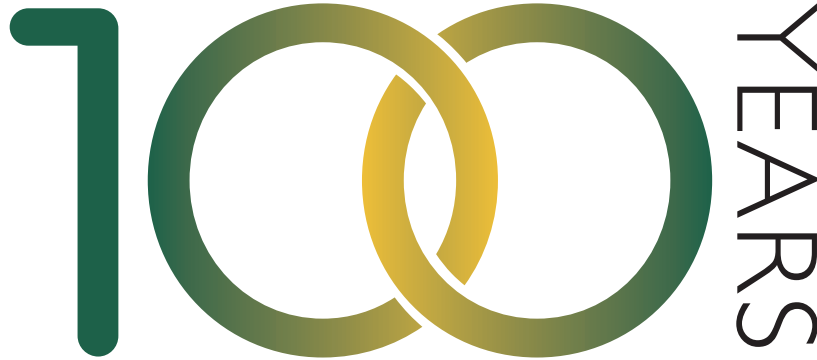


Hill School

- Situation** The Hill School of Middlesburg, Virginia is an independent Pre-K to 8th grade school that, for nearly a century, has been recognized for its excellence in developing students who become active learners, engaged leaders, and community-minded citizens. Looking to its 100-year anniversary in 2026 as a critical milestone for building and sustaining investments in its programs and innovations, Hill enlisted The Design Channel to develop branded assets that would support its Centennial Campaign as well as strengthen its overall brand foundation for admissions and broader marketing efforts.
- Solution** Prior to any creative development, TDC conducted a series of focus groups that included Hill leadership and staff, students, and parents, to gain a deeper understanding of the school's overall strengths, opportunities, and aspirations. Following the report of our findings to Hill leadership, we launched the development of several foundational Campaign assets. These included a Centennial logo; a Campaign brand look-and-feel; a look book outlining the Campaign's goals and focus areas; a folder for housing the look book and additional Campaign collateral; and a message platform articulating key qualities, values, differentiation points, and benefits of the school.
- Result** As a continuation of our initial work, TDC will be developing a campaign microsite and video. In the next phase of our engagement with Hill, we will be creating assets for admissions support, including additional videos, collateral materials, digital and print advertising, and more.

- centennial logo
- positioning statement
- campaign theme line
- message platform/pitch deck



Research Modes Used:

- Stakeholder Interviews
- Desk Research

The Hill School is a JK–8 independent school serving families in Middleburg and surrounding areas. It offers a joyful educational experience focused on developing well-rounded children who become confident of their voice, welcoming of new experiences, and conscious of their accountabilities within and beyond the school.

While Hill's values center on building community, character, and confidence, its unparalleled focus on community—nurturing the connections and relationships between students, families, faculty and staff, and town—make it a treasured institution among all of its stakeholders. As it nears its centennial, Hill is positioning itself to continue advancing its standing as a genuine community of learning in dimensions rarely achieved by any school today.

Our Community, Our Children, Our Future Hill's Next 100 Years

The Hill School Message Platform/Pitch Deck					
Our Brand Promise <small>(Positioning Statement)</small>	The Hill School is a JK–8 independent school serving families in Middleburg and surrounding areas. It offers a joyful educational experience focused on developing well-rounded children who become confident of their voice, welcoming of new experiences, and conscious of their accountabilities within and beyond the school. While Hill's values center on building community, character, and confidence, its unparalleled focus on community—nurturing the connections and relationships between students, families, faculty and staff, and town—make it a treasured institution among all of its stakeholders. As it nears its centennial, Hill is positioning itself to continue advancing its standing as a genuine community of learning in dimensions rarely achieved by any school today.				
Our Signature <small>NOTE: This theme line was offered as a possible option by Hill</small>	Our Community, Our Children, Our Future: Hill's Next 100 years				
Character	Authentic Hill's holistic, whole-child approach to education develops individuals who are kind and well-mannered, and who embody qualities that enable them to establish healthy relationships with other children and with adults.	Comfortable The school's overall environment is welcoming and warm to all and encourages friendly, informal connections among staff, students, and parents.	Accountable Respectful behavior and communication is modeled, helping students develop these skills and understand their responsibility and role in exemplifying these qualities as Hill citizens.	Respect for Childhood Students are allowed "to be kids"—Hill recognizes the need for children to be active and engaged in outdoor activities, and provides time and space for play and exploration.	Trust In What Works Hill values and applies practices and principles that have long proven to be effective in advancing the academic and social development of its students.
Core Values	Enjoyment of Children All teachers and staff members must genuinely like engaging with children and being a positive influence in their lives in order to be successful at Hill.	Trust Hill is a supportive community that allows and encourages risk-taking and exploration among students and faculty.	Individual Recognition/Understanding Every child is known and recognized for who they are, enabling the development of learning and pathways that make the most of their capacities and potential.	Purposeful Hill's programs are intentional in contributing to the overall growth and happiness of its students and are backed by results and feedback from generations of graduates.	Autonomy Children are allowed freedoms that reflect trust in their judgement; faculty are supported in trying out new strategies and ideas in the classroom.
Differentiators	Authenticity & Depth of Community "Community" is a critically important element of Hill that shapes the experiences, perspectives, and relationships throughout the school—it is meaningful to and appreciated by everyone at Hill.	Co-Curricular Experiences These activities are recognized as being far more than "extra" to students; they have foundational value in teaching students the importance of going beyond their comfort zones and the joy of discovering new interests and pursuits.	Middleburg Hill's proximity to the heart of a small, historic town provides opportunities for shared programs and events that help expand the scope of Hill's community.	History/Continuity The long history of Hill and the generations of families and staff that continue to be part of the school are attractive to parents who want an educational experience built on time-tested principles.	Spectacular Campus The charming location, well-designed buildings, homey interiors, and beautiful outdoor spaces provide an immediately attractive environment to any prospective family.
Benefits to Families and Students	Wide-Ranging Connections Hill families become part of a community that encourages relationships and engagement among students, parents, faculty and staff, graduates and senior alumni, and with new and prospective families.	Self Advocacy Students learn to express their needs and take responsibility for their Hill experience, giving them the confidence to take steps to maximize their education after Hill.	Self Knowledge Hill's students recognize and are able to articulate the benefits of their education—a testament to the growth and maturation they experience at Hill.	Maturity As mentors, Upper School students learn how to mirror and apply the positive behavior they see around them as well as gain appreciation of the importance of contributing to the growth and enrichment of others.	Commitment of Faculty & Staff Hill faculty and staff are more than classroom teachers and administrators—they are passionate individuals who also care about the well-being and success of students outside school hours and after graduation.
Strategic Plan/Case for Support Vision <small>NOTE: These four points were taken from the "Vision for the Future" page in Our Strategic Plan, section of the Case for Support document</small>	Foundational Promote a collective understanding of what it means to be a community school to include our responsibility to the campus, Middleburg, and nearby communities, and maintaining relationships with our stakeholders and our philosophy that students should feel that Hill is their place.	Professional Recruit and retain the highest quality faculty, staff, and administration with competitive compensation and enhance and expand faculty housing while reviewing our staffing structure to support our unique program of total education.	Program Ensure our students receive the most comprehensive education that encourages a growth mindset and focuses on research-based learning strategies, collaborative problem solving, and innovation.	Financial Build a sustainable funding model that fully supports operations to include increasing support for financial aid, developing sufficient operational reserve funds to maintain program depth and quality, and increase our endowment that provides stability for the future, and, concurrently, the best teaching and learning environment for our students and our faculty and staff.	
Our Mission	The goal of a Hill School education is to build character, self-confidence, and scholarship through academic and co-curricular excellence, individualized attention, and a strong sense of community.				

THE HILL SCHOOL
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• HILLSBORO, VIRGINIA — EST. 1926 •

Our Community
Our Children
Our Future

100 YEARS

A LEARNING COMMUNITY LIKE NO OTHER

HOW YOU CAN HELP SHAPE OUR FUTURE

With participation and support from members of our community, we invite you to become an integral part of Hill's next 100 years through our Centennial Campaign by:

1. Continuing your generous annual support of Hill
2. Making an investment in our campaign priorities: faculty and staff housing, financial aid, and endowment.
3. Ensuring that Hill continues to thrive for future generations via estate planning and/or deferred gifts.

Learn more about our Centennial Campaign and how you can participate by contacting Treasurer Lord or WH Nisbet.



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A Learning Community Like No Other

In 2026, The Hill School will be celebrating its Centennial as an institution of educational excellence focused on developing the whole child. We are proud and appreciative of the generations of students, families, faculty, staff, and friends who have created the Hill community over the past century, and we are excited to serve the generations to come in our next 100 years.

We recognize that helping children get started on the path to being happy and successful adults requires an entire community of educators, parents, grandparents, alumni, and friends who understand the value of Hill School and the experience it provides. During this time leading up to our 100th birthday, our Centennial Campaign presents opportunities for the entire Hill Community to support and advance the qualities that make our school so special.

"When you find your place in this world, remember to help others find theirs."

The Reverend Richard T.C. Poind at Hill School's 1986 Commencement

How You Can Help Shape Our Future

Our goal for the Campaign is to secure \$15 million in private support by 2026. This will enable us to invest in—and allow our students, their families, and our community to benefit from—four essential areas:



1. World-Class Faculty and Staff

Our faculty and staff are universally recognized as one of Hill's top strengths. To continue attracting and retaining talented faculty and administrators who inspire and care for our children, we must invest in them by providing sufficient housing (two of our fifteen houses have been donated to Hill since 1950). Your support will enable us to:

- Attract additional faculty housing in the community.
- Build new faculty housing on or near the Hill campus.
- Maintain and improve our faculty housing inventory.

2. Access & Opportunity

Students benefit from classrooms that include a range of abilities, socio-economic backgrounds, and experiences. This inclusiveness enriches the Hill experience for everyone and strengthens our standing as an authentic community school. By expanding tuition assistance for students and their families, we can:

- Allow children to experience a Hill education who would not otherwise be able to.
- Make the Financial Aid Program even more robust and sustainable.
- Continue to provide assistance across the full spectrum of financial need.

3. Today's Innovations

Our unique educational philosophy and distinctive academic and co-curricular programs are why students thrive at Hill. To continue the impact of our programs, we want to improve our ability to balance our traditions with more innovation and experiential learning. Increasing Annual Giving support will ensure students can receive the most comprehensive education possible. Opportunities for growth include:

- Place-based education programs
- Evolving program resources and technologies
- Professional development for faculty and staff

4. Tomorrow's Promise

We benefit from a strong endowment thanks to generations of support and foresight. We must increase these investments to strengthen our ability to reliably provide Hill's unique and transformative educational opportunities. Your support of Hill's endowment, including through estate and other deferred gifts, greatly improves our ability to:

- Have more flexibility in addressing identified and unexpected needs.
- Offer even more predictable and moderate tuition increases.
- Reduce our reliance on operational revenue.

HOW YOU CAN HELP SHAPE OUR FUTURE



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