



TODAY

*for the future*

WE GO

*of Kinkaid*

ALL IN





TODAY,

*All in on a future*

WE GO

*we can see,*

ALL IN

AND IS FINALLY WITHIN REACH.

**ALL IN** for generations with evolving needs and a complex world in front of them.

All in for a community whose potential has only begun to be tapped.

All in for a school that has been a touchstone of education for over a century, but is raising the bar higher.

TODAY, WE  
GO ALL IN  
FOR THE  
FUTURE OF  
KINKAID.

# MANIFESTO

**TO WRITE A NEW CHAPTER,  
AND SHAPE A NEW ERA.**

But to do so will require an effort unlike any before it. More than a fundraising committee, and a slick brochure. It will require something much more powerful than that.

*It will require us.  
All of us. Together.*

A community of people who care, who do. Who know that this place is an opportunity, not an expectation.

Who hold ourselves accountable for the future of all our children.

Who know Kinkaid is a name to not just maintain, but a School to believe in... one that has already gone all in for us.

**TODAY, KINKAID IS BUILDING MUCH MORE THAN PHYSICAL FACILITIES.**

We are building an education for a new, more complex world.

Where wellness is valued as much as algebra.

Where new ideas and perspectives literally collide on the sidewalks.

And where a sense of belonging is more than a headline in an annual report.

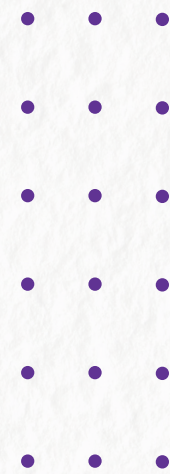
**THIS IS WHAT WE ARE BUILDING,  
AND YOU ARE TOO.**

It will not be easy, but it will be done. Because it takes something already built-in to our family: an uncompromising commitment to stand together and do.

So let's stand up, raise our hands, and let students we will never meet know that we believed in them.

Let's believe in what we are about to do. Let's believe in us.

**IT'S TIME TO GO ALL IN...  
FOR WHO KINKAID WILL BE.**



# THE KINKAID SCHOOL'S FOUNDING MISSION:

*to foster the “wholly  
healthy child” —*

has only grown more relevant through time. We provide an unmatched education, pairing appropriate rigor in academics, the arts, and athletics with leadership development, global citizenship, and a commitment to serving others.

*Today,*

we seek to leverage the School's strengths to create a lasting advantage through a massive undertaking that will

**BENEFIT STUDENTS,  
ENHANCE TEACHING,  
DEVELOP LEADERS,  
AND TRANSFORM  
OUR CAMPUS**

and experiences for future generations.



**THE SCHOOL'S  
MISSION, CORE  
VALUES, AND STRONG  
COMMUNITY –  
KINKAID'S DEFINING  
QUALITIES – ARE THE  
ATTRIBUTES UPON  
WHICH WE BUILD.**

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**As we plan for the future,  
these essential traits remain  
our "North Star."**



*The*

# CAMPAIGN FOR KINKAID

As strong as our School is today, satisfaction with the status quo is not in our nature. Kinkaid has a growth mindset of continuous improvement; never saying, “good enough” or “let’s pause and see how things go.” Today, when our School is at its strongest, is precisely the time to push forward boldly.

We have historic aspirations for Kinkaid, and as such, we have begun a **five-year fundraising campaign with a Board-approved working goal of \$180 million**, a monumental objective for a PreK-12 independent day school. This effort will engage thousands of people – parents and families, alumni, faculty, staff, and friends – who believe in our School’s mission and share our vision and values. This campaign is a pivotal moment in Kinkaid’s history, and it will define us for generations to come.

# THE CAMPAIGN FOR KINKAID

We have formed a strong team of campaign volunteers and have received strong early support from our current and past Board of Trustees as well as other generous and loyal Kinkaid donors.

We seek philanthropic investment in **PEOPLE, PLACES, AND PROGRAMS** to:

- **CREATE LEADERS FOR TOMORROW** who know not only the possibility of growth but also their responsibility to seek it;
- **PROVIDE INCREASED OPPORTUNITIES** to an education relevant today and responsive to a tomorrow yet to be imagined;
- **LEVERAGE THE EXCEPTIONAL ASSETS OF OUR HOME - HOUSTON** - in energy, medicine, aerospace, and more as part of Kinkaid's dynamic education; and
- **KEEP OUR LOVE** of children and families at the heart of our inclusive community.

Through achievement of our aspirations, neither the mission nor the essence of Kinkaid will change. Rather, we will build on our strengths and continue to prepare students for their lives beyond our halls.

*Build on our strengths*



# FUNDRAISING

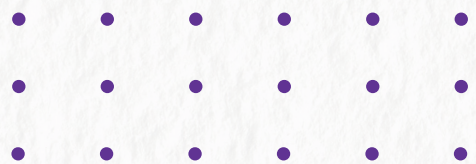
## Fundraising Priorities

**OUR** campaign goals are guided by Kinkaid's five-year priorities, affirmed by the Board of Trustees in 2020. The School's priorities emerged from extensive surveys of parents and alumni; insights from faculty, staff, and students; and the Board's determination to ensure students and faculty have facilities worthy of their efforts and aspirations.

This will be a comprehensive campaign, including new facilities, programmatic improvement, endowment growth, and sustained annual support essential to the daily work of students, faculty, and staff.

## CAMPAIGN GOALS ARE STRUCTURED IN FOUR PILLARS:

- I Facilities to Drive Distinction
- II Programs to Prepare Leaders
- III Endowments for Extraordinary Students and Faculty
- IV Annual Support for Operational Excellence







# FACILITIES TO DRIVE DISTINCTION

**\$139 MILLION**

**CAMPAIGN IMPACT:** We will create a superb physical environment for many generations, enhancing learning and strengthening our school community.

The overarching quality and caliber of Kinkaid's physical spaces brings into sharp focus two buildings that are inadequate today. Simply put, they must be larger and more modern to accomplish our ambitions for leading-edge education. We seek to create a new Upper School, twice the square footage of the existing Upper School, and to expand our Lower School – creating the physical environment that suits and advances the School's excellence. Because some Upper School classes and administrative spaces will be vacated in the Student Life Building, Middle School will also see a growth in square footage.

Additionally, our fundraising campaign will produce new Athletic and Physical Education and Visual and Performing Arts spaces.

We are using the opportunity of this construction to reimagine curriculum enhancements and to redefine the pedestrian flow of campus, connecting and unifying buildings through greenspaces and creating a conducive learning environment for all.

## PHILANTHROPIC SUPPORT IS BEING SOUGHT TO FUND BOTH BUILDINGS AS WELL AS DESIGN, PERMITTING, CONSTRUCTION, LANDSCAPING, FURNISHINGS, AND EQUIPMENT.

Phase One of the construction started with the removal of Harrison House and construction of a new building in its place. Initially, and in preparation for Phase Two, the new building will be designed to temporarily hold over 75 percent of Upper School classes, and those classrooms, along with a technologically advanced “learning village” of temporary classrooms, will provide both a larger and upgraded learning environment for our current students.

Two additional projects included in Phase One are well underway – the repurposing of Doggett Gym into the new central plant and the removal of the tennis courts adjacent to the Fondren Gym to be replaced by a two-story fieldhouse that, when completed, will be more than double the size of the existing Doggett Gym and offer the Physical Education and Athletic Department a more flexible and multi-use space.

We will continue securing donor contributions to enable us to complete Phase Two. The centerpiece of Phase Two, which will begin in Fall 2023, will be the removal of the Upper School and the construction of a cutting-edge, two-story new Upper School in the same location. Once the Upper School construction is finished, which we project will be by August 2025, the building on the Harrison House site will be converted to its long-term purpose to expand space for Lower School classes and student support programs on the first floor, and to consolidate several all-school administrative offices on the second floor. During this final phase, newly designed studio and classroom spaces in the Student Life Building will provide expanded facilities for the Visual and Performing Arts Department.



# PROGRAMS TO PREPARE LEADERS

**\$10 MILLION**

**CAMPAIGN IMPACT:** We will engage students in enriched academic programs that accelerate their learning, spur passions, and forge lifelong habits of wellness and resilience.

To extend the competitive advantage of Kinkaid’s broad curriculum, our programs must continuously evolve. Our graduates must leave the School well-prepared for the rigors of college and the demands of an ever-changing world and ever-shifting professional landscape. We have identified three programs that speak to the core of who we are – the Center for Leadership, Entrepreneurship, and Finance; the Center for Wellness and Student Success; and the Center for Science, Technology, Engineering, and Math (STEM). These areas emerged from the vision of faculty, staff, parents, alumni, and students, reflecting what our community values and what our graduates need in order to thrive. To ensure the development of these programs reflect the latest innovative concepts, we will engage faculty and staff as well as advisors from educational institutions and industry.

## Center for Leadership, Entrepreneurship, and Finance

Our alumni are innovators, and we honor that entrepreneurial spark in our students. We support student entrepreneurs through informal counsel, and we offer a range of leadership development opportunities and programs, although currently, they are not conceived holistically. Through independent study projects, Upper School students help to solve a range of challenges. We see leadership and innovation as linked pursuits. Both move lives forward. Without question, this will evermore be a creator’s world. We want to nurture and hone those skills in larger ways.

Through donor support, we have established the Center for Leadership, Entrepreneurship, and Finance. **Dr. Ed Harris**, currently Upper School History and Social Sciences Department Chair and a former Wall Street attorney and corporate counsel, has been named as the inaugural Director of the Center. **Jennifer Kehler**, who served at Kinkaid as Coordinator of Student Life from 2013-2020 and English Teacher from 2004-2020, has been named as the Assistant Director of the Center.

Through this Center, Kinkaid will coordinate intentional leadership and business skill development opportunities to help students make connections between their learning, their actions, and the world. We will coalesce and increase business course offerings, including new courses and programs in entrepreneurship, financial literacy, and capital market investing. In leadership development, we will incorporate new programs and course offerings through Interim Term, Peer Mentors, leadership councils, community service programs, Alumni Leadership Day, and the activities of clubs, athletic teams, and visual and performing arts leadership groups.

Beginning with the 2023-2024 School year, 11th and 12th grade students will be able to take the semester-long Fundamentals of Business and Finance class followed by the Principles of Investing class which will begin during Interim Term in January 2024. These courses are prerequisites for the Student Investment Committee. Students on the Committee will recommend equity investments to



Kinkaid's Endowment Board and work under the Board's direction to manage a portion of Kinkaid's endowment. Kinkaid will join the ranks of the few high schools nationally offering students this tremendous hands-on investing experience. In Fall 2024, 11th and 12th grade students will be offered the INCubatoredu Curriculum that will provide students an authentic entrepreneurial experience as teams develop their own product or service start-up. The class finishes with the students presenting their ideas for securing investment funds during a "pitch" event. We predict this will be one of our most popular courses.

## **Center for Wellbeing and Success**

Kinkaid's mission-driven focus on athletics and physical activity is a significant asset for students' physical and emotional health and their long-term approach to stress management. In recent years, we have increased services our professional team provides in academic and emotional support. However, as supportive as the Kinkaid community is, our students are not immune to the national prevalence of anxiety, stress, and mental health challenges.

Philanthropy will empower us to create a Center for Wellbeing and Success to provide even more personalized support for all students and build approaches for resilience. We intend to create a unified, coordinated all-school scope and sequence for wellness, and age-appropriate focuses on the foundations of positive relationships, healthy decision making, nutrition, drug and alcohol education, our students' on-line lives, and other pillars of modern student wellness.

We will create coordinated, unified wellness programs across all three divisions. We will further strengthen academic advising, learning support, personal support, and college counseling, and we will enhance professional development on these topics for faculty and staff, as well as for parents. New programs will help to ensure every student at Kinkaid practices habits to promote physical, emotional, social, and mental health, equipped to become the best version of themselves. Taken together, these new programs will aid in the development of a profile of a successful and balanced Kinkaid graduate. As much as Kinkaid is currently known for our "Three A's"

- Academics, Arts, and Athletics - it is our intention to also become known in Houston for our emphasis on student wellness, taking Mrs. Kinkaid's vision for the "wholly healthy child" to new heights.

## **Center for Science, Technology, Engineering, and Math (STEM)**

Kinkaid has long embraced the importance of STEM. These fields have been an essential and highly successful part of our School's curriculum for decades. In addition to comprehensive programs for Kinkaid students across the fields of mathematics and the sciences, the School has a long-standing summer program benefiting underrepresented students in Houston. Since 1975, the School's Engineering, Math, and Science Institute (EMSI) has provided intensive summer educational experiences for more than 3,000 talented Houston youth.

As much as we are doing so well to prepare our students in STEM, we want to go further. Without question, our future depends on leaders who excel in science, technology, engineering, and mathematics, have a state-of-the-art facility, and use their knowledge as leaders to improve society. Philanthropic support will allow us to establish a Center for STEM to be the locus of possible new courses, partnerships, and student research with Houston's medical, technology, and higher education communities. Plans for Kinkaid's new Upper School Science Center have been created with expanded STEM programs in mind. The building will include new maker spaces and best-in-class labs and classrooms to facilitate programmatic growth and state-of-the-art technologies. We envision new and enhanced opportunities in student research, coding and data science, robotics, engineering, and cyber security.

With Houston, Texas being the one of the world's centers for science, technology, engineering, and mathematics, we intend to leverage the relevant and vast expertise in our parent, grandparent, and alumni STEM communities to enhance teaching and learning at Kinkaid.



# ENDOWMENTS FOR EXTRAORDINARY STUDENTS AND FACULTY

**\$10 MILLION**

**CAMPAIGN IMPACT:** We will welcome and support the most talented students, and we will assemble and reward exceptional faculty, coaches, and leaders.



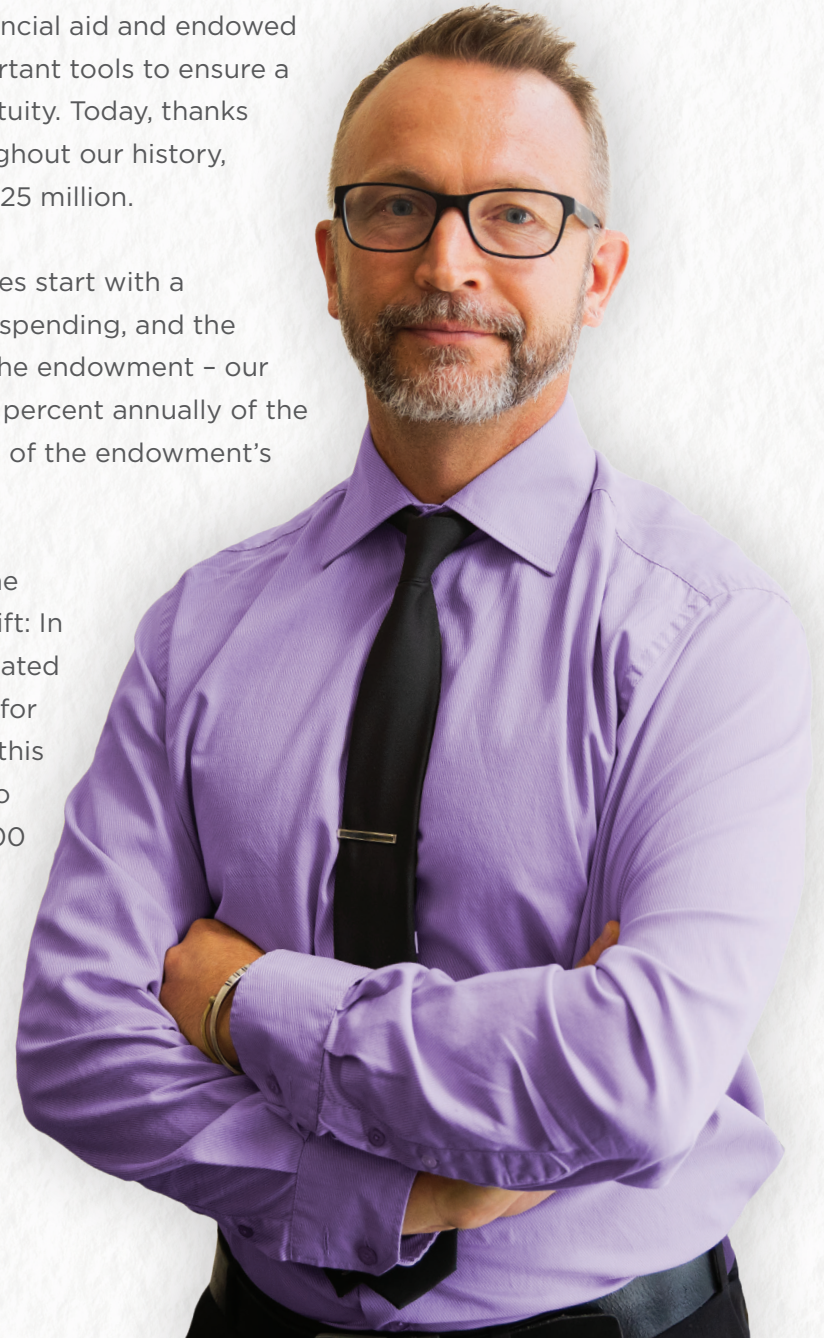
*A school can never be stronger than its students or its faculty.*

*In both, Kinkaid is deeply fortunate.*

Endowed need-based financial aid and endowed faculty positions are important tools to ensure a school's strength in perpetuity. Today, thanks to generous donors throughout our history, Kinkaid's endowment is \$125 million.

The School's sound finances start with a conservative approach to spending, and the prudent management of the endowment - our policy is to distribute four percent annually of the rolling 20-quarter average of the endowment's market value.

An example to illustrate the strength of an endowed gift: In 1976, generous donors created a \$50,000 endowed fund for financial aid. The value of this endowed gift has grown to \$460,000, and the \$50,000 gift has cumulatively generated \$464,000 over the past 45 years, making a Kinkaid education possible for dozens of students. Today, this endowed gift annually provides \$18,000 in financial aid support.





## School Leadership Positions

Kinkaid compensates its faculty and professional staff well, but competition for top talent is keen—especially today, when the roles of school administrators have never been more challenging and all-consuming. Endowed chairs are valuable recruiting and retention tools. The enduring prestige of a named position is a clear signal of the School community’s support for excellence. Prior to the campaign, Kinkaid had three endowed positions for teaching and administrative faculty. Since the campaign started, another eight endowed positions have been established. These endowed positions greatly help us build and maintain strength and provide additional salary support that gives us latitude and leverage in hiring and keeping exceptional people. We never want to compromise on the faculty we want because of inadequate funding.

With donor investment, we will continue to increase the number of Kinkaid’s endowed chairs for administrators and faculty, with a range of opportunities to align donors’ interests and names with the School’s activities. Examples of positions for which we seek endowments include division heads, department chairs, varsity head coaches, and visual and performing arts program leaders.

## Need-based Financial Aid

Our philosophy on offering need-based financial aid begins with an understanding that academic talent and drive exist fully across the socioeconomic spectrum. We also appreciate that a student body that is excellent and inclusive across all dimensions provides the most dynamic learning environment for all students, helping them to understand more deeply the world into which they will graduate. Kinkaid wants to attract Houston’s brightest students and increase access to our remarkable School to those who will make the most of the experience, regardless of their families’ economic background.

Through this campaign, we seek to establish at least ten new endowed scholarships. A need-based scholarship can be established with a gift of \$500,000, forever changing countless lives. Our entire school community, our students, and our faculty and staff will be enriched by new perspectives and talents. The benefits of a Kinkaid education extend through each individual’s accomplishments, their potential fully developed and contributed to the community. This impact ripples further to families forever changed.





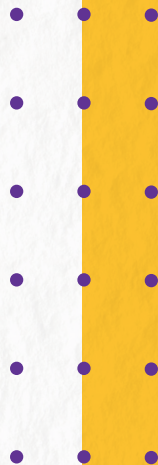
# ANNUAL SUPPORT FOR OPERATIONAL EXCELLENCE

**\$21 MILLION**

**CAMPAIGN IMPACT:** We will enhance the Kinkaid experience for our students through growth in annual support from parents, alumni, and friends.



Families and alumni generously support the excellence of the School through The Kinkaid Fund and fundraising events that bring our community together. These current-use funds provide invaluable resources for Kinkaid, enabling us to be agile when opportunities arise and to pivot quickly when challenges emerge. During the next five years, we seek to raise \$17 million through The Kinkaid Fund; modestly increasing the average raised for the past three years. An additional \$4 million over five years through the 2022 and 2025 auctions, sporting clays benefits, golf tournaments, and other special events.



# JOIN US

## OUR FUTURE

This is a pivotal time for our School. The world thirsts for what Kinkaid provides; a superb education developing intellectual leaders of action and character who change the world. The School has never been in a better position. As good as we are, Kinkaid is always working to improve itself.

Our aspirations are bold, both because boldness is required and because the School has proved itself able to deliver on our promise for young people. As we begin this campaign, we look to faculty, staff, parents, alumni, friends, and partners to invest in Kinkaid's future. The School's current distinction has been built from the enduring wisdom of our founder and from previous generations who have given back and passed on a legacy to those of us who follow.

We invite everyone who believes in the power of our School to transform lives to join us in Kinkaid's future.

*It will  
require us*

# PHILANTHROPIC OPPORTUNITIES

## **I. FACILITIES TO DRIVE DISTINCTION**

**\$139 MILLION**

- New Upper School
- Expanded Lower School and Administrative Building

## **II. PROGRAMS TO PREPARE LEADERS**

**\$10 MILLION**

- Center for Leadership, Entrepreneurship, and Finance
- Center for Wellbeing and Success
- Center for STEM

## **III. ENDOWMENTS FOR EXTRAORDINARY STUDENTS AND FACULTY**

**\$10 MILLION**

- Need-based Financial Aid
- School Leadership Positions

## **IV. ANNUAL SUPPORT FOR OPERATIONAL EXCELLENCE**

**\$21 MILLION**

- Kinkaid Fund
- Signature Fundraising Events

**TOTAL CAMPAIGN WORKING GOAL: \$180 MILLION**

*All of us.  
Together.*



WE  
ARE  
ALL  
IN



**ALL**  
**IN** A HISTORIC PLAN  
FOR THE FUTURE  
OF KINKAID