



# Student Excellence Foundation

Wheaton-Warrenville District 200

**Engage | Enrich | Empower**

For Immediate Release

April 24, 2016

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## **NEW 200 Education Foundation Is Now the Student Excellence Foundation**

As part of an effort to better reflect its purpose and audience, the NEW 200 Education Foundation has undergone a rebranding campaign and is now the Student Excellence Foundation for Wheaton-Warrenville District 200. By emphasizing “Student” in the new name, the focus is on the children who attend the 23 schools within the district. Other changes include a new logo, tagline, and website. The public can access the Student Excellence Foundation website via [www.StudentExcellenceFoundation.org](http://www.StudentExcellenceFoundation.org).

The new logo mirrors the style of District 200, which communicates the association between the not-for-profit organization and the school district. The new tagline, “Engage, Enrich, Empower,” summarizes the foundation’s updated mission statement: Engage the community to support educational excellence that empowers students to reach their greatest potential.

While over the past two years, the NEW 200 Education Foundation has re-energized its efforts to elevate its position as a community partner with the schools; reorganized and grown its leadership to ten members of its board of directors, six executive council members, and two district liaisons; and established partnerships with local businesses and community leaders, the foundation itself has been around since 1992. There was a sense that the foundation’s acronym implied that it was newly formed, while in fact several dedicated volunteers worked to establish the foundation nearly 25 years ago.

Andy Johnson, president of the Student Excellence Foundation says, “Quickly conveying what the foundation is and what it does to potential donors, to community members, or even to teachers within the district will be much easier with our new name, new logo, and tagline. We are all grateful for those who assessed our concerns and our goals and helped clarify our purpose with this redesign.”

The Student Excellence Foundation for Wheaton-Warrenville District 200 (formerly the Network for Educational Excellence in Wheaton-Warrenville, which was referred to as NEW 200) was founded in 1992 as a 501(c)(3) non-profit organization. The foundation engages the community to enrich educational opportunities for District 200 students with Student Excellence Grants, future-ready learning resources, STEM materials, enrichment programs, and the annual Distinguished Teacher Awards. It serves more than 1,000 educators and 13,000 students (grades K-12) and is run by parent and community volunteers.

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