



IMPACT *HP*

HIGHLAND PARK EDUCATION FOUNDATION: GIVING AT A GLANCE

PHILANTHROPY'S IMPACT ACROSS OUR DISTRICT

Welcome to the inaugural issue of *Impact HP*, a biannual newsletter from the Highland Park Education Foundation (HPEF). This publication will recognize the thousands of donors who give their time and resources every year to help HPISD deliver an outstanding educational experience for children in the Park Cities.

Highland Park Schools have a tradition of excellence extending back to the District's creation in 1914. Countless honors and achievements have been attained during this time, and another milestone is quickly approaching as 2024 marks 100 years of HPHS graduates.

Acts of generosity from parents, grandparents, alumni, and others in the Park Cities and beyond have supported HPISD throughout its history. But the role of philanthropy in public school districts has grown significantly over the past half-century, not unlike at state colleges and universities over this same period.

HPEF was established in 1984 and received IRS tax exempt status as a 501(c)(3) the following year. HPEF raises gifts through annual activities including Mad for Plaid as well as through gifts to HPEF's permanent fund, the Tartan Endowment.

HPEF is governed by an independent board of directors totaling 27 voting members. An additional 18 individuals serve on a non-voting advisory board. All these volunteers provide an invaluable service through their gifts of time, expertise, and charitable giving in support of HP students, teachers, and staff.

You can learn more about the vital role of philanthropy in the following pages and in future issues of *Impact HP*. Every gift, large and small, directly impacts our schools and the quality of life in the Park Cities. This publication looks to celebrate the generosity of all who wish to see a second century of excellence for Highland Park Schools.



*Michael Denton, Jr. HPEF Board President
and Lauren Holloway, HPEF Executive Director*

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TARTAN ENDOWMENT

By the Numbers

9%

Average annualized return on investment since 1995

900+

Number of teachers, staff, and students directly supported by the Tartan Endowment last year

\$2M+

Total amount granted to HPISD from the Tartan Endowment since 2015

RECORD GROWTH FOR THE TARTAN ENDOWMENT

The creation of the Highland Park Education Foundation also brought the first gifts to establish a permanent endowment in support of Highland Park Schools. Most of the early gifts went into one large fund, but donors later began establishing individual funds within the Tartan Endowment.

Some funds address specific purposes, such as the Judy and Jim Gibbs Fund, created in 2000 to only support teacher and staff salaries across the District. Last year, this fund distributed more than \$72,000. When combined with distributions from similar endowed funds and gifts made through Mad for Plaid, these dollars directly supported the salaries of all 850 HPISD teachers and staff.

Over the past 25 years, the number of funds comprising the Tartan Endowment grew by just a few new funds each year. But 2021 and 2022 have been record-breaking thanks to a new option.

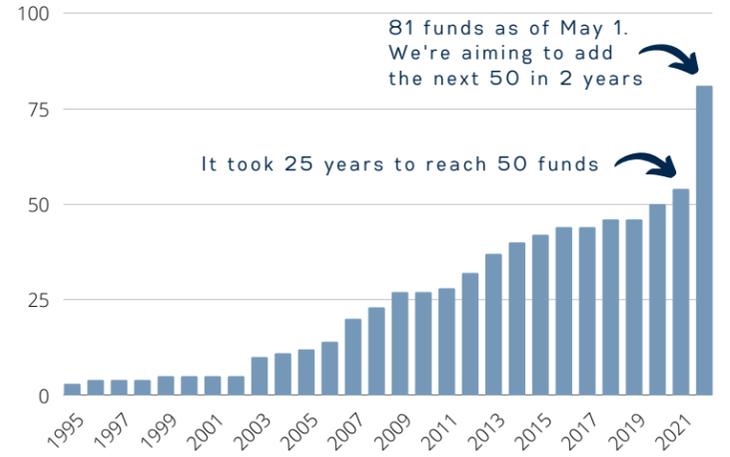
"Legacy Funds" are similar to other types of endowed funds, like scholarships, but are unrestricted and can be utilized to meet changing needs over time. Donors may designate a Legacy Fund in one of two ways. They can support Districtwide needs or the greatest needs of a specific academic area, student group, team sport, or school program.

Donors have already established Legacy Funds for the HPHS library, special education, and the men's cross country team. More have created Legacy Funds for Districtwide needs, including one from Dr. Robert O. and Mary Ann Kerr of Austin. Neither attended Highland Park Schools, but their three grandchildren are current students.

They established the Kerr Family Legacy Fund with a multi-year pledge of \$250,000, which will generate approximately \$10,000 annually to meet Districtwide needs. When combined with revenue from similar Legacy Funds, HPEF will be more empowered to help meet HPISD's needs through these permanent and reliable resources. In the immediate years ahead, HPEF expects these funds to help raise the average level of teacher salaries to become more competitive among North Texas school districts.

"This is a strategic but natural evolution for our fundraising activities," said Lauren Holloway, HPEF's Executive Director. "Mad for Plaid has helped meet HPISD's immediate, annual needs for more than 20 years. Adding this new emphasis on strengthening the Tartan Endowment will complement Mad for Plaid and other annual fundraising initiatives in a powerful way. Our students and teachers will benefit from this now and far into the future."

TOTAL NUMBER OF FUNDS IN THE TARTAN ENDOWMENT



A record year in new funds is propelling the Tartan Endowment toward a goal of reaching 100 funds by the end of 2022.



In recognition of their new Legacy Fund, Dr. Robert O. and Mary Ann Kerr were honored with the naming of the Kerr Family Rehearsal Hall at the McCulloch Intermediate School and HP Middle School campus.

MANAGING THE TARTAN ENDOWMENT IT'S PERSONAL

David Dowler manages the financial portfolios of individual and institutional clients as a principal partner with Luther King Capital Management (LKCM) in Dallas. But one of these is especially personal. A 1965 graduate of Highland Park High School, Dowler is particularly proud to oversee the Tartan Endowment, which has been invested with LKCM since its creation more than 25 years ago, "I look back on this as one of the most exciting and gratifying experiences of my career," Dowler said.

His stewardship of the Tartan Endowment is reflected in its performance, growing at an annualized rate of 9 percent. Many factors influence the returns of any investment, Dowler says, and he revels at the challenge of finding the best places to invest the Tartan Endowment's funds, "The stock market is addicting, in a positive way. It's an enormous puzzle. Every bull and bear market is different," Dowler said.

And he's seen his share, first going to work in New York after earning a MBA at UT Austin in 1973, and returning to Dallas in 1986 to join LKCM. Dowler credits his career success to an unlikely source, his 10th grade world history teacher, Alma Schulkey. "My job requires understanding the economic impact of events ranging from local to global. Ms. Schulkey opened the world to us and it forever impacted my life."

Dowler recalls one of her teaching methods was arranging for the class to have dinner at a Greek restaurant in East Dallas. "Most of us kids hadn't ventured much beyond the Park Cities, nor had we been exposed to the food and customs of a distant culture," Dowler said. She also structured class into two-week segments, focusing on just one country to learn its history and traditions. "It's remarkable what a profound effect she had," Dowler said.



HPISD alumnus, David Dowler '65, has proudly managed the Tartan Endowment since its inception.

ONE ENDOWMENT FUND'S IMPACT PRESERVATION PARK CITIES

Preservation Park Cities is well-known for its annual Park Cities Home Tour, highlighting the importance of both history and architecture. The organization is also helping students at Highland Park High School pursue their own interests in these fields of study.

In 2011, the organization's board voted to begin allocating proceeds from the home tour and their annual distinguished speaker luncheon to create a fund in the Tartan Endowment. The initial purpose was to provide scholarships to college-bound HPHS seniors who intend to major in history or architecture. The fund has supported 18 students, awarding more than \$50,000.

According to Tish Key, president of Preservation Park Cities, "It is so important that we recognize the history of our community, not just through buildings, but also traditions and other things that make this such a great place to live. We have to maintain that, and this scholarship is one of the ways we do that."



HPHS History teacher, Brad Sanders, with 2022 Preservation Park Cities Scholarship recipients, Elise Waterston and Grey Webster.

Preservation Park Cities has made additional contributions to its fund over the years, and in 2018 it also began supporting an HPHS teacher. Brad Sanders was appointed that year as the first Preservation Park Cities Distinguished Chair for History. Every year for three years, he receives a \$10,000 salary supplement from the fund. "I was incredibly grateful and humbled," Sanders said when he learned of the appointment. "There are so many HPHS faculty who are equally deserving of this honor."

Sanders just completed his 25th year teaching history at HPHS. He's also a Scot, graduating in 1992. His motivation for teaching is driven by his belief that students need to understand history and why things happened, whether it's in Highland Park or other parts of the world. "The ability to think historically is critical to understanding the connectedness of events and the processes behind them," Sanders said. "Most historical developments are not caused by singular factors, so it's important to understand history from multiple perspectives. This makes us more mature thinkers."

PROFILE OF A GOLDEN SCOT

ROY C. COFFEE, JR. - CLASS OF 1955

Roy Coffee, Jr. attended his first Golden Scots reunion in 2005. He recalled a story from Dr. Cathy Bryce, HPISD Superintendent at that time, "She was at an education conference and told a group of fellow superintendents she had to leave early to get back for Golden Scots. She said they were all astonished to hear her district held an event that routinely drew more than 200 alumni who graduated at least 50 years ago!"

For Golden Scots like Coffee, pride and loyalty at this scale comes as no surprise. He sees dedication to Highland Park Schools as inseparable to the quality of life in the Park Cities. "There cannot be many other places that have had a top school system for so long while also being a great place to live and raise a family. We are truly fortunate," Coffee said. The family has a long history itself in the community.

Coffee's father, Roy Sr., served as mayor of University Park from 1950 to 1970. But he often went above the duties of office for the community. "We had a ranch and I remember Dad arranged for 200 live oaks to be transplanted from there to places all over University Park. Many are still standing today," Coffee said. He followed his father as University Park mayor, serving from 1976 to 1982.

Coffee notes one of his proudest achievements came a few years earlier, when he served on the administrative staff to Governor Dolph Briscoe. A bill had been introduced to consolidate all Dallas County Schools. "If this passed, it would have ended HPISD. But Governor Briscoe kept that from happening," Coffee said. For his efforts in saving Highland Park Schools, Coffee was presented with a one-of-a-kind diamond lapel pin by the HPISD school board in 1975. He proudly wore it in 2019 when he was honored with the HPHS Distinguished Alumni Award by the HPHS Alumni Association.

When asked what advice he would give as a Golden Scot to a graduating HPHS senior, Coffee said, "We all gain knowledge and wisdom in the classroom, but never overlook the importance of character. If you lose your reputation, you don't have much."



Roy Coffee, Jr. '55 and Nancy Campbell '58 at the rescheduled 2021 Golden Scots Reunion.

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HPEF IN THE COMMUNITY

The Foundation holds many events in the Park Cities to thank our donors and friends. In March, Brooke and Aaron Shelby hosted a reception in a one-of-a-kind venue. Aaron's grandfather, Carroll Shelby, was an automotive pioneer and was portrayed by Matt Damon in the 2019 Oscar-winning film, *Ford v. Ferrari*. The Shelby family's business recently built a new office building in Highland Park which includes a gallery of Carroll's many awards, photos, and of course, cars. Brooke and Aaron are the proud parents of one current HPHS student and one recent HPHS graduate. Aaron is a 1990 HPHS graduate.



Photos above: **1.** Diana and Trip Rodgers. **2.** Brooke and Aaron Shelby with Cindy and Guy Kerr. The sign in the background is the original brick wall from Carroll Shelby's car dealership, which was located at 5609 SMU Blvd. **3.** HPHS teacher and Director of Fine Arts, Natalie Walker, thanked guests for their support. **4.** Cindy Kerr and Barbara Cervin. **5.** HPEF Executive Director, Lauren Holloway, visiting with Gail and Bob Clark. **6.** Presentation screen in the display room.

FACES OF PHILANTHROPY DONORS AND VOLUNTEERS MAKING A DIFFERENCE IN HIGHLAND PARK SCHOOLS



Claire Baker

“ IN MY FAMILY AND IN THIS COMMUNITY, IT’S JUST WHAT WE DO. WE TAKE CARE OF OUR SCHOOLS. ”

Claire Baker’s first memories of kindergarten at University Park Elementary were of her mom serving lunch in the cafeteria and her father helping at the school carnival. She also remembers when University Park got its first computer, a large Apple desktop purchased by the PTA. Her mother volunteered to learn the ins-and-outs of the new technology so that she could teach students about it. “So when my oldest son was in kindergarten, starting to volunteer at school just made sense,” Baker explained. “In my family and in this community, it’s just what we do. We take care of our schools.”

Claire’s love for supporting Highland Park Schools as a HPEF board member was instilled by her parents and by the families that make up the Highland Park community. “We’re a close community focused on service,” Baker said. “There’s a big sense of ownership of our schools. It’s like an investment we’re all making, and we’re proud to say ‘it’s mine.’”

So, 13 years ago, with her newborn son JB in tow, she was excited to attend her first Armstrong Bradfield Preschool Association meeting. She’s been giving of her time ever since. “Volunteering is a great way to give back. But it’s also a way to meet people, and to make friends,” Baker explained. “I’ve met so many amazing moms and dads during my time here.”

Her service also includes a term as Bradfield’s PTA president and membership on the HPEF Finance Committee. She’s watched with pride as the community has grown and the schools have worked to include and celebrate the interests and talents of its students. “It’s not just about the kid who makes the best grades or is the star quarterback, we cheer on everyone. There’s a feeling in Highland Park that values going ‘all in.’ It doesn’t matter what it is,” Baker said.



Lucky & Brooks Cullum

The only thing that rivals the number of years that the Cullums have supported Mad for Plaid is the time they’ve spent volunteering at their Highland Park Schools. For more than 23 years, Lucky Cullum has served students lunch, “mostly in the PB&J line because no one else likes to do it,” she explained with a laugh. For the Hi-Lites dances and the proms, “over the years we’ve made so many props in our den,” Brooks said.

The family’s love for their neighborhood schools is deeply personal. Brooks attended Highland Park Schools, as did the couple’s five children, two of whom married spouses from Highland Park. The majority of the Cullum’s 15 grandchildren also attend schools in the District, continuing a beloved family tradition. “All the parents are involved and want to help,” Lucky said, who served nine years as a HPEF board member. “It’s just a great community, and there’s nothing like it.”

Supporting Mad for Plaid every year is important to the couple because they’ve seen firsthand the impact teachers can have on children. “We feel that we have to,” Lucky said. “It’s so important for a kids’ education that we have great teachers. And one of the ways we keep and attract those teachers is by supporting them through Mad for Plaid.”

As a mother and now grandmother, Lucky has loved watching her family experience all that a Highland Park education has to offer, from academics to sports to student council. “There are so many ways for kids to get involved,” she said. “It’s so important that everyone finds their own spot and they can here.”

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Bill Ogle

Bill Ogle joined the HPEF board of trustees in 2020 driven by a desire to help sustain the tradition of excellence in Highland Park Schools, “We moved here 20 years ago and continue to be amazed at not just athletic championships but other activities like robotics, chess, and music. The list seems to be endless. Every kid can participate in whatever interests them while also learning how to be successful,” Ogle said.

Bill and his wife, Lisa, came to Highland Park with an infant son, and twin girls soon followed. The kids attended Armstrong Elementary, and their parents played a leading role in Armstrong’s centennial gala celebration in 2014. “Lisa deserves the credit there,” Bill said, “She served as a co-chair. I was limited to moving tables or whatever else needed to be done!” Thanks to the work of countless volunteers and fellow co-chairs, Julie Lilly and Paige Slates, the gala raised more than \$1.4 million for Armstrong, far surpassing any previous fundraising effort for the school.

Ogle hopes his involvement inspires others who moved into the Park Cities to consider supporting Highland Park Schools. “Obviously, parents have a vested interest in wanting their children to excel in school, but everyone here can make a difference. This is a wonderful community, and our public schools are the heart of it,” Ogle said.

“ THIS IS A WONDERFUL COMMUNITY, AND OUR PUBLIC SCHOOLS ARE THE HEART OF IT. ”



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