

## Cathy Adelman Endowment Fund for Financial Aid

40th Annual Benefit  
*Changing Lives, Changing the World*

*“Every gift to financial aid changes a person’s life, it’s as simple as that. And children from different backgrounds change each other, and then they go on to change the world.”*

*– Cathy Adelman, Head of Primary School*

Guided by the core belief that we cannot deliver on our promise of a world ready education without shaping a student body that reflects the beautifully diverse world we live in, Viewpoint School has set out to expand our already robust financial aid program. With nearly one in five students receiving need-based aid from an annual budget of more than \$6 million, Viewpoint is committed to opening its doors to the best and brightest from 81 zip codes, regardless of their family’s ability to pay. And we want to do even more.

**Every gift to financial aid has a triple impact: on the student, on the school, and on the world.** By broadening socioeconomic diversity, our school will better mirror the globe, and thus enrich not only the lives of the students who benefit from our financial aid program, but also the lives of their classmates, who will have a more stimulating intellectual environment. At Viewpoint, we cultivate empathy, emotional intelligence, and joyful collaboration. On our tightly-knit campus, individuals are known, respected, and included. They are the heartbeat of a community that values unity in diversity.

We are equally devoted to honoring excellence in teaching so the students who walk through our doors are given exceptional learning experiences. The very best teachers impart not just knowledge but love of learning. They model citizenship, integrity, and mutual respect. They imprint on our character and stay with us forever. **Every day, Viewpoint’s teachers are changing lives that will change the world.** Outstanding teachers have been the engine of our enterprise from the very beginning—from the founders’ selection of teachers trained in the Carden Method, to Dr. William Turner Levy’s famed lectures, to the phenomenal faculty of today.

**Viewpoint’s 40th Annual Benefit will celebrate the transformative power of education by honoring a remarkable teacher through the creation of an endowment fund for financial aid, permanently linking our students’ bright futures to excellence in teaching.** With a near-term goal of \$500,000, the Cathy Adelman Endowment Fund for Financial Aid is being launched to achieve these twin purposes. With a career in primary school education spanning 46 years and counting, Cathy Adelman has maintained an unwavering focus on her students’ success. She has created an environment that is engaging, inclusive, and safe, and she has devised a curriculum that is cutting-edge, evidence-based, and differentiated to meet the needs of every student. Cathy educates global citizens who have the ability to develop their own opinions and points of view, while also having respect for different ideas and cultures.

To honor Cathy’s remarkable contributions while also addressing a pressing need at Viewpoint, this endowment will be directed to support students in our Primary and Lower Schools, specifically. **The Cathy Adelman Endowment Fund for Financial Aid will be the first-ever endowment at Viewpoint to focus exclusively on providing tuition assistance to students in our Primary and Lower Schools, allowing more families to consider building their child’s foundation here.** Financial aid is limited for students in our Primary and Lower Schools, and our Head of School is passionate about broadening access at the very outset of a student’s education. The Adelman Fund will further enhance our school culture by addressing this opportunity gap and contributing to the socioeconomic diversity of our community, which is key to our World Ready Promise.

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*I had access to a life-changing education because of generous philanthropists who put financial aid dollars in place for students like me. I'm deeply committed to our financial program for making it possible for talented, motivated students whose families envision a place like Viewpoint to join us."*

– **Mark McKee**  
Head of School

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*After more than four decades nurturing the youngest minds, watching them become citizens of the world as they progress through Viewpoint, I am passionate about ensuring our doors are open to exceptional children at the outset of their journey. I want to increase access at the foundational level."*

– **Cathy Adelman**  
Head of Primary School

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*It's critical that we invest in our endowment. The future is in education, always."*

– **Cathy Adelman**  
Head of Primary School

## FAQs

### How Can You Support the Adelman Fund?

- Buy a table to the 40th Annual Benefit;
- Bid and win an auction item at the 40th Annual Benefit;
- Support the Adelman Fund after the Annual Benefit, by making gifts directly to the Endowment.

### What are our Goals?

- Raise \$500,000 by June 30, 2023, through net proceeds from the Annual Benefit; continue fundraising every year, growing the endowment over time and expanding its impact;
- Increase access to our Primary and Lower Schools by offering more robust financial aid;
- Grow Viewpoint's overall endowment for the long term financial health of the School.

### What makes this unique at Viewpoint School?

- First-ever endowment to support financial aid for our youngest students;
- First-ever endowment to honor a current educator and longest-serving teacher;
- First-ever Annual Benefit to be wholly dedicated to financial aid;
- First-ever Annual Benefit to contribute to endowment growth.

### Why Endowment?

An endowment is a powerful way to have lasting impact in an area of importance to an organization. And when it's named for an individual who is a pillar in the community, an endowment also carries symbolism and serves as a perpetual testament to their contributions.

Endowment gifts are given with the intent to preserve the original value of the gift, and to grow it over time. The funds are invested, and the accumulated appreciation and income on the investment is used to fund an annual distribution that is spent according to the specific terms of the fund. The endowment creates a solid financial foundation for the future, providing a reliable source of income to fulfill the School's mission. It also allows Viewpoint to weather short-term economic ups and downs. Through this dedicated stream of income, an endowment gift ensures the stability of essential programs, like financial aid. When you make an endowment gift at Viewpoint, you are seeding the future.

Viewpoint's Board of Trustees maintains a comprehensive Endowment Spending Policy based on the advice of the Finance Committee and its Investment Subcommittee. The goal of the policy is to provide predictable, regular disbursement of annual interest earnings and to moderate the cyclical nature of actual market performance. Currently the Board has a standing spending rate of up to 4% of the previous 12 quarters rolling average in each endowment account. In years where earnings exceed 4%, the excess earnings shall remain in the fund to support distributions in years of low or negative earnings and to grow the balance of the fund to maintain purchasing power against inflation. Annual disbursements from the Cathy Adelman Endowment Fund for Financial Aid will be made consistent with the Board's endowment spending policy and will be used to support financial aid for students in Primary and Lower School.

At \$21 million, Viewpoint's endowment is relatively small compared to other schools of our size, caliber, and prominence. Having spent the last two decades building out our forty-three acre campus, we are now beginning to shift our focus to building our future through our endowment.





To purchase tables and tickets, please complete this form and email it to [advancement@viewpoint.org](mailto:advancement@viewpoint.org) or mail it to:

Viewpoint School  
Maureen M. Nash  
Founders' Hall  
23620 Mulholland Hwy  
Calabasas, CA 91302

NAME

ADDRESS

CITY / STATE / ZIP

CELL EMAIL

GUEST NAME(S)\*

\*For additional guests, please email names to [advancement@viewpoint.org](mailto:advancement@viewpoint.org).

I am unable to attend. Please accept my donation in the amount of \$ \_\_\_\_\_

- Benefactor Co-Chair \$100,000\***
  - All the benefits of the Patron Co-Chair plus
  - Opportunity to host the Head of School, Associate HOS, or Division Head at your table
  - Lead sponsorship recognition
  - **Legacy naming opportunity**

- Patron Co-Chair \$60,000**
  - All the benefits of the Co-Chair plus
  - Opportunity to host faculty at your table
  - **Named sponsorship** of the Head of School's Pre-party Red Carpet Champagne Toast
  - Prominent table placement

- Co-Chair or Corporate Sponsorship \$25,000**
  - All the benefits of the Vice-Chair plus
  - Invitation to the Head of School's Pre-party Red Carpet Champagne Toast
  - Invitation for two to *THE TASTING*
  - Dinner seating for up to ten
  - Opportunity to be **listed as a Co-Chair**

- Vice-Chair or Corporate Sponsorship \$10,000**
  - All the benefits of the Tribute Ticket plus
  - Dinner seating for up to four
  - Opportunity to be **listed as a Vice-Chair**

- Tribute Ticket or Corporate Sponsorship \$2,500**  
**No. of Tickets** \_\_\_\_\_  
  - All the benefits of the Benefit Committee Ticket plus
  - Opportunity to place digital tribute in event slideshow

- Benefit Committee Ticket \$1,000**  
**No. of Tickets** \_\_\_\_\_  
  - Dinner seating for one
  - Listing as a member of the Benefit Committee

- Mulholland Ticket \$350**  
**No. of Tickets** \_\_\_\_\_  
  - Dinner seating for one

The Fair Market Value for each individual seat at the Benefit is \$150.  
Net proceeds from the event will fund the Cathy Adelman Endowment Fund for Financial Aid.

\*Gifts \$100,000 and above will be recognized with naming opportunities. Please reach out to [maureen.nash@viewpoint.org](mailto:maureen.nash@viewpoint.org) to learn more about Viewpoint's Legacy Gifts Program and to schedule a time for an in-home presentation with the Head of School.

See reverse for payment information.



Please indicate your preferred listing below for the Benefit invitation and event program:

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*If you have not provided a listing above, your name or previous Benefit listing will be used.*

My company participates in a matching-gift program and would like to match my contribution.

Please charge my credit card:

American Express     Discover     Mastercard     Visa

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NAME (AS IT APPEARS ON CARD)

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CARD NUMBER

EXP. DATE

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SIGNATURE

A check is enclosed in the amount of

\$ \_\_\_\_\_

Please make your check payable to  
Viewpoint Educational Foundation  
and mail it to:

Viewpoint School  
Maureen M. Nash  
Founders' Hall  
23620 Mulholland Hwy  
Calabasas, CA 91302

For recognition on the printed event program, please make your contribution by **Friday, May 5.**

For additional information, please contact Maureen M. Nash, Assistant Head of School for External Affairs, at [maureen.nash@viewpoint.org](mailto:maureen.nash@viewpoint.org) or 818-591-6197, or Sarah Nelson, Director of Special Events, at [sarah.nelson@viewpoint.org](mailto:sarah.nelson@viewpoint.org) or 818-591-4470.