Rallying our entire community to raise the critical funds necessary for continuing Highland Park ISD’s tradition of exemplary education

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Welcome to the inaugural annual report of the Highland Park Education Foundation. We are beginning this new publication for several reasons. First, there has always been a tradition of giving in support of our schools back to the district’s earliest days. The scale and impact of giving in recent years have reached extraordinary levels, deserving a formal report to document each year’s remarkable generosity.

Second, many other groups are raising funds and donating their time to support our schools. The largest are the PTA and PTO groups, Dads Clubs, and athletic and academic booster groups. While all these organizations work independently of HPEF, we deeply appreciate their efforts and view them all as vital partners in sustaining HPISD’s legacy of excellence. You will find a section of this report on page 19 acknowledging their work over the past year.

Last and certainly not least, recognizing and celebrating the contributions of our countless donors and volunteers is simply the right thing to do. Charitable giving and volunteering are individual choices, and we are grateful to be selected as the beneficiary of so many philanthropic decisions made by alumni and parents, foundations, community organizations, and corporations.

The impact of your support provides a bright future for every Highland Park student, teacher, and school. Thank you for truly making a difference.

Lauren Holloway
Executive Director
As I begin my fifth year on the Foundation and the final year of my term as President of the HPEF Board of Directors, I am filled with gratitude and awe. As this report highlights, HPEF has never seen a year of such widespread support and generosity.

The past few years have been difficult for everyone; however, despite challenges, supporters of our schools stepped forward to ensure our historic levels of giving continued uninterrupted. We are grateful to all of you for keeping Highland Park Schools among your philanthropic priorities during these unprecedented times.

We also have every reason to be confident in our continued success. HPEF’s administrative team, led by Lauren Holloway, is among the most committed and caring nonprofit professionals I have known. And my fellow board members selflessly share their time, talent, and resources to further our mission of raising private support for the benefit of our students, teachers, and staff.

When the Foundation confronts an issue or challenge facing our schools, I often invoke the saying, “Scots Find A Way.” Time and again, I find it remarkable how deeply this community cares about our greatest asset – our children and their future. Supporters like you truly made a difference through your support over the past year, and we extend our deepest appreciation and thanks. Scots Find A Way.

Go Scots!

Michael Denton, Jr.
HPEF Board President, HPHS Class of 1989
Celebrating Your Generosity

Last year marked a resurgence in philanthropic support to Highland Park Schools following two years of pandemic-influenced changes in the giving habits of many donors. Total gifts and pledges made to the Highland Park Education Foundation topped $8 million for the year.

The total number of gifts received (5,664) and the total number of donors (4,664) both jumped by more than 40 percent over the previous year. Gifts made specifically to Mad for Plaid surpassed 2,500 for the first time since 2016-17. It was also a record year for the number of new funds added to the Tartan Endowment (over 30).

"Truly remarkable," is how Guy Kerr ’71 described the year’s totals. "Private gifts are absolutely essential to the future of our schools and our community understands that and delivers." His classmate and wife of 46 years, Cindy ’71, agreed, "We know there is a wonderful tradition of giving for our schools, but this is an entirely new level of generosity. We are especially proud to see so much support for our teachers." The Kerrs contributed to the record year by establishing the Cindy and Guy Kerr Legacy Fund, a permanent fund in the Tartan Endowment that can be used every year to meet districtwide needs.

Another donor, Heath Cheek, marked this year as the first time he gave to Mad for Plaid. "Our family is a recent addition to the Park Cities, and we are committed to making sure our schools continue the high standard of excellence that drew us here in the first place," Cheek said. His oldest son is a first grader at Armstrong. "We were already involved with the Armstrong PTA, which provides a lot of physical resources to the school but giving to Mad for Plaid too is important for us to make sure we can attract and retain the best teachers in the area.

The year also saw a resurgence of volunteer activity as HPEF and HPISD resumed in-person gatherings and events. One volunteer, Emil Cerullo, is a role model of commitment for the parents and students who saw him in the carpool line at school. His efforts began during the height of the pandemic when his son, Dominic, was in 3rd grade at Bradfield. "It started as a way to interact with people," Emil described, "then I realized after the first week that I was going home in a better mood." The carpool line became Emil’s volunteer routine for two consecutive years. He developed relationships with all the kids, their parents, and even dogs, eventually introducing dog treats into the regular drop-off routine. "I got more out of the experience than I ever gave," Emil summarized. The Bradfield Dads Club thanked Emil with a Golden Car Door Award, announcing him the G.O.A.T. of carpool volunteers.

This figure represents all contributions received through HPEF by donors to Mad for Plaid, the Tartan Endowment, student scholarships, and other designated gifts from foundations and civic groups like La Fiesta de las Seis Banderas. This marks just the second time total giving exceeded $5 million within the past ten years. "We know donors shifted their philanthropic focus over the last year through the pandemic and shifting markets," Lauren Holloway said, HPEF Executive Director. 

Cindy and Guy Kerr, both Class of 1971, have their third generation of HP Scots on the way.
The past year yielded substantial progress toward improving teacher salaries throughout HPISD. Some new approaches employed by both HPEF and HPISD generated considerable resources that are not subject to recapture.

For over 20 years, Mad for Plaid has raised funds from caring parents, alumni, and residents throughout the Park Cities. The sole purpose of these funds is to provide salary support to HPISD for teachers and staff. HPEF presented $1.2 million to the district in June from Mad for Plaid gifts. This is in addition to $375,000 distributed by HPEF earlier in the year that contributed to districtwide stipends.

Another positive step occurred in November with the Voter Approval Tax Rate Election (VATRE). This election passed with more than 75% of voters approving. Known as “Golden Pennies,” this move allows school districts to access tax revenue that is not subject to recapture. The outcome allowed the district to provide a four percent raise in December to all teachers and staff.

The first Legacy Fund was established in early 2021 and there are now more than 30. The funds designated for districtwide purposes are expected to be used in the immediate years ahead to continue supporting teacher salaries in combination with Mad for Plaid and district efforts like the Golden Pennies.

Donors may designate their Legacy Fund for either districtwide needs or for a specific academic program, student activity, team sport, or service unit. One example is the Susan Rhoads HPHS Library Legacy Fund. Each year, the head librarian will utilize income from this permanent fund to meet the library’s greatest needs. The fund was created in memory of Susan Rhoads by her friends to honor her 28 years as HPHS librarian. Similar funds are now available for the district’s special education program, men’s cross country team, and visual arts.

The third development was a new type of fund donors can now establish in the Tartan Endowment. Called “Legacy Funds,” these permanent funds are unrestricted in their use. Unlike an endowed scholarship, which typically is awarded to a student meeting specific criteria requested by the donor, Legacy Funds are flexible, allowing them to help meet pressing needs as times change.

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After watching one of her students struggle to read, first grade teacher McKenna Taylor began picking out books from a new, guided reading library at John S. Armstrong Elementary.

"From the beginning of the year to the end of the year, I saw my student jump six levels in reading," Taylor said. "He was so motivated by these new books! He loved being able to choose different types of books, especially the ones about dogs."

These new, leveled reading resources for kindergarten, first, and second graders were made possible through a Teacher Innovation Grant from the Highland Park Education Foundation with funding from La Fiesta de las Seis Banderas, a community organization that supports HPEF and Highland Park public schools.

For more than 25 years, the organizations have partnered to support many Foundation and HPISD initiatives, including Teacher Innovation Grants. Last year, the Foundation awarded more than $10,000 in grants to 13 teachers, who in turn were able to provide additional learning opportunities for their students last year.

Innovation grants allow teachers to request funds for projects that range from reading resources to STEAM (Science, Technology, Engineering, Arts, and Math) projects to professional development opportunities. "We have amazing teachers who think outside the box to make educational experiences better for the students," La Fiesta Board President Mary Deaver explained. "It’s fun to reward the teachers’ creativity and enthusiasm for their students."

Talented and Gifted teacher Kayla Myers and a fourth grader who loves technology teamed up to write an Innovation Grant that allows students to delve into the digital world. "One of my fourth grade students really inspired me with his love of technology," Myers explained. "He wanted to leave behind a legacy, so we worked on the grant together."

With support from La Fiesta, Myers was able to purchase a video game creation program, Bloxels, for her University Park Elementary classroom. Now coding, animation, and design are at her students’ fingertips. "One of my second graders created a video game with characters, a plot, backgrounds, action, and sequencing," Myers said. "It allowed me to step in and connect more with students that I wanted to reach. And it allowed them to learn and create."

Benjamin Mayfield used Bloxels to sharpen his coding, animation, and design skills during his time in second grade.

As a first grader, Rachel Rowe used the guided readers to sharpen her reading and writing skills.
After two years of events and gatherings limited to virtual settings, alumni and friends eagerly turned out to attend events hosted by the Foundation and the district in 2022.

Scholarship Ceremony
The annual HPHS Honors Day Ceremony celebrated the awarding of more than 50 scholarships to graduating HP seniors. For a full list of all the scholarship funds and recipients, please see hpef.org/scholarship-recipients

Golden Scots
More than 300 HPHS alumni reunited for this annual event on March 5. Traditionally held in the fall, this event had a special spring date to allow the classes of 1970 and 1971 to “catch up” and finally enjoy their 50th reunion.

More event information can be found at hpef.org/golden-scots

Class Reunions
The HPHS Alumni Association hosted more than 15 reunions between the fall of 2021 and spring of 2022.

Distinguished Alumni
A packed ballroom at the Dallas Country Club celebrated the 32nd annual Alumni Awards on April 21 presented by the HPHS Alumni Association. Recipients of the Distinguished Alumni Award included The Honorable Harold Demoss ’48 (Posthumously), Garry Weber ’54, and Paul Peters, M.D. ’76. The Highlander Award was presented to Connie O’Neill.

More event information and past recipients can be found at hpef.org/alumni-awards

Sci-Tech Festival
The 16th annual Sci-Tech Festival took place on February 4 in the Palmer Auditorium. HPEF again served as a lead sponsor for this event through a grant provided by the Palmer Fund. Speakers from a broad range of fields including robotics, sports medicine, oncology, nanotechnology, chemistry and computer science engaged and inspired HPHS students with their research insights and expertise.

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Financial Report

10-Year History Of Public Support

Revenue and Expenses

FY 2021-22 data unaudited. Audited financial statements are available at hpef.org/financials

HPEF 21-22 Finance Committee

Chair, Marc Taubenfeld
Claire Baker
Angela Calvert*
Regina Calvert*
Bobby Clark*
Shamir Dayalji
Michael Denton
Pepe Guevara
Ellen Lee*
Noble Nash
Nick Peters
Gretchen Seay
Scott Trulock*
Tracy Walder*
Doug Woodward

* indicates non-board member volunteer
Celebrating Your Generosity

Alumni Lifetime Donors

Thank you to the following alumni who became Lifetime Members of the HPHS Alumni Association last year. These leaders are among the nearly 700 new dues-paying members of the association in 2021-22.

Bryce Anderson ’20
Arthur Beecherl ’02
Ben Beecherl ’06
Edward Beecherl ’09
Chantal Fauss Berezovytch ’64
Maryjane Boone Bonfield ’96
Brinkley Brown ’20
Ty Burke ’16
Leslie Yeaman Caffey ’85
Jennifer Germany Croswell ‘00
Leslie Yeaman Caffey ’85

Mad for Plaid Leadership Society

The Leadership Society is the cornerstone for the Mad for Plaid campaign, providing donors the opportunity to significantly invest in the excellence of HPISD and set an example of leadership that inspires our HP community to give.

Visionary ($50,000+)

Clements Foundation
Leslie and Bill Cornog
La Fiesta de las Seis Banderas
Katy and Kyle Miller

Legacy ($25,000-$49,999)

Anonymous
Kelly and Matt Valentine
Gary Weber

Luminary ($10,000-$24,999)

Kamela and Kenneth Abbousie
Lori and Jon Altschuler
Anonymous
Carol and Taylor Armstrong
Ben E. Keith Company
Robin and Bernay Box
*deceased

Stacy and Tyler Burke
Mackenzie and Benjamin Carpenter
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Carrie and Dallas Cothrum
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Judy and Jim Gibbs
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Catherine and Tom Sharpe
Jean and Jason Signor
Simon and Louise Henderson Foundation, in honor of Reed Rothermel
Slant Partners
Elisa and Stephen Summers
The Trammell Foundation
Julie and Tom Trigg
Mehrithid and Jon Vernehmer
Westwood Private Bank
Kathy and John Yeaman

Laurie Folsie Rossman ’73
Blake Schmidt ’73
Ben Schmidt ’16
Reagan Schmidt ’20
Parker Schmidt ’11
Jenny Noe Schwetman ’60
Samantha Smith Shannon ’08
Robert Shannon ’06
Aaron Shelby ’90
David Sherer ’20
Nancy Sonntag ’69
Ryan Taliaferro ’91
Charles Teeple ’62
Lee Walker ’22
Emily Weisfeld ’16
Jordan Wheeler ’15
Parker White ’20
Bruce White ’67
Worthey Wiles ’89

Anonymous
Becky and Tom Abbott
Lynn and Bob Abbott
Laurie and Mark Aldredge
Gayle and Bob Allison
Anne and Larry Angeilli
Susan and Jim Baldwin
Margie and Philip Bankhead
Susan and Bill Banowsky
Linda and Jay Barlow
Gayle and Jeff Barnes
Christy and Stephen Barnes
Steve Beckham
Lisa and Scott Bedford
Kay and Will Beecherl
Cynthia and Louis Beecherl
Carolyn and Gary Bender
Denise and Richard Bohac
Nico and Andreas Bremer
Gail and James Browne
Margaret and Syd Carter
Barbara and Ben Cervin
Stacy and Bill Cobb
Jennifer and Jeff Cody
Janis and Roy Coffee, Jr.
Malloy Collins
Lori and John Collins
Sherry and Martin Cox
Lucky and Brooks Cullum
Bey and Larry Dale
Sally and Dick Davis
Janese and Rick Deitch
Lillian and Tony Dona
Karen and Chuck Edwards
Julie Forrester Rogers
Mack O. Forrester
Kathryn and Chuck Fuequay
Sara Lee and Stan Gardner
Judy and Jim Gibbs
Margo and Bill Goodwin
Prissy and Warren Gravely
Diane and Bill Gribble
Lauri and Mike Harsfurther
Randi and Ed Hensell
Sally and Steve Hanna
Cindy and Art Harding
Dana and Jackson Harkey
Nancy and Howell Harrison
Julie and Bob Harrison
Susan and Jack Hawkins
Cathy and Bill Hembrecht
Beverly and Joe Hickman
Judy and Jeff Hinson
Sally and Houston Holmes
Margaret and Doug Hunt
Sally and Terry Kelley
Cindy and Guy Kerr
Roger S. Khetan
Khetan Family
Ginny and Chris Klimko
Suzanne and Don Laidlaw
Sally and Olin Lane
Keith Laycock
Catherine and Chuck Lundberg
Kay and Dennis Lutes
David G. Luther, Jr.
Berky and Bob McCamey
Barbara and Mike McKenzie
Jim Melson
Larry A. Meltzer
Sharon and David Miller
Elizabeth and Steve Modory
Mostz Family
Melinda and Skip Moran
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Winifred and Bill Mundinger
Dr. and Mrs. Allen Myers
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Susanna and Van Ogdan
Connie Nickell
Mr. and Mrs. Steven R. Orf, Jr.
Donna and Jeff Osborne
Dr. and Mrs. Paul C. Peters, Jr.
Holly and Philip Philipp
Nancy Poole
Sheri Pulliam
Karen and Chuck Reeder
Suzy and Tom Rhodes
Randa and Doug Roach
Claire Roberts
Lee and Lou Shaufele
Jenni Marks Scoggins
Mancia and Don Shannon
Priscilla and Steve Shefflenberger
Lisa and Jon Skidmore
Ann Spillman and Jeff Margolies
Barbara and Tommy Stewart
Michele and Robert Stiles
Jean and Mike Streepey
Mr. Jere W. Thompson
Bennie and Doug Thompson
Carol and Gifford Touchstone
Kathy and Neil Touchstone
Wendy and John Vandermeer
Marnie and Kern Wildenthal
Jane and Clark Willingham
Zazelle and Richard Wingo
Kim and Frank Wossley
Karen and Scott Yaguchi
Linda and Brooks Yates
Polly and Gerry York

Mad for Plaid Lifetime Donors 2003-2021

Thank you to the following donors who have given loyally every year to the Mad for Plaid campaign since its founding in 2003.

Anonymous
Beverly and Joe Hickman
Susan and Jack Hawkins
Cathy and Bill Hembrecht
Beverly and Joe Hickman
Judy and Jeff Hinson
Sally and Houston Holmes
Margaret and Doug Hunt
Sally and Terry Kelley
Cindy and Guy Kerr
Roger S. Khetan
Khetan Family
Ginny and Chris Klimko
Suzanne and Don Laidlaw
Sally and Olin Lane
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Jane and Clark Willingham
Zazelle and Richard Wingo
Kim and Frank Wossley
Karen and Scott Yaguchi
Linda and Brooks Yates
Polly and Gerry York

Super Scot Society Donors

These gifts recognize the thoughtful foresight of those who embrace HPHS Class of 1983 graduate Chuck Lingos’s spirit of generosity and commitment to HPISD by including the Foundation in their estate plans.

Anonymous
Janelle and Adam Hickey
William R. Janowski ’52
Cindy and Guy Kerr ’71 ’71

Shirley Kochman ’53
Nancy MacGregor O’Neil ’94
Jenni Marks Scoggins ’90
Sandra and Bill Snyder
John G. Taylor ’43
Garry Weisblat ’54
Samantha Smith Shannon ’08
Jenifer and Jeff Cody
Gail and James Browne
Nicola and Andreas Bremer
Gail and James Browne
Margaret and Syd Carter
Barbara and Ben Cervin
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Janis and Roy Coffee, Jr.
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Polly and Gerry York

Annual Report | 2021-2022
HPISD has benefited from volunteers and donors throughout its history. Formal and informal groups of parents, alumni, and local residents formed long before the establishment of the Highland Park Education Foundation in 1984. Many are still in existence today, carrying on a tradition of giving and volunteering that sets a standard for public school districts in Texas and across the nation.

PTA - PTO Groups and Dads Clubs
Each Highland Park school benefits from the volunteer efforts of a dedicated PTA-PTO and a Dads Club chapter. In 2021-22, these groups collectively raised over $5.4 million, working in concert with their respective school principals to address critical needs for their students and teachers. We thank the leaders of these groups and all their volunteer members for their support.
Partners Across the District

**Cafeteria Volunteers**
A unique HPISD tradition, cafeteria volunteers continue providing a vital service. These parents, grandparents, and friends not only provide a family-focused environment for students, but also a substantial financial impact. HPISD estimates these volunteers across the district saved approximately $375,000 last year that would have been necessary for paid cafeteria staff.

**Booster Organizations**
Academic and athletic booster groups can be found supporting nearly every sport and a vast range of academic areas including band, fine arts, cheer, robotics, debate, and academic decathlon. Each booster organization is a separate entity from HPISD and must have a 501 (c)(3) designation. The district provides a document, “Booster Club Guidelines” through the hpisd.org website under the Departments > Business Services link.

From the HPISD Superintendent

Highland Park ISD is grateful to be the recipient of so many acts of generosity every year. Some are from the organized efforts of parent and friend groups noted in this report. Others come from the formal programs and events led by the Highland Park Education Foundation.

All result in one common outcome; a stronger educational experience for every HPISD student. Public school districts across Texas are increasingly turning to organized fundraising and volunteer engagement activities. These efforts help meet needs beyond those that tax dollars can address. Highland Park stands apart from other districts, as many of our volunteer-driven organizations and fundraising activities have existed since our earliest days.

By sustaining this tradition of involvement and support for our schools, you are empowering the district with vital resources that are not subject to recapture. Your generosity is helping ensure a second century of excellence for HPISD.

On behalf of all our teachers, staff, and students, thank you for investing in our schools and this community.

Dr. Tom Trigg
Superintendent, Highland Park ISD