



NEWS RELEASE

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Women Give Millions to Support All-girls Alma Mater

January 15, 2016 — McLean, VA — **The Madeira School** has a lot to be thankful for these days, namely the generous alumnae and other donors who have contributed many millions to its dormitory renovation efforts and other capital projects in the past four years.

Since 2012, when Madeira began raising funds for the current capital projects, the school has raised a total of \$46.2 million. Nine donors, all women, have given \$1,000,000 or more.

Two Challenges Made and Met

What really got the ball rolling was a \$10 million challenge gift from an anonymous alumna donor for the dormitory renovation project. This remains the largest single gift ever received by Madeira. The challenge was matched in 21 months, with a remarkable 85% of the gifts received in cash.

The challenge money allowed Madeira to renovate several dormitory buildings along with drilling wells and installing geothermal heating and cooling systems for the renovated buildings, originally constructed in 1931.

Inspired by the success of the first challenge gift, Nancy Marshall Athey, Madeira class of 1968, initiated a new challenge. Mrs. Athey was so impressed by the original donor stepping up, that she gave \$1 million dollars outright, and also issued a \$3 million matching gift to raise a total of \$7 million for renovation of an additional dormitory and two other smaller buildings, as well as to complete the hand-set masonry hardscaping on the iconic central “Oval” of the campus. For this challenge gift, cash was matched one-to-one, and pledges were matched 50 percent in cash by Mrs. Athey.

Elizabeth Zeigler, President of Graham-Pelton Consulting and an expert in philanthropy data and strategies, commented on Madeira's fundraising success, "It's really unusual for an institution to raise over \$46 million and have such a high percentage of pledged commitments received in cash at this point in the campaign." Zeigler said. "It's a testimony to the dedication of these alumnae and their ability to set an example for their fellow alumnae to give."

Zeigler, along with Louise Peterson, Director of Development at Madeira and Anne Faircloth, alumna and Development Committee member for the school, will present at the Global Forum on Girls' Education held by the National Coalition of Girls' Schools (NCGS) in New York on February 8. In their presentation: *Inspiring Million Dollar Giving from Women*, they'll provide insight on what motivates women to give million-dollar plus gifts.

Madeira is in the silent phase of a campaign to be announced in 2017 and the school continues to raise money for a new academic building for Science, Technology, Engineering, Arts, and Math (STEAM) and for new turf athletic fields, in addition to two more dormitories that will complete the renovation project.

Madeira is a Washington, D.C.-area independent boarding and day school that educates girls in grades 9-12. Madeira's mission is "Launching women who change the world."

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