

# LEGACY FOR *good*

THE ENDOWMENT CAMPAIGN FOR CAMPBELL HALL



**TAKE YOUR PLACE AMONG THE FOUNDERS OF OUR FUTURE**



FOR GOOD

## FOUNDERS OF THE FUTURE

Campbell Hall invites you to join a select group to assume a leadership role in the school's **Legacy for Good Endowment Campaign for Campbell Hall**. The endowment ensures the financial stability and strength of the educational institution we love. So why would we settle on a word like "good" to describe this campaign? Why not "great"? The word "good" conveys the core of who we are as a community and anchors our mission statement. "Good" is etymologically linked to "God," which reminds us of our commitment to first principles in the broadest sense. Goodness is precisely the goal of an education here, a worthy aspiration for every human being. It encompasses a valuable spectrum of attributes that makes our school uniquely special: academic excellence, spiritual development, practice of inquiry, habit of service, pride in community and country, recognition of self-worth and the worth of others, and celebration of diversity. Good is also emphatic. When you say "for good," you're also saying once and for all, which is what we are asking of you: to take your place amongst the founders of our new future, one that makes us hopeful. For good. As it is our honor to request your gift for the good of the school in the years to come, it is your once in-a-lifetime opportunity to create this legacy of good. It is a way to be remembered and regarded, to be responsible for the fulfillment of a dream we share for our children – that the Campbell Hall students of tomorrow might find their own path to blessing during their time here on Earth.

The Rev. Canon Julian P. Bull  
Headmaster

## WHAT *good* IS ENDOWMENT?

Campbell Hall is committed to strengthening our financial resiliency. Over the course of the last several decades, we have focused on building the facilities needed to house our outstanding programs and developing a consistently successful annual fund to support the operating budget.

We celebrate the leaders whose strategic efforts and philanthropy made Campbell Hall the extraordinary school it is today. But now this is our time – your time – to impact Campbell Hall’s present and plan for a future of promise and possibility by significantly growing our endowment.

Building a strong endowment is the best way to ensure that future generations benefit from Campbell Hall’s extraordinary teachers, outstanding programs, and diverse community. Just as investing in a child’s education early on reaps rewards throughout a lifetime, the impact of every dollar invested in Campbell Hall’s endowment will be multiplied as the endowment grows and generates income for the school.

A man in a dark suit, white shirt, and red and blue striped tie, wearing glasses, holds a white sign with the words "FOR GOOD" in blue capital letters. He is standing in front of a dark, textured background.

YOUR GIFT WILL PROVE CRITICAL IN  
SECURING THE FINANCIAL WELL-BEING OF  
OUR SCHOOL FOR GENERATIONS TO COME

An endowment is a permanent fund that is invested and generates interest or dividend income annually. A portion of the income is spent each year with the remainder being reinvested in order to achieve growth of the principal. Endowment funds are invested to preserve both the corpus (principal) and the spending power of these funds. Decisions regarding the investment and spending policy for the Campbell Hall Endowment are made by the Board of Directors.

## THE POWER OF AN ENDOWMENT IS THAT IT EXISTS IN PERPETUITY

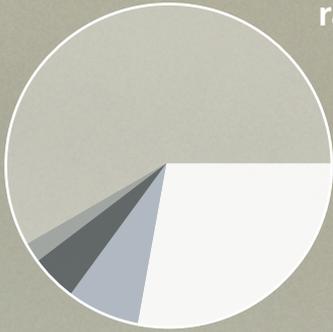
Independent schools like Campbell Hall rely on three primary sources of revenue – tuition, annual fund, and endowment. Endowment distinguishes itself from tuition and annual fund revenues in several critical ways:

- Unlike tuition income and annual fund gifts, an endowment provides a stable source of revenue for decades to come.
- An endowment strengthens the position of the school by smoothing out the cycles of unpredictable ups and downs of economic change.
- Every dollar invested in Campbell Hall's endowment is multiplied as the endowment grows and generates income for the school.
- Endowment helps to buffer the need for ever-higher tuition by providing a non-tuition-based source of income.
- The amount of a school's endowment is a key indicator of a school's competitive strength and long-term viability.

**An endowment is not a luxury for an independent school – it is a necessity.** In its delivery of reliable near-term support, its promise of resources in perpetuity, and its facilitating of long-term planning, no financial vehicle can match the vitality and power of an endowment—and arguably, **no gift can deliver such lasting value to Campbell Hall as a gift to endowment.**

The current value of Campbell Hall's endowment is insufficient for a school of our stature.

Since the start of the campaign, we have raised a little more than \$10.5 million in endowment funds towards our \$15 million goal. We urgently need to complete this important campaign which is vital to our school's financial well-being.



- 54% Financial Aid
- 28% General Endowment
- 10% Student Programs
- 6% Faculty Support
- 2% Public Partnerships





SYMONE SANZ, Alumna

LEGACY IS WHAT  
IS LEFT BEHIND  
AFTER THE ACTIONS  
OF A LIFETIME

## INVESTING IN CAMPBELL HALL...CREATING A LEGACY FOR *good*

We think of our legacy in many ways – our descendants, our life’s work, our written words, or artistic creations. Your legacy can also be a philanthropic investment in Campbell Hall, carrying on the mission and programs that you value. An endowment is one way to create a lasting legacy that provides benefits to students, faculty, or programs year after year, generation after generation.

The administration of the school and the Board of Directors have identified four priority areas essential to Campbell Hall’s future:

- Strengthening the school’s **outstanding academic and extracurricular activities**;
- Educating talented students from all backgrounds by ensuring a **strong financial aid program** for grades K-12;
- Supporting and enhancing the school’s **public partnerships programs**; and,
- Attracting and retaining an **excellent faculty**, including providing ongoing professional development opportunities.

## DESIGNATING YOUR ENDOWMENT GIFT

### GENERAL ENDOWMENT

As part of The Endowment Campaign for Campbell Hall, the Board of Directors plans to build our general endowment where spending is not restricted to a particular area. This will provide the school with the greatest flexibility to achieve its vision for decades to come. A larger general endowment helps to relieve the pressure to raise tuition and enables the school to withstand the effects of an uncertain and unpredictable economy. Gifts to the campaign below \$100,000 can be placed in the general endowment or any other existing fund.

### RESTRICTED ENDOWMENT FUNDS

Donors making gifts of \$100,000 or more may direct their contribution to an existing fund or establish a new named endowed fund for a specific purpose which must be approved by the Headmaster. The named fund can recognize the generosity of the donors or honor a loved one or a retired faculty or staff member.



BRETT LOUIE, Alumnus

### *Opening the doors to students –*

## ENDOWMENT FOR FINANCIAL AID

Our current financial aid budget is inadequate to meet the needs of our students. This has discouraged some stellar students from applying to Campbell Hall. Building our financial aid endowment will ensure socio-economic diversity while attracting talented students from all backgrounds.

## *Investing in our good teachers -*

### ENDOWMENT FOR PROFESSIONAL DEVELOPMENT

Teaching. Advising. Inspiring. Nurturing. Coaching. Excellence in teaching is the foundation of a great education. Campbell Hall teachers share a deep devotion and respect for their students and, like parents, hold close the desire for them to be all that they can be. We must continue to recruit, develop, and retain faculty of exceptional quality and with an extraordinary passion for teaching. Our dedicated teachers also pursue their own educational excellence by attending conferences and by participating in workshops and in-service training. Increasing our endowment will enable us to support and encourage lifelong learning and the rejuvenation of professional skills. Faculty members return with broadened outlooks that translate into better educational experiences for our students.

## *Doing good in our community -*

### ENDOWMENT FOR PUBLIC PARTNERSHIPS

For over a decade, Campbell Hall has partnered with surrounding public schools to create collaborative, enhanced learning experiences for students and faculty. These programs nurture compassion and civic-mindedness among our students, promote educational equity, and enrich the lives of all participants. We want to ensure that key initiatives such as the Campbell Scholars Program, a college access program designed to assist underserved, high-achieving public school students aspiring to be the first in their family to graduate from a four-year college, continue to receive the support they need.

THIS IS A BOLD  
CAMPAIGN TO FUEL  
AND RENEW THE  
GUIDING LIGHT THAT  
EVERY GENERATION  
REQUIRES



*Enhancing our good programs -*

## ENDOWMENT FOR ACADEMIC PROGRAMS

Campbell Hall's educational philosophy is rooted in the tradition of academic excellence established over the five-hundred-year history of Episcopal education. We are a traditional college preparatory school that implements innovative, research-based practices with extraordinary attention to students' overall health and well-being. Our classrooms are rich with student-centered, cross-curricular, inquiry-based problem solving activities designed to allow students the opportunity to explore their own potential and learn and grow in a challenging, yet supportive environment.

To ensure that our educational programs remain strong and innovative, Campbell Hall wants to create endowed funds to support our signature programs such as Public Partnerships, Television Production, Theatre, Athletics, and Speech & Debate, as well as traditional departments like Mathematics, English, History, Science & Engineering, and World Languages.

## THE FUTURE IS NOW

The Campbell Hall Endowment is **an investment in the future** - a future of strategic growth, adherence to our core values, and commitment to best practices, dynamic programs and joyful learning. For more information, please contact Kurt Johnson, Director of Advancement, at (818) 505-5303 or [johnsok@campbellhall.org](mailto:johnsok@campbellhall.org).





# Campbell Hall

EPISCOPAL



JOIN US