2021 Landon Endowment Report



DEAR LANDON COMMUNITY,

It is a pleasure to write to you with good news regarding the growth in Landon School's endowment. As you may be aware, Landon launched the \$50 million Campaign for Landon in October 2021. The goal is to raise \$30 million for new and renovated facilities, \$10 million for ongoing support of The Landon Fund, and \$10 million to grow our endowment. As of December 2021, we have raised over \$6.5 million in pledges and gifts toward our \$10 million endowment goal.

The endowment is critical to Landon, generating vital funding sources for scholarships, academic chairs, professional development, and programs. Landon School's endowment as of June 30, 2021, was \$23.8 million. As grateful as we are to have reached this level, we still have a ways to go in order to match a number of our peer schools' endowments.

With Vanguard Institutional Advisory Services' management and the Board of Trustees' oversight of a sound long-term investment policy, we are confident in the endowment's stewardship and future growth. Our Endowment Committee is an accomplished group that is focused on making decisions that will maximize the portfolio's returns under our strategic asset allocation, while limiting our expenses. I would like to thank the following members of our Endowment Committee and highlight the professional expertise each brings to their role on the committee.

Jeff Ansary '92 – Managing director at Ansaco LLC, a private merchant bank organized in 2014 focused on the middle market in manufacturing, technology, and commercial real estate.

Alex Baldwin, P '18 – General counsel at DISYS, a global staffing, IT consulting, and managed services firm based in McLean, VA.

Donald Dell '56 – First sports agent in professional tennis, representing Arthur Ashe, Stan Smith, Jimmy Connors, and Ivan Lendl. Also founded Professional Services (ProServ), one of the nation's first sports marketing firms, established in 1970.

Laura Hoffman, P '17 '21 '24 – Vice president and treasurer of the Healy Foundation, a private grant-making foundation active in Maryland, Florida, and New Mexico.

Matt Holleran '85 – Founder and managing partner of Cloud Apps, a San Francisco-based venture capital firm specializing in investing in the cloud business application market.

Ted Lamade '00 – Managing director of the \$1.2 billion endowment that supports the Carnegie Institution for Science, a scientific research organization based in Washington, D.C.





Rich Leggett, P '23 '26 – CEO of FrontierView, a premier market intelligence and advisory firm for global business professionals based in Washington, D.C.

Nii Amaah Ofosu-Amaah '00 – Principal at Berkshire Partners, a Boston-based middle market private equity firm with more than \$15 billion in assets under management.

Bijan Salehizadeh '91 – Co-founder of Navimed, a Washington, D.C.-based private equity firm focused on healthcare.

Brooke Seawell '65 – Venture partner at NEA, a global venture capital firm based in Menlo Park, CA. Has also served on several public company boards, including NVIDIA and Tenable.

Brien White, P'26 – Partner and chief operating officer of U.S. private client, endowments, and foundations at Brown Advisory, an investment management firm co-headquartered in Baltimore and Washington, D.C.

Our Endowment Committee also includes the following *ex officio* members: **Peter J. Gallo**, director of development; **Chris Harper**, CFO/COO; **Robert McQuitty**, controller; and **Jim Neill**, **P** '24, head of school.

While the primary objective of the portfolio return is to maintain Landon's ability to support financial aid, faculty salaries, and programs, the best way to grow Landon's endowment is through philanthropy. I hope you will consider putting Landon School in your estate plans or making a multiyear commitment to The Campaign for Landon to continue to support the endowment as you have in the past. The unwavering support of our enthusiastic parents, alumni, and friends continues to strengthen Landon School.

If you would like to explore making a gift that is meaningful to you and Landon, I encourage you to contact Director of Development Peter J. Gallo, Ph.D., at peter_gallo@landon.net or 301-320-1004.

Go Bears,

Nh D. Ville

Matt Holleran '85 Chair, Endowment Committee Member, Board of Trustees

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2021 ENDOWMENT SNAPSHOT

ENDOWMENT CATEGORY AS OF 6/30/2021



\$5.3 million in income

TO SUPPORT LANDON STUDENTS, FACULTY, AND PROGRAMS OVER THE PAST 10 YEARS

Growing the endowment is a priority. Landon's nearly \$24 million endowment is less than half of the endowments at other leading all-boys schools. Endowment gifts produce income in perpetuity.

THE CAMPAIGN FOR

The \$50 million Campaign for Landon has a \$10 million endowment goal. The \$10 million endowment goal will help to further strengthen financial aid programs and faculty professional development.



ANNUAL SPENDING DRAWS

The Board of Trustees approves the endowment's spending rate annually, which is a percentage of the endowment's market value over the past two years. Actual endowment return earned in excess of distributions under this policy is reinvested as part of the School's endowment.

The chart above shows how spending draws are carefully managed so as not to draw from the principal of the endowment.

Landon's exceptional teachers are the lifeblood of the School, and by increasing endowed funds dedicated to their needs, we reaffirm our commitment to our faculty and our collective academic enterprise. We will raise funds to endow more and larger academic chairs and strengthen professional development programs in all disciplines and grades. Financial aid is essential to the health of our School and our student population because it ensures that deserving students can benefit from and contribute to the Landon experience. A robust financial aid program strengthens the institution in several ways, such as promoting broader perspectives and greater understanding for our students.

LANDON SCHOOL'S ENDOWMENT

LASTING SUPPORT FOR OUR BOYS

Landon's endowment is the lifeblood of the School. Unrestricted endowment gifts allow Landon to deploy resources where they are needed most. But the endowment also consists of individual funds established for a variety of educational purposes. The endowed funds are pooled together so the portfolio can be managed as one entity.

The Landon School endowment is critical to minimizing tuition increases as well as maximizing funding for teachers and students. It is designed to keep the principal amount intact while using the investment income to improve the quality of education.

Endowment growth is the best way to ensure Landon School remains a top-tier boys school in the Washington metro area and nationwide – and our goal to increase the endowment depends primarily on donations.

GLOBAL ENDOWMENT MANAGEMENT

In 2019, we launched an extensive search for a new endowment investment manager. In doing so, we interviewed multiple managers and chose to partner with Vanguard Institutional Advisory Services. Vanguard is positioned to serve Landon School's mission at the current time due to its extensive institutional resources and low fee structure.

The Vanguard team is led by a senior investment consultant, who provides quarterly investment updates to the Investment Committee and is accessible at any time between meetings. The consultant acts as an extension of Landon's investment staff.



GOVERNANCE

The **Board of Trustees** establishes investment objectives focused on generating the best risk-adjusted returns that will support Landon School's financial needs, while preserving the endowment's real purchasing power in perpetuity. These objectives are also balanced against the need for sufficient liquidity to meet the School's annual spending draw.

The **Endowment Committee** is a standing committee of the Board of Trustees. It is tasked with advising the Board and Landon administration on matters relating to the School's endowment. It also monitors how the endowment is managed, how the funds raised are deployed, and procedures relating to key Landon policies. It selects and monitors an investment manager(s) to ensure the endowment's allocation, investments, liquidity, risk, and returns are within the parameters set forth in the Investment Policy Statement.

The committee consists primarily of trustees (no fewer than three), one of whom is the chair. The committee may also include non-trustee members chosen for their relevant experience. The chair of the Board, the head of school, the chief financial officer, the controller, and the director of development are members ex officio.



ASSET ALLOCATION AND INVESTMENT PERFORMANCE

% ANNUAL INVESTMENT EARNINGS

FY2021	28.56 %
FY2020	3.71%
FY2019	4.33%
FY2018	6.81%
FY2017	12.79%
FY2016	0.07%
FY2015	-1.16%
FY2014	17.97%
FY2013	19.23%
FY2012	0.69%
FY2011	21.41%

ASSET ALLOCATION AS OF 6/30/2021



The Landon School endowment portfolio's current asset allocation is shown above. The investment manager uses a diversified mixture of equities and fixed income. The asset allocation strategy is reviewed regularly to ensure the portfolio's objectives are met.



MARKET VALUE



The endowment utilizes a total return strategy, which represents a combination of both capital appreciation and current yield (interest and dividends). Landon's chosen investment manager is tasked with achieving returns that equal (or exceed) the combination of Landon's spending rate and the rate of inflation (net of fees).

Over the past 10 years, the endowment has increased from \$8.8 million to nearly \$24 million.

"While market performance will enhance Landon's endowment over time, the most impactful way to grow an endowment is philanthropy. I am grateful to our parents, alumni, and friends who have made a gift to our endowment, ensuring Landon School will transform boys' lives now and in the future."

PETER J. GALLO, PH.D. DIRECTOR OF DEVELOPMENT



SO BOYS WILL THRIVE



CLASS OF 1970 ESTABLISHES MCEWAN SCHOLARSHIP

The Class of 1970 has made a substantial endowment gift for its 50th anniversary to establish **The James P**. **McEwan '70 Endowed Scholarship Fund.** The class is helping to further the School's commitment to academic and personal excellence as it also honors Jamie, who passed away in 2014. His exemplary character, integrity, and achievements celebrate the outcomes Landon seeks in its graduates.

Jamie won the 1972 Olympic bronze medal in whitewater canoeing, graduated from Yale, enjoyed a long and happy marriage with four loving children, coached and mentored generations of whitewater enthusiasts, and shared his experiences in influential TED Talks.

His friend **Jim Sulzer** and class agents **Bill DePuy, George Hill**, and **Hannes van Wagenberg**, all Class of 1970, developed an inspiring scholarship description:

"In establishing this scholarship, we remember Jamie's integrity in the fullest sense of that word – a deep and vigilant commitment to a life where all the pieces (mind, body, family, friends, community) are in dynamic interplay and harmony.

"We recognize that this scholarship directly supports the School's mission to nurture the whole boy – a critical point at the heart of independent school education.

"By providing financial resources to deserving students who demonstrate the highest standard of excellence as students and leaders among their peers, The James P. McEwan '70 Endowed Scholarship will further the School's ability to enroll and sustain high-achieving, high-potential boys, thus strengthening the School's community of learners."

ENDOWMENT GIFTS FROM REVERED FACULTY

Last year Landon was gifted \$200,000 from the estate of **Maclear Jacoby**, **Jr.**, the School's longestserving staff member, with a tenure spanning seven decades. Mac's gift will be directed equally to **The Maclear Jacoby**, **Jr.**, **Endowed Chair in Mathematics**, established by **Ann and Knight Kiplinger '65**, the Kiplinger Foundation, **Robert Fogarty '69**, and **Pierce Smith '62**, and the **Maclear Jacoby**, **Jr.**, **Endowed Fund** established by **Leslie and Bruce McNair '73** to honor Mac's legacy by supporting Landon's tennis program. With this estate gift, the endowments honoring Mac have now surpassed \$1 million.

Donna and Rob Bordley '66 and their sons John '00 and Austin '03 have established the



Bordley Family Endowed Fund through an estate bequest of \$100,000. The Bordleys were inspired by the profound commitment of the men and women who have stewarded the Landon campus. For over 94 years, the playing fields, academic facilities, Perkins Garden, and Farmhouse have been nurtured by the care of the buildings and grounds staff. The Bordley family has made this bequest to ensure funding will be available in perpetuity to maintain the Landon School buildings and grounds so that future generations of Bears will enjoy this magnificent campus.

VANESSA BURCHETT ENDOWED SCHOLARSHIP

The Vanessa Burchett Endowed Scholarship was established by Dwaine Alleyne '00, Nii Amaah K. Ofosu-Amaah '00, and friends to honor Vanessa Burchett. In establishing this scholarship, they remember Vanessa's deep and vigilant commitment to the teaching and mentoring of Landon's youngest bears.

Vanessa will be long remembered for her warm approach, ensuring the young men in her care would thrive in the world that awaits them. Vanessa spent 26 years at Landon teaching in the Lower School, where she was the first woman of color on the faculty. She was a leading voice in the area of diversity, equity, and inclusion. In the early 1990s, Vanessa initiated a standing conversation among a group of colleagues to advance conversations related to diversity and multiculturalism at Landon, conversations that have been recalled as formative and foundational for Landon in formalizing work in these areas across the School. She served as an advisor for the student-run Upper School Black Student Alliance, now known as the Black Student Union, and was an early participant in the National Association of Independent Schools People of Color Conference. In addition to remembering Vanessa and her work at Landon, this scholarship directly supports the School's mission to nurture the whole boy.

The Vanessa Burchett Endowed Scholarship will provide financial resources to a Lower School student of color who demonstrates the highest standard of excellence as a student and leader among his peers. The scholarship will further the School's ability to enroll and sustain high-achieving, high-potential boys, thus strengthening

Landon's community of learners. Additionally, the scholarship demonstrates Landon School's commitment to fully embrace the importance of diversity and equity in our community as we seek to be a place where all feel included and welcomed.



HELP BOYS THRIVE FAR INTO THE FUTURE

Help us reaffirm our commitment to our students, our faculty, and our collective academic enterprise with a gift to the endowment.

THE CAMPAIGN FOR

301.320.1016 6101 Wilson Lane

Bethesda, Maryland 20817

WWW.LANDON.NET



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