

# Gifts to Our Future



"The fate  
of empires  
depends  
on the  
education  
of youth"

Aristotle



Peninsula Education Foundation

Since 1979



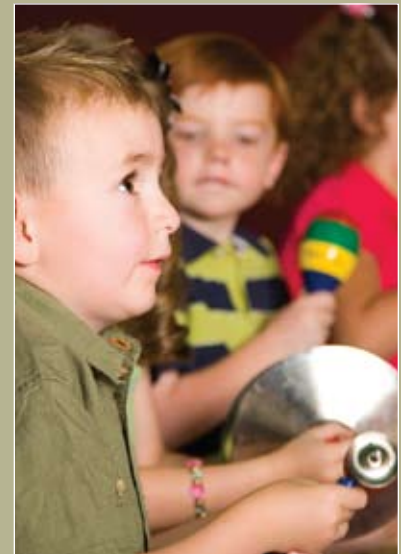
# The Foundation of a Strong Community

Outstanding public schools are justifiably a source of pride – for our entire community. Grandparents, parents and involved citizens of the Peninsula contribute to make our schools what they are. Great schools impact children, our home values and most importantly, the world at large as generation after generation of Palos Verdes students are given the tools to create success for themselves and others.

No other non profit in Palos Verdes touches more local families every day than the Peninsula Education Foundation (PEF), providing over 12,000 children with education programs that position

them for a lifetime of achievement. Since 1979, PEF has consistently funded designated programs and key staff positions not provided for by state funding, granting at least \$1.5 million to the school district annually since 2005.

PEF has been recognized by peer institutions including the California Consortium of Education Foundations and the PVP Chamber of Commerce as one of the foremost local educational foundations in the state, and as one of the best-run nonprofit organizations in our community.



## World-Class Schools

PVPUSD schools are top performing schools in the state:

- The districts' Academic Performance Index (API) is #1 in school districts with over 10,000 students.
- 98% of graduating seniors immediately attend college.
- PVPUSD's API score is second among High Performing Districts in the state.
- Both high schools rank in the "Top 100 High Schools in the Nation" according to US News and World Report.





## Dear Friends:

For over 29 years, the Peninsula Education Foundation has been able to fund essential school site personnel and curriculum programs not provided for by State funding.

PEF and I share a mission not only to maintain what we provide children, but to constantly improve the quality of our instructional program – ensuring that our students continue to compete on a national and international level in college and beyond.

One highly effective way to help guarantee our students' futures is to remember them in your will, a living trust, or through other charitable planning practices. A gift to PEF's Endowment Fund now or through your estate is truly a gift that keeps on giving!

Thanks for all of your support for our schools and students.

Sincerely,

**Walker Williams,**  
*Superintendent of Schools*

# How Times Have Changed

Property taxes do not fund our local schools the same way they used to. Before Proposition 13 and several pivotal court cases, music instruction, appropriate numbers of college counselors and library staff along with many other fundamentals were commonplace in public schools, paid for with property taxes. This is no longer the case. And, State funding has not improved over the past several decades.

Palos Verdes' schools are in a particularly difficult situation. Almost all other local school districts in L.A. County receive significantly more per pupil State funding than we do – Manhattan Beach, Redondo Beach and Torrance, just to name a few.

## Why do our schools receive less funding?

An antiquated formula created in 1972 set a State funding limit per pupil based in part on what each local school district was spending per pupil at the time. The frugal nature of the School Board in 1972 crippled our district's opportunity to receive an appropriate level of income from the State. Funding for PVPUSD is even lower when the additional categorical federal and state grants and allocations many other districts qualify for are considered.

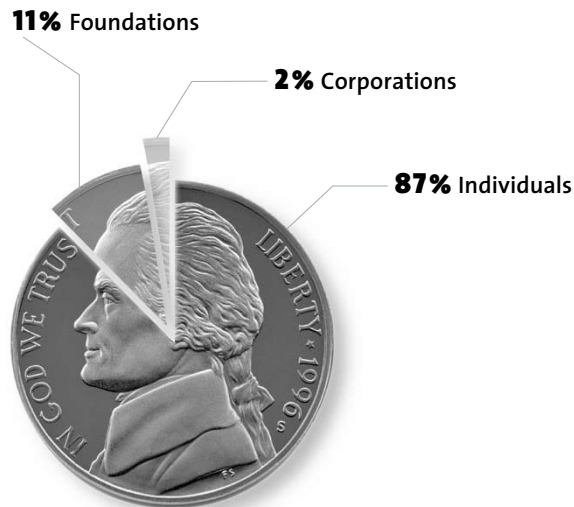
*Class of 1962,  
Palos Verdes High  
Yearbook*



## Our Endowment Fund

### Funding Sources – Individuals Like You Make the Difference

Though PEF pursues every funding opportunity open to us, most corporations and foundations grant funding only to schools and districts with the most impoverished students. Donations from individuals make up approximately 87% of our funding.



PEF maintains an Endowment Fund, established with a \$50,000 gift from The Kenneth T. and Eileen L. Norris Foundation, with the objective of providing long-term stability to the foundation and uninterrupted funding for district programs in perpetuity. Through careful stewardship, professional outside investment management and gifts from individuals and organizations, the Endowment Funds' value has grown steadily over time.

The Endowment Fund has already enabled PEF to support programs beyond those consistently funded by the annual campaign. A distribution from the Endowment Fund has made it possible to continue the World Language Program at all elementary schools and to support the award-winning computer science and robotics programs (PVIT and SMERT) at both high schools.

PEF's Endowment Fund is invested in a diversified portfolio with outside professional management and under the guidance of the executive committee of the Foundation's board. PEF is guided by an investment policy that dictates a portfolio consisting of equity investments, intermediate-term fixed income, government treasuries and agencies and money market instruments. PEF's complete investment policy is available upon request.

PEF conforms to the highest standards of transparent accounting. Financial audits are performed annually. PEF has also established an independent audit committee, which oversees finances for the current fiscal year.

## **A High Return on Donor Dollars**

PEF is able to maintain low overhead and operating costs. Office space is donated by the district. The volunteer Board of Trustees is a working board whose members provide a great deal of community outreach and expertise from a wide range of professions.

Our expenses range from 11% to 12% annually, an unusually low rate for a non-profit of our size.



# Peninsula Education Foundation's Contribution

Since 1979, PEF has consistently funded designated programs and key staff positions not provided for by State funding. The Foundation has granted at least \$1.5 million to the school district annually since 2005.



## Gifts to the Annual Fund pay for:

### **Classroom and Choral Music** *(K-5)*

Rarely found in public elementary schools today.

### **Librarians and Library Aides** *(K-12)*

Teach research skills and nurture a lifelong love of reading.

### **Safe School Counselors**

*(Intermediate Schools)*

Keep kids safe and in communication with the caring adults in their lives.

### **College and Academic Counselors**

*(High Schools)*

Help students stay on track and help families navigate college application and funding processes.

### **Technology Staff** *(K-12)*

Help teachers make the most of technology in the classroom.

### **4th and 5th Grade P.E**

For healthier habits that last a lifetime.

## Gifts to the Endowment Fund pay for:

### **World Language** *(K-5)*

Gives our children a head start and ensures future success in learning new languages.

### **High School Computer Science and Robotics Programs**

PVIT at Palos Verdes High and SMERT at Peninsula High are award-winning programs that help our students compete on a national and international level now and in the future.

# Your Legacy

Remembering PEF in your estate plan gives you the satisfaction of knowing you have made a lasting contribution to public school education in Palos Verdes.

You may earmark a deferred gift or an estate gift to the Endowment Fund. In certain cases, donors may establish their own individual or family endowment fund, directing that the proceeds of that fund be used for a need identified by PVPUSD and PEF that is particularly meaningful to the donor.

## **Simple Bequest**

A bequest is simply stated in a will, living trust or trust amendment. Our office can provide you and your legal counsel with appropriate language to use when including a bequest in your estate plan. Many donors prefer to bequest a percentage of an estate or asset to help ensure their heirs are taken care of as they intend them to be.

## **Life Insurance**

You can name Peninsula Education Foundation a partial or single beneficiary of a new or existing policy.

## **Retirement Plans**

You can name PEF as a beneficiary of your IRA or other qualified plan. Retirement assets are an excellent charitable gift to make, in part to avoid the chance of double taxation from estate and income taxes.

## **Charitable Gift Annuity**

A life income gift or gift annuity can provide you with guaranteed income for life from your gift of cash or securities. By using appreciated assets such as securities to fund a life income gift, you can receive significant tax-saving benefits and supplemental retirement income while helping to secure the future of PEF.

## **Charitable Remainder Trust**

You may create a charitable remainder trust with appreciated assets. The trust pays you or your designee income for either a period of time or life, with the remainder of assets going to the Foundation. You may achieve very significant federal and state capital gains tax reductions and estate tax reductions from a CRT.

The information provided is not intended to substitute for professional estate planning guidance or qualified tax consultation. Your tax or legal advisor can help you explore your options.



**Donor Bill of Rights:  
Donor Privacy**

- We will keep complete confidentiality if you wish your gift or gift plans to remain anonymous.
- We will never share your personal or giving information with other organizations.
- We will respect your wishes regarding acknowledgement of your donation.
- We will respect your wishes regarding our contact with you.



**Peninsula  
Education  
Foundation**

(310) 378-2278  
[www.pvpef.org](http://www.pvpef.org)

## Why we give to the Endowment Fund . . .



Fred is a graduate of PVPUSD schools and so are our children. We give to the Endowment Fund because we are grateful for what he and our children have received. We want to help take care of the short and long-range needs of our outstanding public schools.

**Carol and Fred Gregory**



We give to PEF's Endowment Fund because it is our only guarantee for the future. The Endowment could eventually secure key programs in perpetuity.

**Marlene and Steve Young**



We give to PEF's Endowment Fund because we think it is a great way to invest in our public schools, which have served our own children and grandchildren so well. We are so proud of what PEF has been able to accomplish for our schools. We hope to encourage other grandparents and alumni to do the same.

**Sigrid and Ralph Allman**