ANNUAL REPORT TO DONORS 2022-2023





GUIDE TO GIVING

Like most independent schools, Woodland depends on the generosity of current families, grandparents, alumni and corporate matching to balance our operating budget and fund key initiatives. Together, contributions of all sizes support academic excellence today and sustain the long-term financial health of the school.



CELEBRATING OUR DONORS

This report honors the generosity of our donors and highlights the impact of our community's collective giving. First-time donors, loyal annual donors, leadership donors, and those who amplify their generosity with corporate matching gifts are all celebrated in the pages that follow. Woodland extends sincere gratitude for each and every gift, along with the many acts of volunteer service that support our faculty, students and staff throughout the year.

DONOR APPRECIATION RECEPTION August 31, 2023

Woodland honors donors with cumulative giving of \$5,000+ at our annual Donor Appreciation Reception. Held on campus, this cocktail hour gathering highlights the impact of philanthropic giving for our leadership donors.

STATE OF THE SCHOOL September 19, 2023

All parents are invited to this annual meeting that introduces the Board of Trustees, highlights key accomplishments, presents the school's financial position, and launches our first fundraising campaign of the year: The Annual Fund.

ANNUAL FUND October - December 2023

Each Fall, our full community is invited to support the Annual Fund, which finances 7% of the operating budget and closes the gap between tuition and the full cost of a Woodland education for every student.

GALA AND AUCTION May 4, 2024

In Spring, the Gala & Auction brings our community together to celebrate and to raise funds for key initiatives that go beyond what the Annual Fund makes possible. Each year, school leadership and the Board of Trustees identify the specific priority that Gala & Auction proceeds will support.

Questions about giving at Woodland? Please contact Erin Stevenson, Director of Development and Alumni Relations, estevenson@woodland-school.org or 650.285.5226.

A letter from our HEAD OF SCHOOL

As I reflect on three years at Woodland, there is much to celebrate and take pride in. Largely freed from COVID-driven rigors and pivots during the 2022-2023 school year, Woodland was able to once again implement the engaging, student-centered program it is known for and the result was remarkable.



One hallmark of a Woodland education is co-curricular experiences that expand learning, exploration and expertise outside the classroom. For the first time in my tenure, Woodland students enjoyed Outdoor Education at the full duration and to the varied destinations that make these experiences so rich and impactful. The eighth grade service learning trip was restored and students traveled to Costa Rica to partner with the community of Caño Negro. They built trails through protected wetlands, practiced Spanish with local students, and learned about the impact of climate change.

Here on campus, Woodland families attended art shows, watched students perform in Santa Lucia and division musicals, experienced the Early Childhood Learning Showcase, and enjoyed Grandparent and Special Friend Day without restrictions. Thanks to our community's generosity, investments in our three-acre field

Jennifer Warren, Ed.D., Head of School

meant Woodland could once again host home competitions in our athletic league, which is a great way to build community.

Based on the combined strength of high quality teaching and many other teaching and learning experiences ranging from SCI-CON to publishing parties to the girls mentorship program, Woodland's enrollment remained strong.

Together, high enrollment and the third straight year of record fundraising put Woodland in the strongest financial position of our history.

The school's first operating reserves, substantial payments toward long-term debt, and structures to finance ongoing management of our unique 12acre campus combine to put Woodland on a solid financial footing that positions us well for the future.

There are many things that come together to put Woodland in this position of strength and momentum. First and foremost, our dedicated team that delivers teaching and learning excellence, manages our large and feature-rich campus, stewards our financial and human resources, and guides the plans that will shape our future. I'm also grateful for a Board of Trustees that provides sound governance, strategic oversight, and thought leadership every step of the way, along with a parent community that gives generously of your time, talent and treasure.

I extend heartfelt gratitude for the extraordinary commitment and generosity that made 2022-2023 such a remarkable year and invite your continued partnership as we move forward with our five-year Strategic Plan. Most of all, I remain humbled and grateful for the opportunity to educate your children and help them grow into collaborative, creative and confident learners with the strength of voice to follow their hearts and make a difference.

A message from the TREASURER

Woodland began the 2022-2023 year in a solid financial position that strengthened throughout the year. Enrollment continued its upward trend, with four grades at capacity and enrollment growth in five other grades. This growth, combined with robust auxiliary programs including Extended Day and Enrichment Programs, resulted in an overall 14% increase in earned revenue.

Donated revenue was also strong, with both the Annual Fund and the Gala & Auction delivering outstanding results. The Annual Fund exceeded \$1 million for the first time in Woodland history, thanks to growth in both leadership giving and broad-based campaign participation. In all, 285 donors contributed to the Annual Fund and I join Head of School, Jennifer Warren, in extending profound thanks for this collective show of support, which fills the gap between tuition and the full cost of a Woodland education for every student.

Total Gala & Auction proceeds exceeded \$700,000, including \$560,000 in gifts to the Fund A Need. These gifts, together with bids, event tickets, sponsorships, and a record number of auction packages represent another all-time high for Woodland and enabled the school to launch BASIS, providing bonuses, awards, special incentives and stipends to attract and retain top talent at Woodland.

On the expense side, careful budgeting and financial oversight resulted in Woodland finishing the year on budget.

I applaud Woodland for this financial control while delivering a full and robust set of academic and co-curricular offerings and, additionally, investing in a yearlong Strategic Planning Process.

Together, Woodland's revenue growth and strong financial management enabled the school to establish solid operating reserves. These reserves position Woodland well for unexpected events, losses of income, or unbudgeted expenses that could arise in an emergency.

Ramzi Ramsey, Treasurer

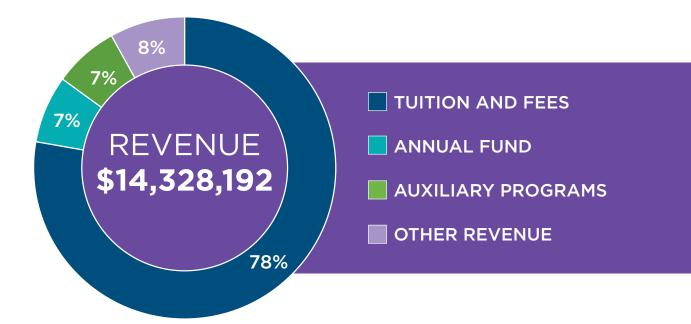


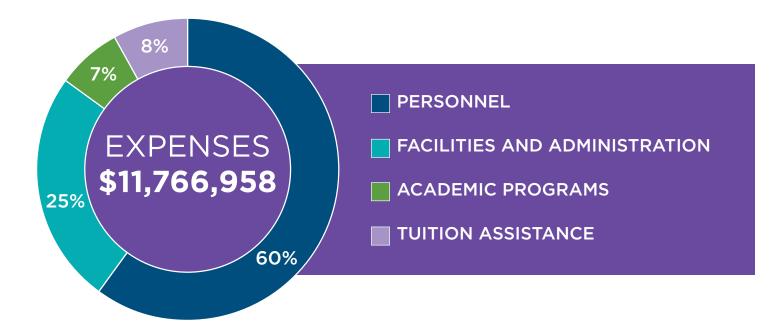
Our sound financial management also enabled Woodland to make substantial payments toward the Ioan we assumed in 2014 to build the gym. These payments keep Woodland on track to fully pay off our long-term debt.

As we enter the 2023-2024 fiscal year, Woodland is in the strongest financial position of its history and poised to move forward with Strategic Planning initiatives that will enable our students to learn through action, our school to cultivate connection and community, and for our community to work together to ensure sustainable growth. Among the specific initiatives to ensure sustainable growth is our goal to establish an Endowment to create a new, sustainable revenue stream to compete in the challenging independent school market.

Maintaining our momentum will rely on continued sound financial management and, crucially, the sustained support of our donors. Every gift, of every size, has a role to play in ensuring that Woodland remains a place where our financial position is solid and our children continue to thrive.

2022-2023 FINANCIALS





Unaudited financials. Audited financials forthcoming.

A Legacy of VISION and GENEROSITY

Have you ever met someone who could immediately see what needed to be done and who made it happen? Sonia Arrison Senkut and Aydin Senkut are those people at Woodland School. When they first gathered with the Woodland community in The Lodge, they could tell it needed a remodel. But they didn't just notice the need, they took action. After discussing potential plans with the Head of School, they generously supported the renovation.



When the COVID-19 pandemic moved classes outside, the Senkuts could see that the strong California sun would make it hard for students to stay safe and to focus during a full day of instruction and activities. They didn't send the issue to committee, or circulate a petition; instead, they quietly funded the construction of shade structures for Woodland's campus.

Most recently, they joined a set of school leaders for early discussions regarding a Woodland Endowment to better support the school's long-term plans. Is there a better definition of leadership than vision plus generous action?

Sonia Arrison Senkut and Aydin Senkut

The Senkuts each learned at an early age about helping others and giving generously.

Sonia grew up in Canada where her grandparents were very involved in raising her. She often accompanied her grandmother for Meals-on-Wheels food deliveries to local residents. Sonia credits her grandmother—who was a special education teacher for modeling a community-minded spirit, a heart of generosity, and a willingness to take action to help others. Later, in college, Sonia corresponded with the benefactors that provided her with a partial living stipend. These conversations planted the seeds for Sonia's own interest in giving back and supporting others.

Aydin grew up in Turkey in a region with high levels of poverty. He learned from his family how to help neighbors with gifts of clothes and meat to sustain those in need. Aydin's graduate education was also sponsored by Leonard Lauder who left a lasting impression on Aydin. Mr. Lauder, now age 90, has always encouraged the beneficiaries of his fellowship funds to find their own way to give back and Aydin surely has done so.

These learned values of generosity and community, along with the couple's shared passion for bold action, informed Sonia and Aydin's early philanthropic decisions. They both eagerly volunteered their expertise and significant time in board service to universities and K-12 schools. They also invested deeply in these educational organizations, and other nonprofits.

At Woodland School, Sonia has served on the Board of Trustees, co-chaired the Advancement Committee, served as an Annual Fund Ambassador, co-chaired the Gala and Auction Committee, and volunteered as a Room Parent.

Each year, the Senkuts' two children, Henry and Alex, are learning more about seeing what needs to be done and taking action. As Woodland School students, they began to remark on how much effort their parents and other Woodland families put into the school community. Along with gratitude for others, Henry and Alex are finding their own ways to pay it forward. Although they can't make Mealson-Wheels deliveries yet, their desire to help others would surely make Grandma Arrison proud!

A message from the BOARD CHAIR

This summer, my family and I returned to our pre-COVID ways and traveled to visit grandparents in the Washington DC area. On these trips, we like to go into DC and take in some historical sites. It was so fortuitous that we ran into another Woodland family at both the Capitol as well as the Library of Congress, proving that shared interests go far!



At the Library of Congress, a current exhibit highlights how the United States has been built by a "nation of joiners." Throughout our nation's history, we have united into groups, large and small, more formal and less so, to pursue shared interests and achieve goals more far reaching than we, alone, can achieve. This instinct to volunteer and our ability to organize in pursuit of goals has built the country and communities that we recognize today. As I complete my third year as a trustee and my first year as Board Chair, I was struck by this exhibit, its thesis, and what we are building here at Woodland School.

During the 2022-2023 academic year, trustees in partnership with parents and school personnel engaged with our community through surveys, think tanks, research, and feasibility studies to craft our five-year Strategic Plan, "Inspired Voice: Meaningful Impact." In communications to our community last month, Woodland shared three targeted priorities of that plan: Learning Through Action, Cultivating Connection and Community, and Ensuring Sustainable Growth.

Sharon Chang

Each goal is vital and includes opportunities for our programs to push forward in areas such as expanding authentic, applied learning experiences to ensure students can have a meaningful impact beyond Woodland. Other goals focus on creating a thriving community that could involve expanding House activities to include arts, engineering, service, or family House events.

For this Annual Report to Donors, I'd like to focus on the intersection of the Strategic Plan and advancement. We've set forth the Strategic Plan and I'd like to invite our community to step forward to invest in key Strategic Plan initiatives.

Thanks to the generosity of our community, Woodland is already making strides in our goal to Ensure Sustainable Growth.

One priority in this area is to distinguish Woodland as a destination workplace where diverse, highly effective faculty and staff thrive.

With proceeds from the 2023 Gala & Auction, Woodland launched BASIS, providing bonuses, awards, special incentives, and stipends for Woodland employees, this past spring.

Another key to Ensuring Sustainable Growth is establishing an Endowment. Unlike Annual Fund and Fund A Need proceeds, which Woodland expends each year, an Endowment is a permanent investment fund designed to grow in value, creating a new revenue stream for Woodland in perpetuity. As we move forward in implementing the Strategic Plan, I look forward to sharing more information about the ways Endowments can further strengthen the school's financial foundation.

As Board Chair, I am grateful for every gift, of every amount, and for every act of volunteer service that helps Woodland move forward with confidence and intention.

I extend particular thanks for the support of the Class of 2023 families, who marked their Woodland journey with steadily increased generosity and did much to contribute to Woodland's success. I also extend sincere gratitude to the classes that follow, who are stepping forward with leadership generosity to ensure that Woodland continues to thrive and that students will have the opportunity to experience a Woodland education for years to come.

The Impact of YOUR SUPPORT -Annual Fund

SUPPORTING STUDENTS

By providing 7% of our operating budget, the Annual Fund fills the gap between tuition and the full cost of a Woodland education for every student.



SUPPORTING FACULTY

The Annual Fund contributed to a 6.5% increase in the faculty compensation pool in 2022-2023, increasing our ability to attract and retain exceptional educators.



Parent Participation 91%





Total donors 285

INCREASING ACCESS

Annual Fund gifts help Woodland bring a wide range of families to our school by supporting tuition assistance, available to 13% of students in 2022-2023.

EDUCATING THE WHOLE STUDENT

The Annual Fund helps finance a wide range of co-curricular learning experiences such as Outdoor Education, after-school athletics, field trips, SCI-CON, art shows and musicals that strengthen our work to educate the whole child.





Total raised **\$1,009,557**

INVESTING IN TEACHING EXCELLENCE

The Annual Fund supports onsite workshops—with stipends for work outside the academic calendar as well as courses and conferences that deepen the expertise of our teachers and align with strategic curricular objectives.



100%

Employee Participation • Trustee Participation • Annual Fund Ambassador Participation

2022-2023 ANNUAL FUND AMBASSADORS

ECE - Sunny Li, Phong Nguyenle and Shan Foo Kindergarten - Ang Li, Sharon Yang 1st Grade - Marlene Sholtz, Natasha Vinnik 2nd Grade - Purdey Castle, Brenda Trask 3rd Grade - Christine DeLuna, Lisa Widup 4th Grade - Luciana Aguiar, Melissa Mason 5th Grade - Daria Acker, Erin Walters 6th Grade - Michelle Ma, Jessica Wei 7th Grade - Claire Johnston, Janet Land 8th Grade - Dennis Payne, Sonia Arrison Senkut Annual Fund Chair - Natara Garovoy

2023 GALA & AUCTION - May 6, 2023

One of the largest Woodland events each year, the Gala & Auction is a terrific opportunity to celebrate what matters most: our wonderful school community. More than just a fundraiser, the Gala builds connection, camaraderie, and community spirit.

With the theme "Woodland Wonderland -Where Wonder Has No Limits," the 2023 Gala & Auction was a sellout. Guests gathered in festive attire that evoked an enchanted forest on a magical night.

Each year, proceeds from the Gala & Auction support priorities that go beyond what the Annual Fund makes possible.



232 Ticket Holders

Proceeds from the 2023 Gala & Auction provided a special opportunity to invest in our dedicated teachers and the wonder they inspire in Woodland students.





"Count Me In" Events for Adults, Kids & Families Thanks to the generosity of our community, total proceeds including Fund A Need gifts and auction bids raised more than \$702,000 for BASIS, providing Bonuses, Awards, Special Incentives and Stipends for Woodland employees.

Special thanks to all donors and to our Gala & Auction committee for a truly WONDERful evening, with record-setting attendance and a record number of auction packages!



129 Package Donors



CO-CHAIRS

Leana Fowler ~ Auction Items Chair Kristine Griffith ~ Decor and Party Chair Laurie Hassett ~ Decor and Party Chair Sandra Schofield ~ Venue and Wine Draw Chair

COMMITTEE

Daria Acker Susan Kahlert Lara Kohn Sophia Randhawa Eileen Wong Grace Jimenez-Wong Veronica Zimmerman

915 Bids





16 Teacher Treasure Events

IMPACT of YOUR SUPPORT -Gala & Auction

Knowing that we are in a competitive market for top educators, Woodland directed Gala & Auction proceeds to strengthening faculty support over and above what tuition increases can provide. Thanks to the extraordinary vision and generosity of our community, total Gala & Auction proceeds, including auction bids and the Fund A Need, exceeded \$702,000 to fund an innovative BASIS program: Bonuses, Awards, Strategic Incentives, and Stipends.

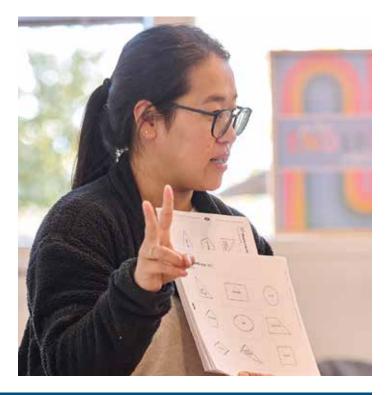


"It was incredibly overwhelming to have an offer — an invitation — to take care of myself."

"This has been such a gift, one that enriches the lives of teachers and staff so very much." Leveraging counsel from experts in our parent community and best practices in compensation design, BASIS gives Woodland a robust toolkit to attract and retain top talent.

Launched in July 2023, BASIS includes:

- Retention bonuses of up to \$6,000 for full time employees, awarded over three years.
- ▲ Wellness accounts of \$1,000 per full-time employee providing reimbursement for practicing healthy habits to attain optimal physical and mental health. A wide range of reimbursable expenses qualify including gym memberships, meal plans, yoga retreats, sport and exercise equipment, therapy, meditation classes, and more.
- ▲ Leadership incentives providing stipends of \$2,500 \$5,000 to serve on strategic planning implementation groups in the 2023-2024 school year.



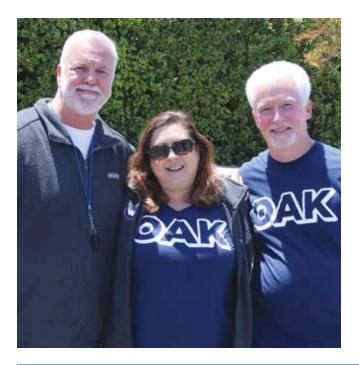
Here are just some of the ways BASIS is making Woodland a destination workplace where a diverse, highly effective workforce can thrive.

49 retention bonuses awarded

6 signing/relocation awards extended

18 leadership stipends available

"Joining a yoga studio increased my fitness and my access to an extended community."









THANK YOU Volunteers!

W

Woodland thrives thanks to community involvement and the dedicated volunteers who serve the school in a wide range of roles. We are grateful for the many acts of service that support our students, faculty, and staff throughout the year.

TRUSTEES * WSPA LEADERSHIP # ROOM PARENTS © STRATEGIC PLANNING COMMITTEE ¶ GALA AND AUCTION » ANNUAL FUND AMBASSADORS ‡ COMMUNITY COORDINATORS ◆ ADMISSION AMBASSADORS ‡ MIDDLE SCHOOL MUSICAL ∞ MIDDLE SCHOOL GIRLS' MENTOR PROGRAM ^ OVERNIGHT TRIP CHAPERONE ≈

Federico Acabbi Daria Acker **±** » Amy Adelberger Luciana de Almeida Aquiar **±** • Erika Alor © Sonia Arrison Senkut * **‡** Rabia Bajwa Crystal Ban Federica Belli **#** © Melanie Bentley **\$ # © Gordon Bentley** Sue Berry Julie Bert Sharon Binger * \$ Michael Bitondo **Gurashish Brar** Juli Bronzini Stacy Brown-Philpot **\$** ^ James Brundage * Jaimie Buss \$ Maria Cadavid **^** Rene Caissie Purdey Castle **‡ ‡** Emily Chalmers # Sharon Chang * \$ Ying Chen **\$** John Cheong Alison Cheung * **\$** Garlene Cheuna **‡** © Denise China Jack Chiueh Won Choi Valerie Chow Brian Chuck Corinne Cristiani Chris Curtis **\$** Monica Curtis **\$** Roxana Daneshjou Christine DeLuna **\$ # ‡** Jonathan DeLuna Wendy DeMartini **^** Maggie Demkin ¶ Lindsey Ehsan Natalie Esfahanian Tracey Fahmy # Colleen Falls # ^ Craig Falls John Fernandes

Bonnie Fisher • Clark Fisher **\$** Susan Fleischmann Shan Foo ± Leana Fowler © » **\$ #** Laura Franco Sarah Eu Aiden Gabriel Michelle Gabriel * \$ ^ Genevieve Gaines Julie Galles* Natara Garovoy **‡** Hillary Goddard **‡** © Chris Griffith Kristine Griffith » **\$** Aarti Gupta # Sakshi Gupta Lauren Hahn ± Ansel Halliburton Ivana Hansen **^** Mac Harman * Stephanie Harman Ester Harris Vicky Harris © Laurie Hassett » 🏼 🔶 Laura Hayes Will Hertlein Anne Hoecker * ¶ Angela Horvath Pat House Sarah Jados © ♦ Grace Jimenez Wong » Claire Johnston **±** ^ Andrea Jones Neha Joshi **# \$ ^** Susan Kahlert » Liz Kelly Joy Kent # \$ Alaina Kipps Abby Kirigin * \$ Betsy Kitchens **^** Lara Kohn » Lehmann Koo © Laura Krane Janet Land **±**∞ Gayoung Lee Gordon Lee Sunny Lee

Nik Leist Stephanie Leung Shani Lewis Mike Lewis Ang Li **±** Farrah Li Sunny Li **‡** Jeffrey Lin Juergen Lindner Maren Lindner # Jonathan Lindo Kelsey Lopez **\$ #** Matt Lopez **Emily Lowe** Felix Lozada Michelle Ma **±** ^ Jai Madhok © Melissa Mason **‡** Michael Mastrandrea * **‡** Adam Matye Crystal Matye » Cynthia Maxwell Bryan McCormick Vangie Mejia Emily Melton **^** Jason Mendelson ¶ ∞ Megan Mendelson **^** Jen Meyer © Gwyn Miao Sarah Mirza © **\$ #** Andrew Moore Debora Morris **\$ # ^** Fonz Morris Desiree Motamedi Anitha Nanduri Silke Nelson Phong Nguyenle **‡** Erik Nierenberg Sandie Nierenberg Michelle Ocampo # Nestor Ocampo Jin Oh Rebecca Olson **‡** © Laura Palekar **1** Nikhil Palekar Christie Parsons © Anthony Parvin Prachi Parvin Amita Paul

Dennis Payne **±** Shannon Peavev David Peicha Jane Peicha Chris Philpot **\$** Candy Lau Pindrik Dmitry Pindrik John Pink ≈ Brian Pong **\$ # ©** Samy Pourali **Rich Prest** Silvina Pugliese * © \$ **Michael Purkey** Neha Purkey **\$ #** Sabrina Qwan © Ramzi Ramsey * Sophia Randhawa » Anjali Rao Vivek Rao Emma Rasolovoahangy Dikisha Raval Himanshu Raval Danielle Reid • Jeremy Reid Anabel Reyes Nicole Ricci Julia Riechert 🎗 🔶 Lilian Rincon Kari Schaiman Juliet Schoenthal Garv Schofield * Sandra Schofield » Marlene Scholtz **±** Nina Sechler Aydin Senkut Pratima Sethi * ^ Manisha Shahani **#** © Vineet Shahani Linxi Shi Lisa Silberman © • ‡ Minhye Sim Aida Soto * 🏽 🔶 Lilla Spivak Katie Stamos 🔶 Jennifer Sun Kevin Sun Gabe Swank **‡** © Jessica Swank **‡** © Jinanne Tabra # 🗣 ¶

Jaclyn Taernhed **Fidelia Tahuiton** Andrea Tang Megan Tang # \$ Jamie Tang AJ Tennant Amber Tennant Lisa Thai Brenda Trask **±** David Tsai **\$** Ilaria Turner © Jason Unzelman-Langsdorf Aruna Venkatesan Vishy Venugopalan Natalia Vinnik **‡** Emily Walker Lisa Wallaren **#** Erin Walters **‡** Michael Walters * ¶ Weikang Wan Angie Wang **\$** Don Wang Jay Wang Rob Ward Jennifer Warren Jessica Wei **‡** Natalie Whearley © Lisa Widup * ± ^ Keith Williams Matt Williamson ≈ Andy Wong Eileen Wong » Bradley Wong Iris Wu Jessica Wuu 🕯 🕲 🔨 Huaiyu Yang © Sharon Yang **‡** Gülin Yilmaz Hana Yoshimura Sun Yu Natalie Yuen Betsy Zager **‡** Lisa Zhang Noah Zimmerman **‡** Veronica Zimmerman **\$** »

GRANDPARENT and SPECIAL FRIEND Day

Grandparent and Special Friend Day is a beloved tradition at Woodland that brings together students with grandparents, relatives and friends for a wide range of festivities. Local grandparents and special friends, or those traveling to the Bay Area for the Thanksgiving holiday, gathered on campus for a welcome coffee, an all-school assembly, and classroom visits.

Those unable to attend in person enjoyed the all-school assembly livestream, with more than 160 guests tuning in from around the globe. Designed to give guests a glimpse into the breadth of a Woodland education, the all-school assembly featured songs from the middle school musical "Into the Woods" and the second grade immigration play. Kindergarten students highlighted Woodland's Social Emotional Learning curriculum by showing how to use words and colors to label emotions, while 4th grade students displayed relief maps from their California history studies. Fabric Arts and Design was just one of eleven middle school electives featured.

With a schedule structured for multiple classroom visits, guests got a taste of first grade's identity unit, peeked into microscopes in the middle school science lab, and were shown indoor and outdoor learning spaces by proud Early Childhood students. Throughout the day, hugs, smiles and laughter reinforced the special role these adults play in the lives of our students.













360 La Cuesta Drive, Portola Valley, CA 94028 650-854-9065 | woodland-school.org

THANK YOU for Your GENEROSITY

324 Total DONORS to Woodland \sum



236 Total VOLUNTEERS

Growth in GIVING **33%** Fiscal '21, '22, '23



ANNUAL FUND CONTRIBUTION to Operating Budget



74 Corporate MATCHING GIFTS Corporate MATCHING TOTAL \$157,160