



Annual Report

2021-2022





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

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From the Executive Director

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.

A blue ink signature of Lauren Holloway.

Lauren Holloway
Executive Director





From the President

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

Highland Park Education Foundation Leadership 2021-2022



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Celebrating Your Generosity



Emil Cerullo, HP parent and volunteer, received the Golden Car Door Award for his dedicated volunteerism at Bradfield Elementary

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.

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. “We are grateful to those who were able to continue supporting us, and those who have now come back to support us and our HP schools again.”

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,



Cindy and Guy Kerr, both Class of 1971, have their third generation of HP Scots on the way

“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



Heath Cheek and his wife, Andrea, have two future HP Scots

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.

Supporting Our Teachers



District and Donors *Unite* to Support Teachers

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 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.

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 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.

Committed Legacy Funds

DISTRICTWIDE

- Friends of the Tartan Endowment
- Gayle and Jeff Barnes Legacy Fund
- Julie and Louis Beecherl, Jr. Memorial Legacy Fund
- Amy and Bryce Benson Legacy Fund
- Mandy and Robert Blount Legacy Fund
- Margaret and Syd Carter Legacy Fund
- Gail and Bob Clark Legacy Fund
- Leslie and Bill Cornog Legacy Fund
- Maryann and Michael Denton, Jr. Legacy Fund
- Margo and Bill Goodwin Legacy Fund
- Gwinn Family Legacy Fund
- The Halpin Family Legacy Fund
- Juli and Bob Harrison Family Legacy Fund
- Kerr Family Legacy Fund
- Cindy and Guy Kerr Legacy Fund
- La Fiesta de las Seis Banderas Legacy Fund
- William D. Oates Memorial Legacy Fund
- Nancy M. O’Neil and John Q. Stilwell Family Legacy Fund
- Holly and Phillip Philbin Legacy Fund
- Pincoffs Family Legacy Fund
- Rowsey Family Legacy Fund
- Jean and Jason Signor Legacy Fund
- Brenda and Bob White Legacy Fund
- The Yeaman Family Legacy Fund

DESIGNATED

- Anonymous Fund TBD (2)
- Janis and Roy Coffee, Jr. Legacy Fund for Teacher and Staff Salaries
- Judy and Jim Gibbs Legacy Fund for Teacher and Staff Salaries
- Janelle and Adam Hickey Legacy Fund for Special Education
- Jill and Carter Malouf Visual Arts Impact Legacy Fund
- Holly and Phillip Philbin Legacy Fund for Men’s Cross Country
- Susan Rhoads HPHS Library Legacy Fund

For more information about Legacy Funds, please see hpef.org/tartan-endowment

Inspiring Our Students



Teacher Innovation Grants Inspire Student Learning and Creativity

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.



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

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



As a first grader, Rachel Rowe used the guided readers to sharpen her reading and writing skills.

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."

The Year in Review

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.



HPISD teachers Carmen Moises and Susanna Plemons with Myrtille Bradfield Scholarship recipient, Hailey Harkins



HPHS Classmates from 1956 enjoying the Golden Scots reunion



HPHS Alumni Award Honorees, L to R, Chip and Holly DeMoss receiving posthumously for father Hal DeMoss, '48, Garry Weber, '54, Connie O'Neill, and Paul Peters, '76

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

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.

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

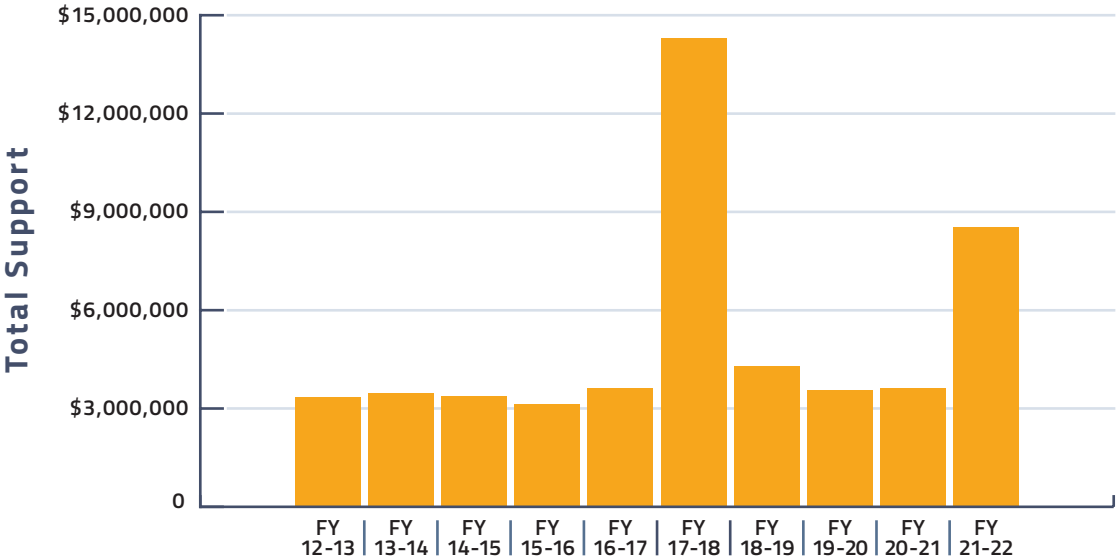
A packed ballroom at the Dallas Country Club celebrated the 32nd annual Alumni Awards on April 21 presented by the HPHS Alumni Association. Recipients of the Distinguished Alumni Award included The Honorable Harold Demoss '48 (Posthumously), Garry Weber '54, and Paul Peters, M.D. '76. The Highlander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

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

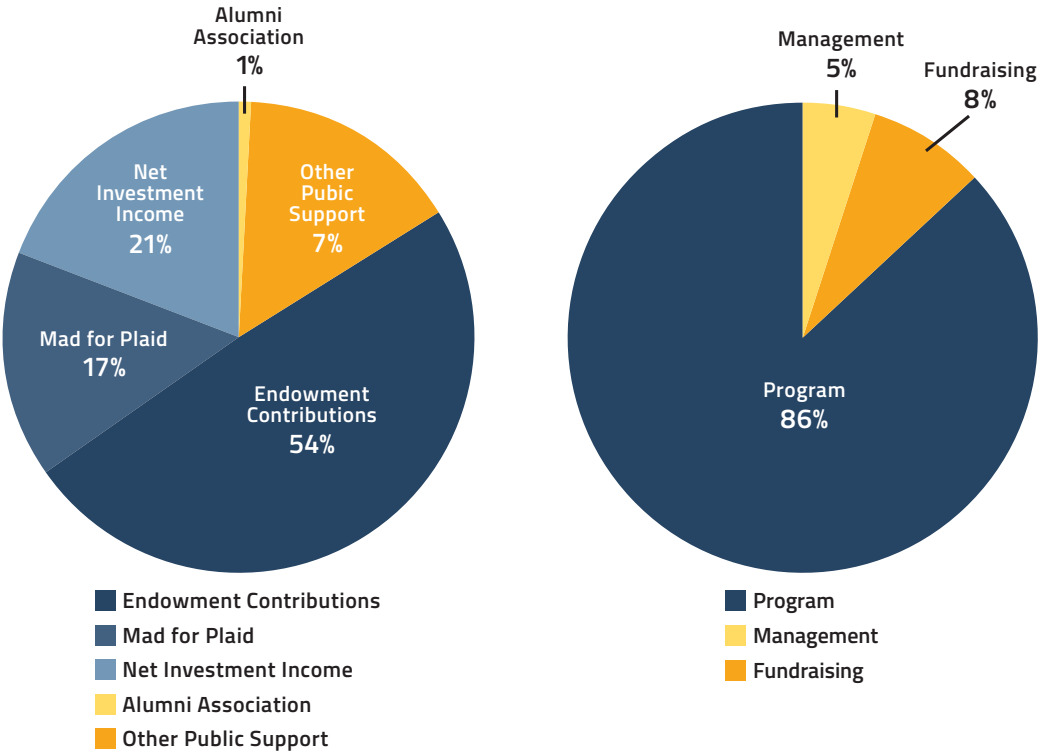


Financial Report

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	Shamir Dayalji	Nick Peters
Claire Baker	Michael Denton	Gretchen Seay
Angela Calvert*	Pepe Guevara	Scott Trulock*
Regina Calvert*	Ellen Lee*	Tracy Walder*
Bobby Clark*	Noble Nash	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	Carolea Hassard '81	Laurie Folse Rossman '73
Arthur Beecherl '02	Mary Niendorff Heinze '63	Blake Schmidt '13
Ben Beecherl '06	John Huckabay '67	Ben Schmidt '16
Edward Beecherl '09	Clay Hunt '68	Reagan Schmidt '20
Chantal Fauss Berezovytch '64	Lauren Innes Jackson '98	Parker Schmidt '11
Maryjane Boone Bonfield '96	Bobby Kennedy '67	Jenny Noe Schwetman '60
Brinkley Brown '20	Bob McRae '61	Samantha Smith Shannon '08
Ty Burke '16	Katie Lilley Melton '95	Robert Shannon '06
Leslie Yeaman Caffey '85	Katherine Krause Meredith '10	Aaron Shelby '90
Jennifer Germany Croswell '00	Preston Milton '16	David Sherer '20
Maylee Faulk Cunningham '57	Rachel Holliday Montgomery '11	Nancy Sonntag '69
Katie Dalton '16	Stefani Chaney Musick '97	Ryan Taliaferro '91
William Draper '05	Cecil Nettle '65	Charles Teeple '62
Byron Egan '61	George Ray '73	Lee Walker '02
Linda Perryman Evans '68	Cierra Reed '21	Emily Weisfeld '16
Carol Penland Fleming '55	Lesley Clark Rhodes '95	Jordan Wheeler '15
Carl Glaze '69	Greg Rhodes '86	Parker White '20
Jim Goodnight '58	Cate Rhodes '21	Bruce White '67
Bob Halpin '69	Burton Rhodes '95	Worthey Wiles '89

Mad for Plaid Leadership Society

The Leadership Society is the cornerstone fo 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
Garry Weber

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

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

Stacy and Tyler Burke
MacKenzie and Benjamin Carpenter
Janis and Roy Coffee, Jr.
Carrie and Dallas Cothrum
Sylvie and Gary Crum
Joanna and Zachary Dreyfuss
Judy and Jim Gibbs
Grove Family
The Gwinn Foundation
The Hegi Family
Joanna and David Iliff
Kelly and Todd Jirovec
Luther King Capital Management
McRorie Family
Carolyn and David Miller
Ann McLeod Moody*
Pauline and Austin Neuhoff

Origin Bank
Holly and Phillip Philbin
Kay and Greg Potter
Jan and Trevor Rees-Jones
Tavenner and Sean Rogers
Sheri and Andrew Rosen
Catherine and Tom Sharpe
Jean and Jason Signor
Simon and Louise Henderson Founda-
tion, in honor of Reed Rothermel
Slant Partners
Elisa and Stephen Summers
The Trammell Foundation
Julie and Tom Trigg
Mehridith and Jon Venverloh
Westwood Private Bank
Kathy and John Yeaman

*deceased

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	Judy and Jim Gibbs	Dr. and Mrs. Allen Myers
Becky and Tom Abbott	Margo and Bill Goodwin	Jennifer and Noble Nash
Lynn and Bob Abbott	Prissy and Warren Gravely	Mr. and Mrs. Thomas H. Neuhoff
Laurie and Mark Aldredge	Diane and Bill Gribble	Julie and Michael Nunez
Gayle and Bob Allison	Lauri and Mike Hainsfurther	Susanna and Van Ogden
Anne and Larry Angelilli	Randi and Ed Halsell	Connie O'Neill
Susan and Jim Baldwin	Sally and Steve Hanna	Mr. and Mrs. Steven R. Orr, Jr.
Margie and Phillip Bankhead	Cindy and Art Harding	Donna and Jeff Osborne
Susan and Bill Banowsky	Dana and Jackson Harkey	Dr. and Mrs. Paul C. Peters, Jr.
Linda and Jay Barlow	Nancy and Howell Harralson	Holly and Phillip Philbin
Gayle and Jeff Barnes	Juli and Bob Harrison	Nancy Poole
Christy and Stephen Barnes	Susan and Jack Hawkins	Sherri Pulliam
Steve Beckham	Cathy and Bill Helmbrecht	Karen and Chuck Reeder
Lisa and Scott Bedford	Beverly and Joe Hickman	Suzy and Tom Rhodes
Kay and Will Beecherl	Judy and Jeff Hinson	Randa and Doug Roach
Cynthia and Louis Beecherl	Sally and Houston Holmes	Claire Roberts
Carolyn and Gary Bender	Margaret and Doug Hunt	Lee and Lou Schaufele
Denise and Richard Bohac	Sally and Terry Kelley	Jenni Marks Scoggins
Nicola and Andreas Bremer	Cindy and Guy Kerr	Marcia and Don Shannon
Gail and James Browne	Roger S. Khetan	Priscilla and Steve Shellenberger
Margaret and Syd Carter	Khetan Family	Lisa and Jon Skidmore
Barbara and Ben Cervin	Ginny and Chris Klimko	Ann Spillman and Jeff Margolies
Stacy and Bill Cobb	Suzanne and Don Laidlaw	Barbie and Tommy Stewart
Jenifer and Jeff Cody	Sally and Olin Lane	Michele and Robert Stiles
Janis and Roy Coffee, Jr.	Keith Laycock	Jean and Mike Streepey
Mallory Collins	Catherine and Chuck Lundberg	Mr. Jere W. Thompson
Lori and John Collins	Kay and Dennis Lutes	Bonnie and Doug Thompson
Sherry and Martin Cox	David G. Luther, Jr.	Carol and Gifford Touchstone
Lucky and Brooks Cullum	Becky and Bob McCamey	Kathy and Neill Touchstone
Bev and Larry Dale	Barbara and Mike McKenzie	Wendy and John Vandermeer
Sally and Dick Davis	Jim Melson	Marnie and Kern Wildenthal
Janese and Rick Deitch	Larry A. Meltzer	Jane and Clark Willingham
Lillian and Tony Dona	Sharon and David Miller	Zazelle and Richard Wingo
Karen and Chuck Edwards	Elizabeth and Steve Modory	Kim and Frank Woosley
Julie Forrester Rogers	Mootz Family	Karen and Scott Yaguchi
Mack O. Forrester	Melinda and Skip Moran	Linda and Brooks Yates
Kathryn and Chuck Fuquay	Cathy and George Morgan	Polly and Gerry York
Sara Lee and Stan Gardner	Winifred and Will Munding	

Super Scot Society Donors

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

Anonymous	Shirley Kochman '53	John G. Taylor '43
Janelle and Adam Hickey	Nancy MacGregor O'Neil '54	Garry Weber '54
William R. Janowski '52	Jenni Marks Scoggins '90	Sidney Weisblat '53
Cindy and Guy Kerr '71 '71	Sandra and Bill Snyder	Janis Wells

Partners Across the District



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.



Highland Park High School
Elizabeth Speicher, PTA
Paul Jackson, Dads Club



MIS/HPMS
Amy McNulty, HPMS PTA
Missy Finger, MIS PTA
Martin Gill, MIS/HPMS Dads Club



Armstrong Elementary
Suzie Curnes, PTA
Nick Silva, Dads Club



Boone Elementary
Andrea King, PTA
Zach Carnahan, Dads Club



Bradfield Elementary
Rachel Stephens, PTA
Nick Peters, Dads Club



Hyer Elementary
Kristin Evans, PTA
Doug Kelley, Dads Club



University Park Elementary
Rochelle Mayfield, PTA
Jess Wortman, Dads Club

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 hpsid.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





**Highland Park
Education Foundation**
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Dallas, TX 75205

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