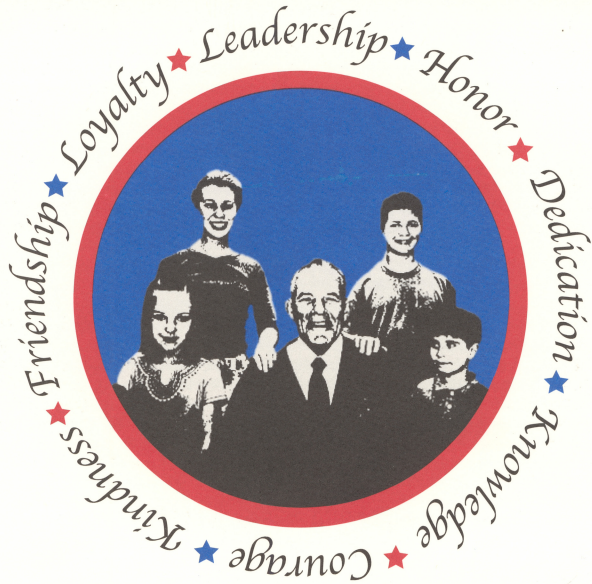




A Special Thank You to Dr. Rowe

Roger Rowe, superintendent of the Rancho Santa Fe School, has announced his retirement after 36 years of service to our school and community. In recognition of his outstanding contributions, the Rancho Santa Fe Community School Endowment Fund has renamed the permanent portion of the endowment trust to the Roger Rowe Endowment Trust. During the previous four years Dr. Rowe helped create the school endowment fund and spearhead the programs it has funded. As a result of these efforts, our school has been consistently recognized as being of the highest academic caliber both locally and statewide. The Endowment is responsible for providing smaller class sizes, Spanish K-6, extended day Kindergarten, the instrumental music program as well as many other support services that help to make our school great.

Our Opportunity: To Honor Dr. Rowe in Perpetuity

No one can question what Roger has done for our children and our community over the entire span of his career at Rancho Santa Fe School. He has personally touched the life of every child that has come through our school in a way that is unique by any standard. He has helped to equip our children with the tools to maximize their opportunities in life while concurrently dealing with the difficult growth and funding realities of our school district. **What other superintendent has known every child's name for the last 36 years!**

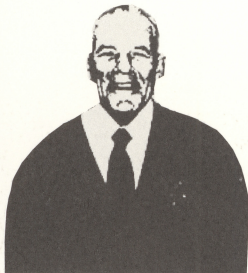
The Roger Rowe Endowment Trust will be fully funded and ready to distribute funds to the school when the capital account reaches a \$5 million level. What better way to say thank you to Dr. Rowe for his countless contributions to our community, our school and most importantly our children than to help permanently sustain what he has helped build. Please give generously to help honor and preserve the success of the The Rancho Santa Fe School.

Why the Need for an Additional Funding Process

The Rancho Santa Fe Community School faces unique funding problems that are generally not understood. The challenges are not only at a national and state level but at the local level as well. California ranks 39th out of 50 states in spending per child in public schools with New Jersey leading the way at \$10,393 per child versus \$5,600 per child in California. Even more surprising may be that the Rancho Santa Fe School District income per child ranks 39th out of 43 districts in San Diego County at \$4,800 per child. Our neighboring school district Solana Beach maintains a funding level of over \$6,500 per child.

Why do we find ourselves in this situation? Our funding disadvantage is a result of historical fate. Prior to Proposition 13 our district did not need all of the available funding from the tax base as the community was comprised of an older population at the time and the school had fewer than 300 students. Following the passage of Prop 13, the relative funding levels (percentage of tax dollars going to the school) were frozen at the pre-Prop 13 levels. Over the last 23 years our tax base has not changed as rapidly as our demographics have. We now have over 700 children in our school with relatively minor tax base changes. The current public money is augmented by additional funds raised by the PTO on an annual basis. While these funds have proven invaluable to the current level of education our children are receiving, the school administration is at risk in adding additional programs and teachers not knowing if the funding will continue at the current annual levels. **The amount of non-tax funding available each year can never be counted on and is always putting the educational needs of our children at risk on an annual basis.** When fully funded, the Endowment Fund will be able to dramatically change the capacity of our school to meet the needs and maximize the opportunity for our children.

Let's fulfill Dr. Rowe's dream! What better way to honor his commitment and contribution than to help fully endow the Roger Rowe Endowment Trust. Your support of this effort will insure that Dr. Rowe's legacy of academic excellence will continue for generations to come.



Dr. Rowe,

We / I pledge in your honor to the Roger Rowe Endowment Trust

☐ \$500 ☐ \$1,000 ☐ \$5,000 ☐ \$10,000 ☐ \$25,000

☐ \$50,000 ☐ \$100,000 ☐ Other

Thank you for serving our children and our community!

Mr. / Mrs. _____

Pledges may be paid in two annual installments.

Contributions of appreciated assets including publicly traded stock and real estate are greatly appreciated and are fully tax deductible.

Please enclose the current portion of your pledge payable to:
Rancho Santa Fe Community School Endowment Fund / Roger Rowe Endowment Trust.