175,644
- 2019-2020: \$112,050
- 2020-2021: \$111,153

HBA ARCHITECTURE & INTERIOR DESIGN

With over three decades of experience, Mike Ross continues to establish himself as a leader in the field of Educational Facility Planning and Design on every project he touches. He approaches educational planning from the learner's perspective by asking questions such as: "What skills do our young people need to have when they graduate to be successful contributors in today's global society?...What habits do our young people need to develop to become life-long learners?...How do we get students engaged in their own learning experience so that they become self-motivated?... These types of questions form the basis of Mike's philosophical approach to planning school facilities, and determining each community's unique answers to these questions leads to the design of exceptional learning environments that truly meet the needs of

both the learners and the community. Mike also believes that school facilities must be "of the community" to be successful, and he brings his highly collaborative planning process to every opportunity. His objective is to engage as many stakeholders as possible because each constituent group brings a unique perspective to the process and it is the synthesis of these diverse viewpoints that truly drives the creative process. Students, in particular, provide invaluable insight to the planning of schools for the future and should play a strong role in the collaborative planning process. Mike is especially adept at consensus building and gaining stakeholder buy-in of the planning vision and design concepts that are the results of these workshops, leaving participants with a sense of pride and ownership in their accomplishments. With his planning approach from the learner's perspective and his collaborative planning and design process, Mike is reinventing the way we go about making places where great learning can occur.



SB BALLARD CONSTRUCTION

Our mission is to employ sustainable business practices and provide unmatched customer service by constructing superior quality projects delivered on time and on budget. We don't abandon those projects once they're done. We enjoy our work, so you'll often find us coming back for quality checks years after construction is complete. We build because it's our passion. Creating form, function and style for our customers is exciting and rewarding work. Above all, we take pride in our reputation. We are committed to the companies and communities we serve and we deliver the highest levels of quality and craftsmanship in the industry today.

We take pride in our ability to oversee a design-build, which means we provide the owner a single point of contact for construction and design. Single-source accountability lets us streamline the construction process, stay on schedule and reduce cost.

With design-build, the designers, finance people, engineers, builders and owners all work together. Because the construction and design stages happen simultaneously, we can deliver the finished product faster and more efficiently than a traditional linear method of construction. Over the years, we have executed a considerable amount of design-build projects from simple commercial buildings to more complex facilities like schools, hotels and medical facilities. No matter the size and scope, we bring the same dedication to excellence. That's why we are the leaders in design-build in the Mid-Atlantic and Southeast.

At S.B. Ballard, our strongest asset is our people. We have cultivated a strong team built on teamwork and working towards a common goal. Our people are passionate about what they do, and take pride in a job well done. With every new project, we build community. We love to see people use and enjoy our finished work, but our engagement doesn't end with project completion. For Stephen B. Ballard, and the entire S.B. Ballard family, giving back is a passion. While we have participated in hundreds of events and initiatives over the years, we don't seek recognition or accolades. We serve because, as members of the communities in which we live, we feel it is our responsibility and honor to give back. Just a few of the organizations we have supported over the years and continue to support include, ORPHANNetwork, Roc Solid Foundation, Pancreatic Cancer Action Network, The Special Olympics, Friedreich's Ataxia Research Alliance and Children's Hospital of the King's Daughters.





1ST FLOOR LAYOUT



NEW CONSTRUCTION FIRST FLOOR LAYOUT

The first floor in the new construction building will house a majority of Friends School special programs including a new gymnasium, large flexible music classroom space, a visual arts studio with indoor and outdoor learning areas, and a campus kitchen and cafe where students will enjoy experiential & project-based learning lessons.

Middle School Size Gym

Steel Pan Music Classroom

Flex Music Classroom

Visual Arts Studio & Kiln

Campus Kitchen & Cafe

Conference Space

Ample Storage Space

DEDICATED SQ. FOOTAGE:
8,263 FT.



2ND FLOOR LAYOUT

SPACE USAGE

- CIRCULATION
- BUILDING SERVICES
- CLASSROOMS
- COLLAB AREA



SECOND FLOOR

1/8" = 1'-0"



NEW CONSTRUCTION SECOND FLOOR LAYOUT

The second floor in the new construction building will boast a state-of-the-art science lab with makerspace, a performing arts studio, four middle school classrooms, Learning Center, and a collaborative teacher workspace. The classroom space in the new construction building will allow Friends School to keep pace with the increasing enrollment demands.

Performing Arts Studio

Collab Work Space

Learning Development Center

State-of-the-Art Science Lab

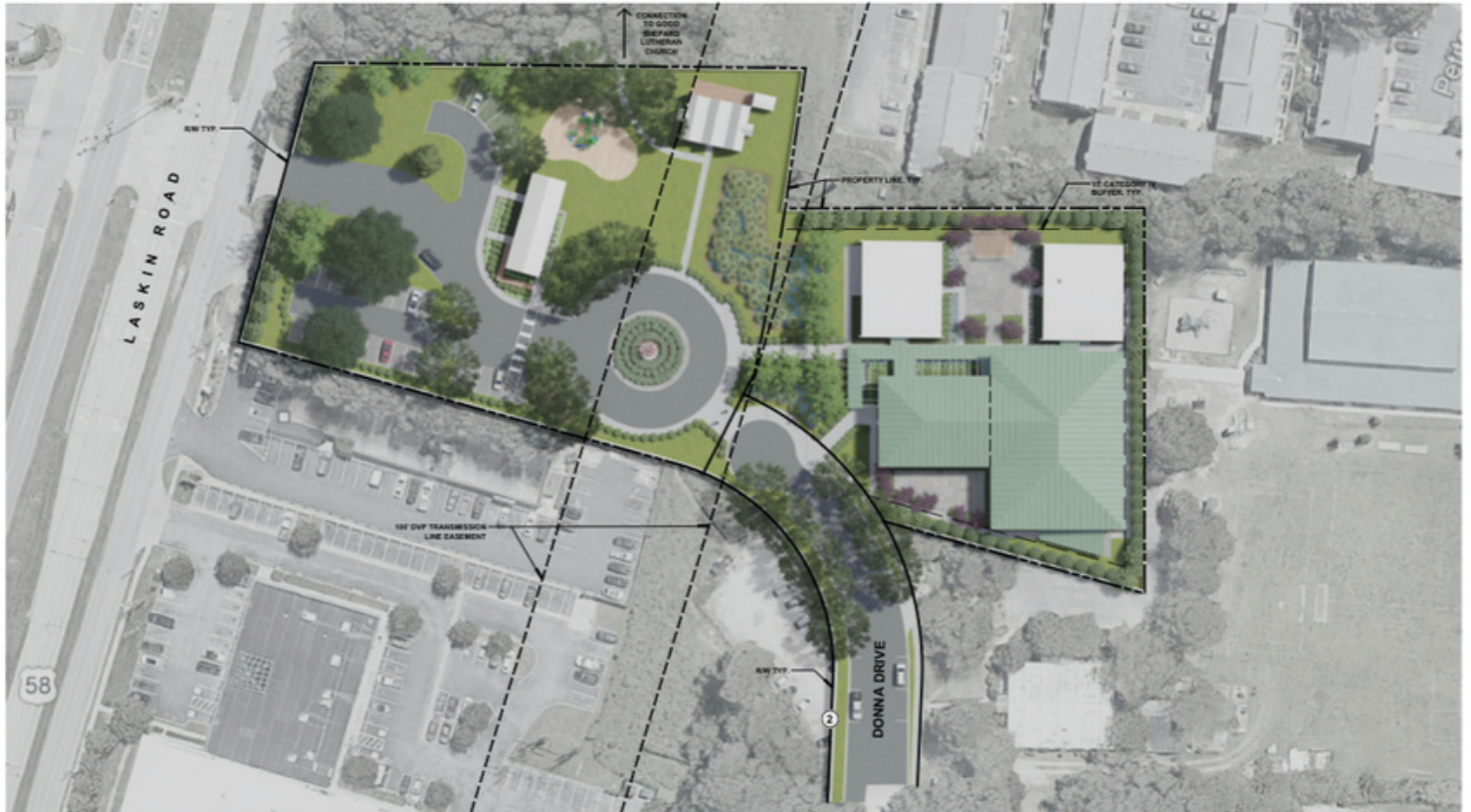
Middle School Classrooms (4)

Ample Storage Space

Appropriate Lavatories

DEDICATED SQ. FOOTAGE:
5,684 FT.

FUTURE FRIENDS



MASTER PLAN - PHASE 1
VIRGINIA BEACH FRIENDS SCHOOL
VIRGINIA BEACH, VIRGINIA
WPL | LANDSCAPE ARCHITECTS | LAND SURVEYORS | CIVIL ENGINEERS

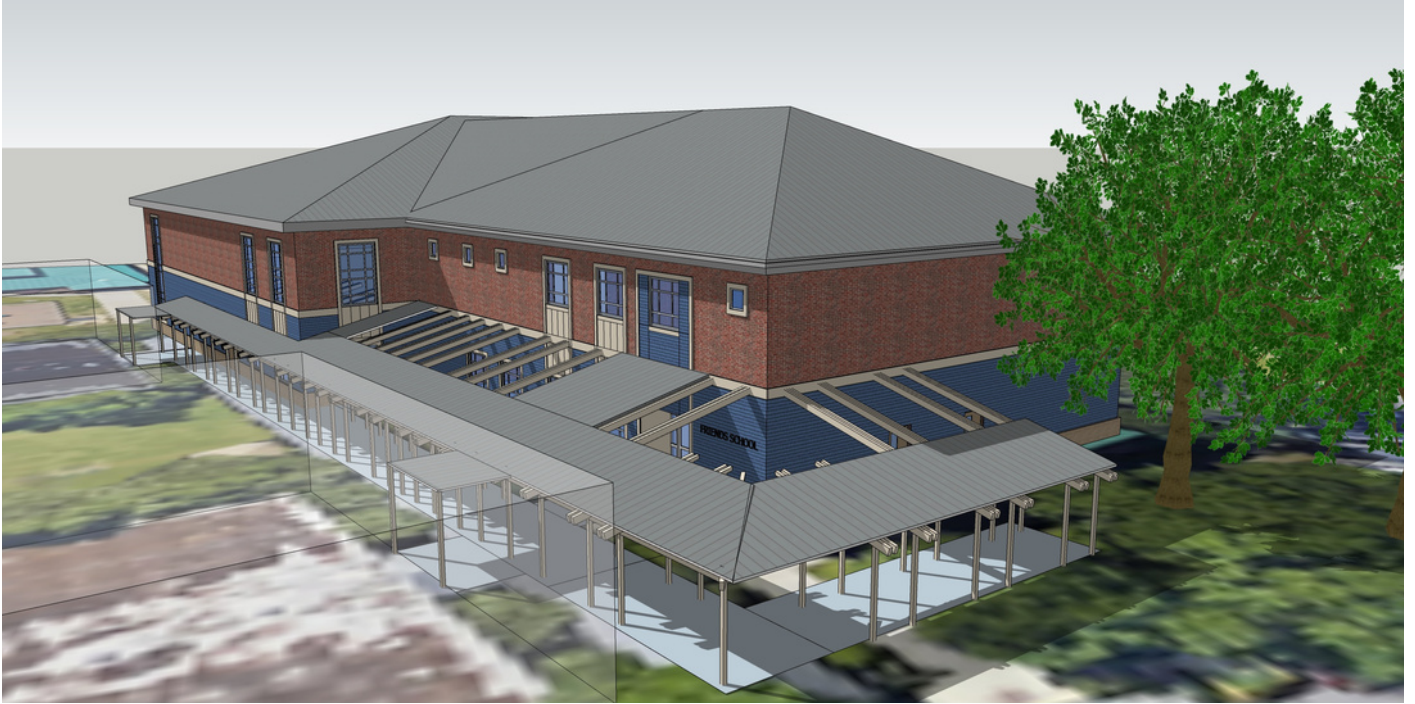


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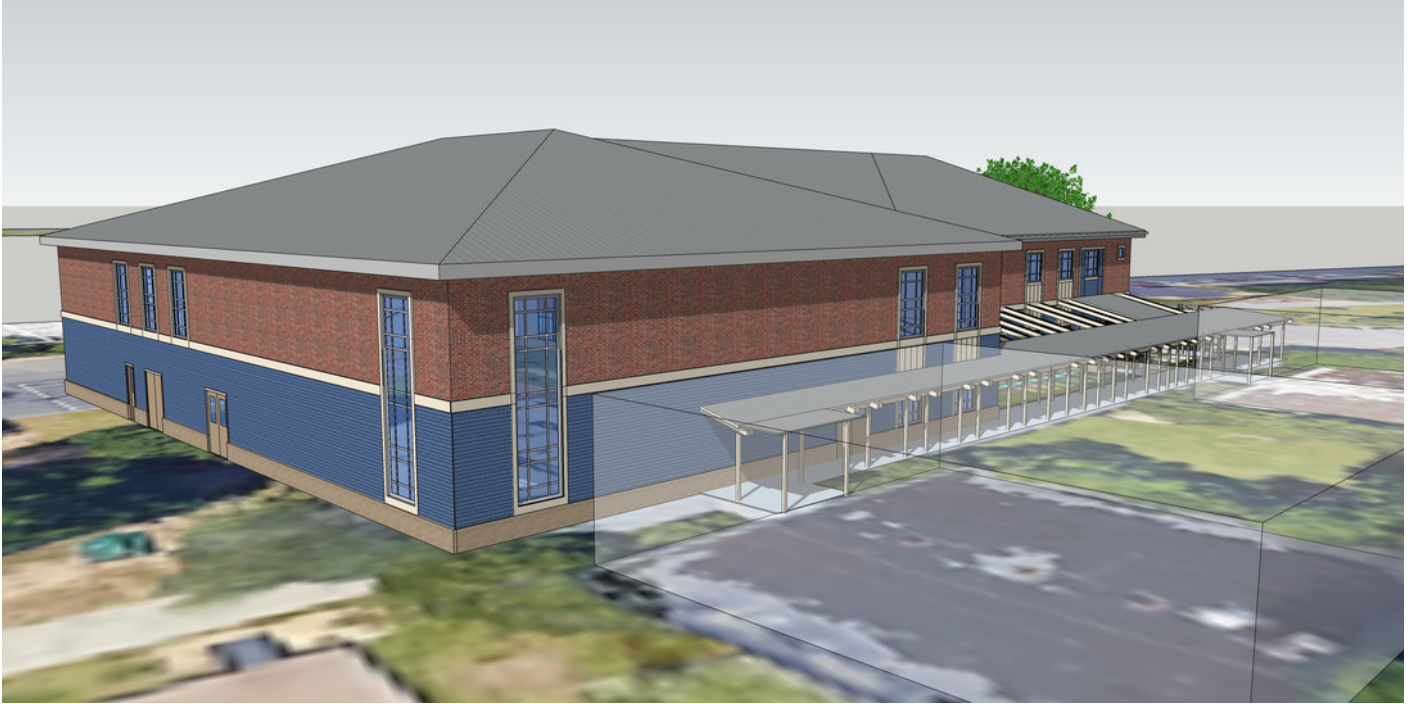


CAMPUS MASTER PLAN

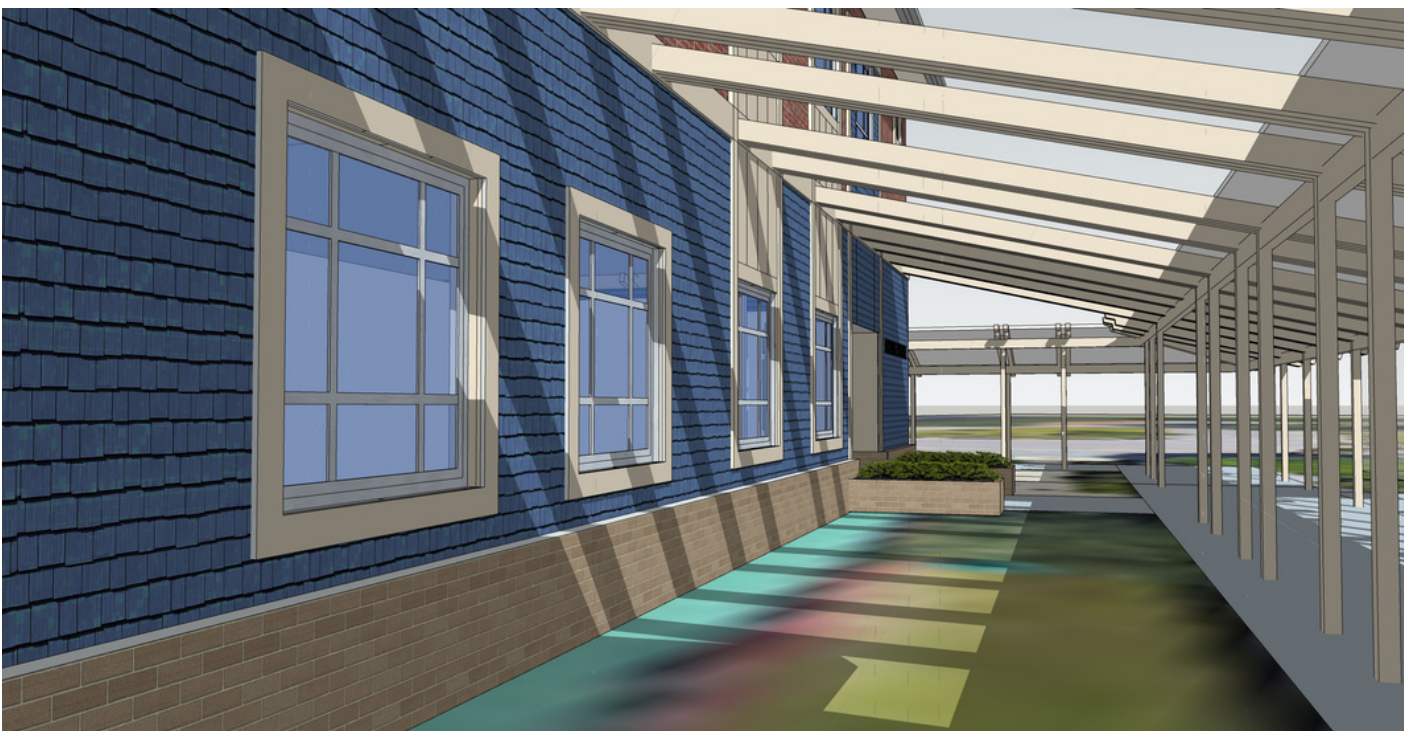
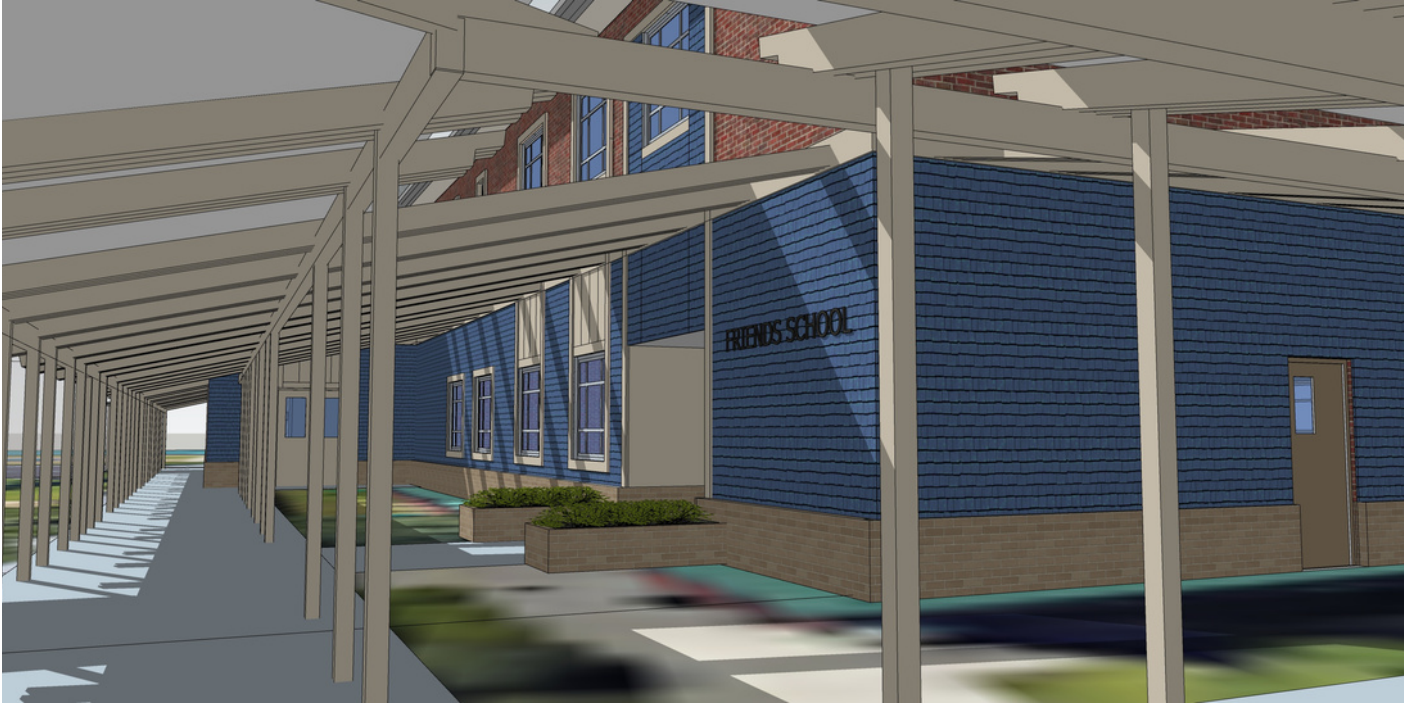
FUTURE FRIENDS



FUTURE FRIENDS



FUTURE FRIENDS



MAKE NEW FRIENDS ENDOWMENT

In addition to the new multi-purpose building, the Make New Friends Capital Campaign hopes to secure \$500,000 in endowment funding to protect the future of the school. The endowment will serve as a long-term investment account utilizing annual interest to help fund professional development, special programs, athletics, scholarships, and other activities that fall outside of annual operating expenses. Endowments are critical to the financial health of the school and ensure the school has abundant resources for sustainability and growth. Donors have the option of establishing an endowment designated for a specific purpose and/or named in honor and recognition of an individual. Also unrestricted endowments can be gifted to the school's area of greatest need.

Make New Friends endowments will:

- Strengthen our ability to offer financial aid to support VBFS current and future families.
- Allow VBFS to invest in programs and services that provide growth opportunities for all faculty and staff.
- Reduce our overwhelming reliance on tuition to support our operational expenses.
- Afford VBFS the opportunity to make campus enhancements to facilities and grounds.
- Support the VBFS mission to provide a high quality, values-based, and accessible education.
- Secure the overall financial position of the school.

MAKE NEW FRIENDS PLANNED GIVING & PLEDGES

Gifts towards the Make New Friends Capital Campaign can be made in a number of ways including cash, pledges, stock transfers, and planned gifts such as bequests, life insurance policies or charitable gift annuities.

Pledges can be made over a 3–5 year period, which coincides with the duration of the Make New Friends Capital Campaign. Stock transfers may be made in collaboration with Pershing Brokerage and information will be provided upon request. Any planned gifts will be discussed amongst our planned giving committee to assess pros and cons prior to approval.



MAKE NEW FRIENDS NAMING OPPORTUNITIES

18,000 sq. ft. Building: \$1,000,000
Gymnasium: \$500,000
Performing Arts Studio: \$500,000
Steel Pans Music Room: \$250,000
Traditional Music Room: \$250,000
Visual & Fine Arts Studio: \$250,000
Digital Media Lab: \$250,000
Science/STEM Lab: \$250,000
Classrooms (4): \$100,000
Playground: \$100,000
Conference Space: \$100,000*
Meditation Gardens: \$50,000
Lobby/Atrium: \$50,000
Teacher's Lounge: \$50,000
Collaborative Workspace: \$25,000
Outdoor Art Patio: \$25,000*
Benches: \$25,000
Planted Trees: \$10,000

*no longer available

