



Catlin Gabel

Campaign for
Arts & Minds

Campaign Report





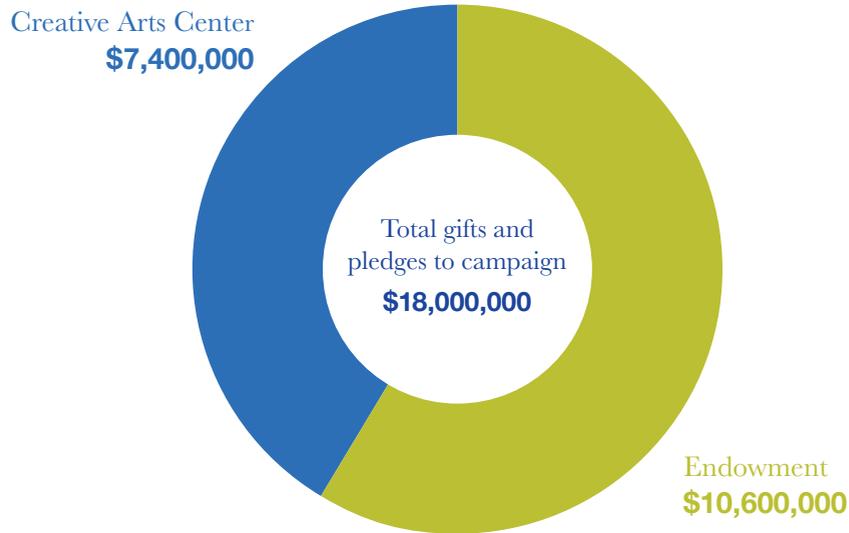
The Campaign for Arts & Minds

The Campaign for Arts & Minds grew out of a core value of our mission: fostering the “inspired learning” that makes a Catlin Gabel education so powerful. Today, as the campaign draws to a close, we can see the results of that call to action. Our transformative new arts center and the growth of our endowment signal that we have achieved our goals. The campaign also demonstrates an abiding strength of our community: how we come together to support Catlin Gabel students of today and for generations to come. To the many parents, grandparents, alumni families, and foundations who gave generously to this effort, thank you for your dedication to our students and school.

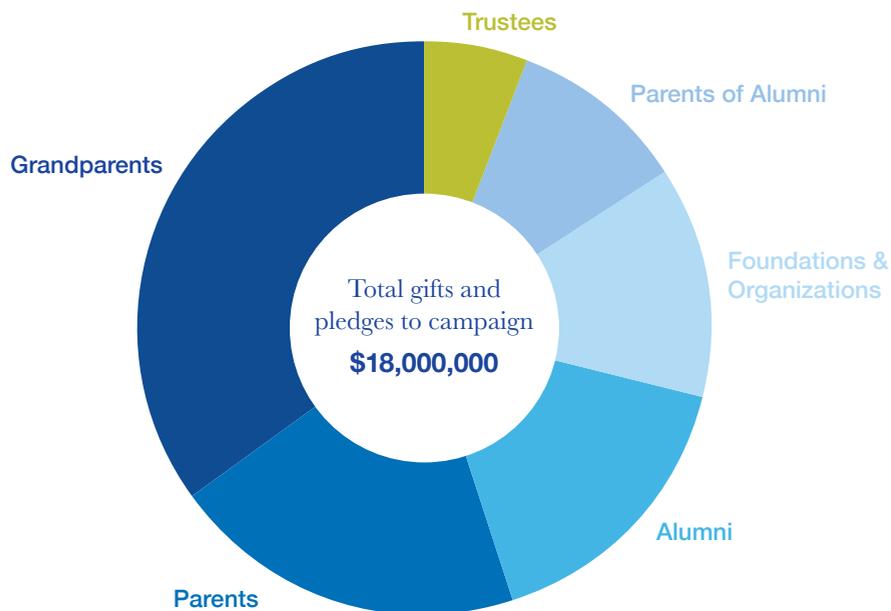
With appreciation,

Tim Bazemore
Head of School

Campaign \$ by Initiative



Percentage of Overall Giving by Constituency



History of the Campaign



2007-08

- Campaign priorities identified by administration and board of trustees
- Trustee giving begins
- Fifty-five donors contribute to the campaign
- The Great Recession hits and CGS pauses to evaluate



2008-09

- CGS moves forward with campaign despite economic downturn
- Chooses architectural firm, Allied Works, to undertake the Creative Arts Center
- 100% of the Board of Trustees pledge to the campaign



2009-10

- Campaign volunteer committee is galvanized
- Community participation begins immediately with gifts of all sizes
- Head of School shapes the vision for Palma Scholars Program



2010-11

- Head of School gains support to launch Palma Scholars Program with the largest gift in school history
- Current family pledges \$600,000 to the Creative Arts Center
- Banner year in fundraising with \$11 million raised in gifts and pledges



2011-12

- Fundraising threshold for breaking ground on the Creative Arts Center is met – 80% raised
- Alumna pledges \$600,000 to the endowment for faculty salaries
- \$15.5 million raised for endowment and the Creative Arts Center to date



2012-13

- Groundbreaking!
- Creative Arts Center under construction for next 11 months
- \$17.6 million raised in campaign to date



2013-14

- First day of classes in the Creative Arts Center
- Over 100 tours to families and wider community members this year
- Creative Arts Center holds 50 classes, five theater productions, eight student art shows



2014-15

- Six hundred and eighty donors have contributed to the campaign to date
- Endowment campaign will continue to add \$2,000,000 to the overall corpus
- Current value of the CGS endowment (as of 6/30/15) is \$31,932,746
- Funding complete for Creative Arts Center and project finished slightly under budget
- Total campaign amount raised \$18,000,000



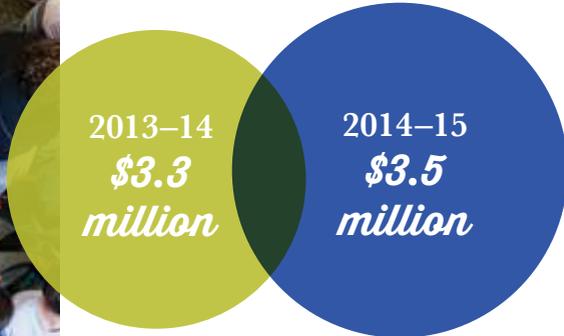
21st CENTURY SKILLS UNDER ONE ROOF

The Creative Arts Center

Former Head of School Lark Palma said, “In no other discipline do critical thinking, problem-solving, and creativity come together as they do in the arts.”

The school’s commitment to building a new arts facility was firmly rooted in progressive philosophy focused on the whole child, and developing each student in a well-rounded manner.

Myriad books and articles in the last decade—from authors in education to Fortune 500 leaders—have highlighted the need for a generation of workers that thinks critically and creatively. Engagement in the arts within a progressive education is at the heart of developing these critical 21st century skills.



Tuition Assistance

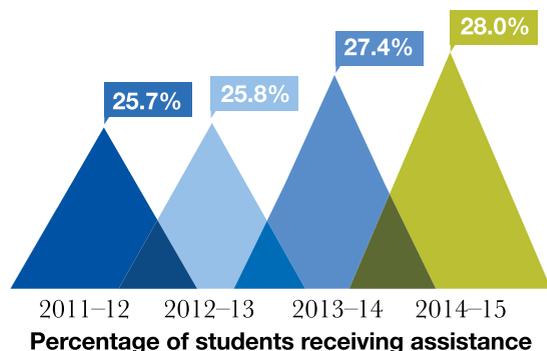
Endowment: Building Economic Diversity

Enabling bright students from every socio-economic status to attend

The financial aid program at Catlin Gabel has roots throughout our long history. Our earliest scholarship support dates back to the 1920s. Today, Catlin Gabel outpaces many peer schools in its commitment to provide significant financial aid. Donors play a critical role in our ability to meet our students' economic need.

In the Campaign for Arts & Minds donors contributed several million dollars to this program based on our longstanding, closely held value that our students should "represent a cross section of American life," in the words of Ruth Catlin.

In the last five years, we have also experienced tremendous growth in applications to the school. Catlin Gabel is in the "highly selective" category for independent schools nationally with an admittance rate of 21%. Attracting a deep, diverse applicant pool places our admission team in a position to craft each class with incredible students. It also means financial aid is a critical tool for the school to ensure we are bringing together students who will be different and learn from each other.



Endowment: Investing in Faculty

Supporting the educators whose influence leads to a lifetime of learning

Eighty-five percent of the school's operating costs are the people who deliver the programs and inspire students of every age. Our endowment is a critical source of ongoing support to fund the work of all the adults dedicated to the student-centered experience. This campaign resulted in tremendous endowment support for:

- Maintaining salaries at competitive levels
- Positioning the school to make first-choice hires from around the country
- Providing generous benefits to newcomers and veteran employees

100% of faculty participate in ongoing professional development

70% of faculty members hold advanced degrees



3 times

our faculty have received the Presidential Award for Excellence in the Teaching of Mathematics and Science



Fostering Faculty & Student Collaboration

It is a hallmark of Catlin Gabel to have students of different ages connect with and influence each other, and the Creative Arts Center brings together seven grades of students ranging from 10 to 18 years old. This centralized arts facility also brings together arts faculty from multiple disciplines, making greater collaboration possible and enabling time in the day for interdisciplinary conversations among teachers.

Embracing Community Artists

Sharing this facility with students and groups outside of Catlin Gabel was an early goal that is in practice today:

- Arts groups around the city use the Creative Arts Center during the summer to hold camps, practices, and performances
- Artists are invited in to carry out a project using the school's facilities, teaching our students and working alongside them throughout the process
- Exchange use of the Black Box theater for professional groups gives students exposure to a variety of artistic approaches

“The Palma Scholars Program exemplifies Catlin Gabel’s vision of a lab school, serving as a locus for innovation within the larger institution. With a small, committed cohort, we have the opportunity to experiment, take risks, and develop new pedagogical and programmatic approaches that ultimately benefit the school as a whole.”

- Dave Whitson,
Palma Scholars Program Director



Endowment: The Palma Scholars Program

The Palma Scholars Program began with a vision of Catlin Gabel’s former head of school, Lark Palma, and in whose honor the program was named. The program was seeded with the largest gift in our school’s history.

Lark set out to design a program that would pilot experimentation in the Upper School, challenging the idea of set graduation requirements, and encouraging even greater interdisciplinary teaching. The students chosen for the program would be younger versions of Rhodes Scholars, exemplifying academic strength, athleticism, leadership, and commitment to the community around them. The director of the program was to constantly seek out these students, teach and mentor the Scholars, and keep enrollment in Palma Scholars seminars open to all Upper School students.

The Palma Scholars Program recently admitted its fourth cohort of Scholars. The applicants come from a range of public, home, boarding, and day schools from both in and outside of Oregon.



This campaign unfolded in a way that is quintessential Catlin Gabel: it launched with bold, generous support and widespread participation from the start. Our volunteers worked tirelessly alongside the Development staff as we weathered the economic recovery and kept our sights on the original vision.

As a team of staff and volunteers, we have many incredible memories from this campaign. There were “angel moments” when donors stepped forward at crucial junctures to enable our progress. We were awestruck when a family agreed to fund the vision for the Palma Scholars Program, which is the first program of its kind for independent schools. We were fortified throughout by the joyous participation from the community—so characteristic of Catlin Gabel.

Sincerely,



Miranda Wellman '91
Director of Advancement

With sincere gratitude to our Campaign Volunteer Leadership Committee:

John Gilleland
Clare Hamill, co-chair
Craig Hartzman, co-chair
Elizabeth Steiner Hayward
Mark Holliday
Bill Lazar
Alix Meier Goodman '71

If you would like to learn more about the difference you can make by supporting Catlin Gabel, please contact Miranda Wellman '91, Director of Advancement, at wellmanm@catlin.edu or 503-297-1894 ext. 398.