



41<sup>st</sup> Annual  
**Viewpoint  
Benefit**

Skirball Cultural Center  
May 11, 2024

## **The Carlson Family Legacy**

Empowering World Readiness Through Endowed Financial Aid

*“What motivates me in supporting education is making the world a better place. We are making a difference to improve the world. We are producing an extremely valuable commodity—our students.”*

*— Steve Carlson P’01, Board Chair Emeritus*

Viewpoint School is dedicating its Annual Benefit to endowed financial aid for the second year in a row. Last year, 289 donors contributed a record-breaking \$1.2 million for endowed financial aid in our Primary and Lower Schools, providing access to a life changing education for the youngest students in our community and growing our School’s total endowment by an incredible 5%. This year, in honor of the Carlson family—heroes in our School’s history—we are focusing support at the other end of our campus in the canyon. We will raise funds for endowed financial aid for Upper School students, so we can remove barriers to success and launch the best and brightest students into college as world-ready citizens grounded by our core values of love, honor, excellence, imagination, and optimism.

We draw inspiration from Viewpoint’s mission, vision, and values as well as from this year’s distinguished honorees, Steve, Leslie, and Kristen Carlson, who have touched nearly every corner of our campus through the broad reach of their philanthropy and the catalytic effect of their bold trusteeship. Steve served as Board Chair and Vice Chair for more than a decade, providing Viewpoint with the kind of focused trustee leadership needed to achieve transformational goals, and the length of his service to our School will stand out for generations to come. Most notably, he led Viewpoint through the final phases of a monumental campus expansion that drew upon his sharp business acumen and construction knowledge, resulting in world-class facilities like the iconic Carlson Family Theater. Of equal importance, although perhaps lesser known to our community, is that Steve and Leslie also prioritized financial aid in their philanthropy, creating in 2012 the **Carlson Family Financial Aid Endowment Fund in our Upper School**—a significant fund they continue supporting to this very day.

Kristen Carlson ’01 followed in her parents footsteps, serving as a trustee and helping grow her family’s endowment in addition to making gifts to other financial aid initiatives, such as the Cathy Adelman Endowment Fund for Financial Aid in our Primary and Lower Schools, the focus of last year’s Benefit. In Kristen’s own words, “We are a family of builders but we don’t just build buildings; we are also passionate about building people up for the future, about investing in the next generation of builders and leaders.” Over the many years since Steve and Leslie first enrolled Kristen in our School, the Carlson Family’s love of Viewpoint has been unwavering. Their passion and commitment is demonstrated by their ongoing generosity to ensure the School’s excellence in perpetuity. They are builders in every sense of the word.

Together, Leslie, Steve, and Kristen hope to inspire further support for financial aid at Viewpoint and encourage the entire school community to engage in the 41st Annual Benefit in a collective effort to augment Viewpoint’s ability to open its doors to the best and brightest high school students—doubling down once again on our dedication to a world where education changes lives. To honor the Carlsons, net proceeds from the 41st Annual Benefit will support an endowment fund for **Financial Aid in the Upper School**, mirroring the family’s philanthropy and passion for education.





*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 aid program for making it possible for talented, motivated students whose families envision a place like Viewpoint to join us."*

**– Mark McKee**  
Head of School



*Viewpoint's endowment will play an increasingly important role in our School's financial security, continued excellence, and future. To ensure its growth and sensible compounding, the board has established a financially experienced investment task force to be conscientious and active stewards of our growing endowment."*

**– Jill Schecter**  
Board Chair

## FAQs

### Why Upper School Financial Aid?

- The Viewpoint community draws strength from diversity—of all sorts.
- Our investment in financial aid assures that what our students have in common isn't the ability to pay for a Viewpoint education, but the desire to work together and serve a world in desperate need of their imaginations and intelligence.
- Endowing financial aid helps ensure that our School won't ever have to choose between admitting the best students and providing the best education.

### How Can You Support Endowed Financial Aid in the Upper School?

- Buy a table to the 41st Annual Benefit;
- Bid and win an auction item at the 41st Annual Benefit;
- Support the fund after the Annual Benefit, by making gifts directly to the endowment.

### What are our Goals?

- Raise \$500,000 by June 30, 2024, through net proceeds from the Annual Benefit;
- Continue fundraising every year, growing the endowment over time and expanding its impact;
- Grow Viewpoint's overall endowment for the long term financial health of the School.

### How are our endowment funds managed?

- Viewpoint's Board of Trustees recently appointed Goldman Sachs to manage the School's endowment funds.
- Through continued giving and strong investment strategies an endowment fund can double in roughly 10 years' time.

### 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 fund will be made consistent with the Board's endowment spending policy and will be used to support financial aid for students in Upper School.

At nearly \$23 million, Viewpoint's endowment is small relative to peers of our size and caliber, but with the expert guidance of our Board's newly established Investment Task Force, is on track for strong compound growth. Another successful Annual Benefit devoted to endowment funds will pave the way for our endowment to grow to \$25 million in the very near future.

