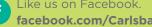


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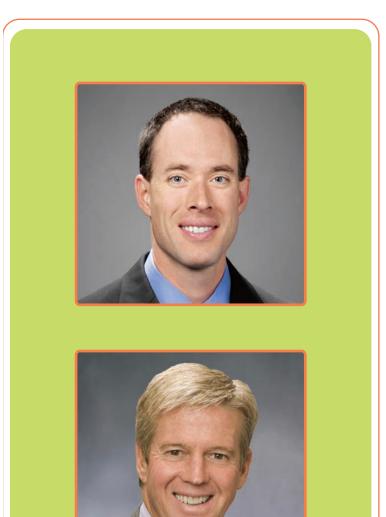






# COLLABORATION

ANNUAL REPORT 2013



On behalf of the board and staff of the Carlsbad Educational Foundation (CEF), we are pleased to share this annual report with the community.

The 2012 - 2013 fiscal year marked our 30th year as a local education foundation serving Carlsbad and enriching the education of its students. We are proud of the impact we are making by raising nearly \$680,000 for programs that promote educational excellence for more than 11,000 students in the Carlsbad Unified School District.

Our theme for this year's annual report, "Collaboration," is truly one of the major keys to our success. Whether partnering with Carlsbad-based companies or local PTAs, harnessing the wisdom of volunteer committees or coordinating the execution of new programs with colleagues at Carlsbad Unified School District, CEF accomplishes exponentially more by working closely with others to achieve our mission.

From kindergarten through high school seniors, we run directservice programs and grant funds to the district that create new and innovative educational opportunities. Many, if not all, of CEF's funded programs simply would not exist without private support. Thanks to strong community involvement, CEF continues to attract funders who are helping us elevate education in our schools while closing the gaps caused by ongoing state and federal budget cuts. Together, we're making a big difference in the lives of our students!

Working closely with a variety of community partners, business leaders, community members, elected officials, school administrators and philanthropists, as well as parents and volunteers—CEF successfully harnesses the generosity of the Carlsbad community and translates it into tangible programs that make a real impact on the education of our students.

For example, CEF funds a science lab Teacher's Assistant at the high school along with "traveling" science lab teachers for 4th and 5th graders. These credentialed teachers play a pivotal role in bringing science to life for our students through hands-on coursework.

# FROM THE CEO AND CHAIRMAN OF THE BOARD

Similarly, CEF continues to be a strong advocate for the arts with continued funding for all K-5 music teachers as well as first-time funding for middle and high school music programs. During the current school year, funds now will be available to band, choir, and orchestra to augment specialist coaches and instrument repairs.

In addition to new and expanded areas of support, we remain dedicated to other grant-funded programs, including FIRST LEGO League and FIRST Tech Challenge Robotics, Science Olympiad, BizTown, My Access, and many more. We are able to retain many of these important programs, thanks to the shared commitment of our corporate partners and, in part, to funds raised through our directservice programs, such as Kids' Care, After-School Enrichment, Summer Enrichment, and High School Summer Academy.

We look forward to further collaboration with our many community partners and supporters, while encouraging those who aren't involved with CEF yet to get to know us and the students, teachers, and schools that benefit from our steadfast commitment to educational excellence.

Thank you for your interest and support of more than 11,000 students in the Carlsbad Unified School District!

# ANEW LOGO



CEF is proud to share our new logo for the first time in this annual report. Reflecting a clear tie to our recent logo which was produced around 1997, the new logo carries forward the theme of striving for excellence while grounding the artwork and typeface in a more modern, attractive layout. Special thanks to Charlotte D. Johnson of Creation Graphic Design for her pro-bono design work on both logos over the years!

# SINCERELY

VALIN BROWN Chief Executive Officer PAT HURLEY Chairman of the Board

#### OUR VISION Investing in Our Children's FUTURE through Excellence in Education. CORE **OUR MISSION** VALUES To provide increased educational opportunities for all students in the Carlsbad Unified School District by developing and funding impactful programs **INTEGRITY &** STRATEGIC IMPACT COLLABORATION EQUITY TRANSPARENCY PLANNING Ensuring that Holding the Investing in Developing and programs all students highest ethical seeking input that make have equal and financial and working a tangible access to standards in with others to strategies that build positive difference for high-quality advance our JOSE DE ANDA, To promote student achievement of educational excellence in GOALS Carlsbad schools, CEF will: Fund, develop and Expand the Ensure that earned Promote broad Uphold highly evaluate impact-Foundation's income programs awareness and accountable and oriented, wellcover CEF's efficient business resources with an recognition of the Foundation through defined, districtemphasis on diverse operating expenses operations wide programs and sustainable so that 100% of targeted branding revenue to distribute donations directly and marketing in excess of \$1 benefit students efforts million per year to fund critical programs



# A MESSAGE FROM DIRECTOR OF KIDS' CARE

Kids' Care is committed to offering a safe enriching environment in which children connect with the staff and other children. Children are able to work on completing their homework, getting involved in a number of different activities and having fun. We at Kids' Care are constantly evolving to bring new and better programs for the students. We are exposing children to more STEM (Science, Technology, Engineering and Math) activities and we have also been working on establishing Kids' Care Clubs and activities for our older students. We welcome any suggestions and encourage open communication with parents.

# BEFORE AND AFTER SCHOOL CHILDCARE AND **ENRICHMENT** PROGRAM

# WHAT

Kids' Care is a high-quality, licensed child care and educational enrichment program, providing safe, convenient, before and after school care.

# WHO

Kindergarten through 5th grade students

# WHERE

On campus at all 9 CUSD elementary schools

# WHEN

Daily from 7:00 a.m. to 6:25 p.m., when school is in session, during most school holidays and the summer

"The staff is connected with the kids and they seem like they are always coming up to do."

>> KIDS' CARE PARENT



# **EDUCATIONAL IMPACT** 2012 - 2013

Due to funding cuts, the Carlsbad Unified School District now ranks last out of all 42 school districts in San Diego County in per-pupil funding for public education. The work of the Carlsbad Educational Foundation is more critical than ever in supporting our local students.

Grants made to the Carlsbad Unified School District in 2012-2013 included the following:









**\$1,500** in funds given directly to local schools for programs at their discretion funded by ticket sales from the "Celebrate Carlsbad Day" event at LEGOLAND® California \$1,783 in restricted donations to CHSTV **\$3.827** in restricted donations for the Carlsbad Kids Go Green collaborative

\$4,000 for technology and assistance to the CHS Speech and Debate program through a restricted donor gift \$22,217 for tuition-assistance scholarships to CEF's Kids' Care, After-School Enrichment, and summer program participants **\$23,596** in restricted donations for Coyote Cavern Productions at Calavera Hills

# OTHER PROGRAMS & RESTRICTED GRANTS

**\$64.120** in scholarship support to students enrolled in CEF's ASES Kids' Care childcare sites (Title 1) **\$100,488** in year-end grants and other distributions to support CUSD, including designated donations and facility fees

'The Carlsbad Educational Foundation has been enriching the education of Carlsbad Unified's students for 30 years. CEF funds hands-on science experiences, music classes, summer enrichment programs and technology advancements. Our students have benefited tremendously from this unique public-private partnership. We appreciate and applaud CEF's innovative approach to supporting the educational experience for our 11,000 CUSD students."

> >> DR. SUZETTE LOVELY, **CUSD SUPERINTENDENT**

# 2012 - 2013 FUNDING SUPPORT TO THE CARLSBAD EDUCATIONAL FOUNDATION GENEROUSLY PROVIDED BY: From September 1, 2012 - August 31, 2013

Kenny Kim

#### FOUNDATIONS & OTHERS

Air Products & Chemicals, Inc. American Honda Foundation Carlsbad Firefighters Association L3730 Carlsbad Hi-Noon Rotary Cal State University San Marcos The Charitable Foundation of Prudential California Realty City of Carlsbad The Kenneth T. and Eileen L. Norris Foundation Kiwanis Club of Carlsbad, CA The Lloyd E. and Elisabeth H. Klein Family Foundation McCarthy Family Foundation Nordson Corporation Foundation Pfizer Foundation Qualcomm Charitable Foundation San Diego County Employees' Charitable Organization Smith Walker Foundation U.S. Bancorp Foundation Wells Fargo Foundation

# CORPORATE

Abbott Fund Advance Plumbing Co. Air Products & Chemicals. Inc. Balfour Beatty Construction **BAZM** Solutions Brady Company San Diego, Inc. Brickman Group BW Research Partnership Inc. Byrom-Davey, Inc. Cal-Sorrento LTD CEA, LLP Challenger Sheet Metal, Inc Chapin Family Vinevards Digital Networks Group, Inc Eric Hall & Associates Fagen, Friedman & Fulfrost LLP Ferguson Salon Management, Inc. Fish & Richardson P.C. Gafcon, Inc Galuppo & Blechschmidt, APLC Gillespie Moody Patterson, Inc. The Goddard School Grand Pacific Resorts Hetzel Meade Communications Interknowlogy LLC It's Academic Inc. J.G. Tate Fire Protection Systems, Inc. Jazzercise, Inc Jeff Kassebaum Photography KAAM Group, Inc. LEGOLAND<sup>®</sup> California Lexus Carlsbad Lexus Pursuit of Potential Life Technologies The Lund Team Milton's Baking Company Morrison Insurance Services New Dimension Masonry, Inc Nordson Corporation Omni La Costa Resort & Spa

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#### IN KIND

Agua Hedionda Lagoon Discovery Center Albertsons Allen's Pizza AMF EagleLanes ArmstrongGarden Centers Aviara Golf Academy **Baskin-Robbins** Beach Break Café Bella D'ora Spa Belly Up Tavern Birch Aquarium at Scripps Bistro West Boomers Branded 360 Brixton Buca di Beppo Budget Courier Buffalo Brothers Guitars California Center for the Arts Callaway Golf Carlsbad Firefighters Association Carlsbad Golf Center Carlsbad Inn Beach Resort Carlsbad Police Officers Association Casa de Bandini Chapin Winerv Chef DK Catering

Chin's Resturant Cielo's Boutique and Body Cinepolis Luxury Cinemas Club Pilates Carlsbad Coffee Bean and Tea Leaf Craighead Photography Creation Graphic Design Lisa DeGour Del Mar Thoroughbred Club Dermacare Dream Dinners Elements Massage South Carlsbad Emerald Isle Golf Course Fabulous Pelicans Fish House Vera Cruz Flippin' Pizza Marshall and Loretta Foreman Fresco Trattoria Fresh & Easy Froyo Love Golf Mart The Gondola Company The Grand Deli Grand Pacific Resorts Hilton Carlsbad Oceanfront Resort & Spa Hilton Garden Inn Homewood Suites by Hilton Horace Mann Insurance Company Hornblower Cruises & Events House of Blues Ideaworks Ignite Bistro & Wine Spot Islands Restaurant Jazzercise, Inc Jeff Kassebaum Photography K1 Speed Carlsbad Kelli Cole King's Paddle Sports LA Boxing La Jolla Playhouse Theatre and Arts The Landings at Carlsbad LEGOLAND® California Loews Coronado Bay Resort Lomas Santa Fe Golf Course The Lost Abbey Manchester Grand Hvatt Maritime Museum of San Diego Medieval Times Mingei International Museum Moonlight Cultural Foundation Moonlight Stage Productions MovieMax Theatre Mr. Paintball Museum of Making Music Museum of Photographic Arts National University Golf Academy New Village Arts Norte's Carlsbad North Coast Repertory Theatre North County Junior Golf Association Omni La Costa Resort & Spa Orfila Vineyards and Winery

Packard Dental Group

Pala Casino Spa Resort

Park Hyatt Aviara Resort Pelican Cove Pizza Port Playwerx Port Brewing Company Pure Fitness Ralphs Reuben H. Fleet Science Center Rubio's Restaurant, Inc. Salon Helene Sammy's Woodfired Pizza San Diego Air & Space Museum San Diego Aircraft Carrier Museum USS San Diego Botanic Garden San Diego Chargers San Diego Coaster Company San Diego History Center San Diego Junior Theater San Diego Museum of Art San Diego Museum of Man San Diego Natural History Museum San Diego Repertory Theater San Diego Zoo Sea World Señor Grubby's SKLZ SnuggBuds Headsets Spirito's Italian Diner Sprouts Spy Optics Star Theatre Stone Brewing Company Studio Barre La Costa Sub Zero Ice Cream & Yogurt Surfin Fire Surf School Target TavlorMade Adidas Golf Co. Temecula Creek Inn Thorton Winery Tim Gleason Photography Tony Hawk Foundation Trader Joe's Tri-City Medical Center Twenty/20 Grill & Wine Bar UltraZone Venom Ultra-Premium Vodka Vons Kayci Wasko Welk Resort San Diego West Bistro Westin Gaslamp Quarter Westin Horton Plaza Wild Tops Witch Creek Winery Xtreme Frozen Yogurt Zonson Costumization

# arisbad Day



"The Carlsbad Educational Foundation has had a science classes and allows me to create the types of hands-on learning the help of the Carlsbad Educational Foundation, I am confident that I can make curricular dreams an educational reality by building the type of hands-on science program that my students need and deserve."

>> AARON SOTTILE, CALAVERA HILLS **MIDDLE SCHOOL** SCIENCE DEPARTMENT CHAIR

# **COMMUNITY COLLABORATION AT IT'S BEST!**

We are grateful for the tremendous support from the Carlsbad community including ...

# LOCAL BUSINESSES AND CORPORATIONS

Jersey Mike's, Rita's Italian Ice and Sub Zero Ice Cream and Yogurt designated CEF as their community partner and fundraiser beneficiary during the grand opening of their new stores.

The **Omni La Costa Resort and Spa** hosted our annual "Carols of Carlsbad" event and our annual board retreat, the **Park Hyatt Aviara** hosted our 30th anniversary concert event and **TaylorMade-Adidas Golf Company** hosted our annual VIP Golf Classic Reception at The Kingdom.

**ViaSat** sponsored Science Olympiad teams at each of our three middle schools and both high schools. As part of their continued support and encouragement, ViaSat employees served as team mentors for the program.

All of the generous businesses that made **in-kind donations** to help us raise money at our auctions. And organizations like **Ideaworks** for donating their services to create this amazing annual report for us.

# Westfield EGOLAND Delivered Contraction of the second seco

S ince 2004, LEGOLAND® California has donated more than \$500,000 to the foundation and 2,000 science-based field trips to CUSD students based on annual "Celebrate Carlsbad Day™" ticket sales. Since 2008, LEGOLAND has hosted this one-day event where community members can purchase discounted admission tickets (with a percentage of event proceeds benefiting CEF) while CUSD student performances and sponsor recognition are featured on a special stage in the park.

We want to express our sincere thanks to General Manager Peter Ronchetti, Education Manager Lynn Crockett and the entire LEGOLAND staff for hosting this very special community event, which is CEF's largest annual fundraiser. - PREMIER SPONSORS





LLOYD & ELISABETH KLEIN FAMILY FOUNDATION

The Kenneth **Norris F** 

# — SPECIAL EVENT SPONSORS





dimension masonry, inc

OMNI & RESORTS





our Robotics Coordinator along with the many teachers who coached Robotics teams at our schools last year. Many extra hours are spent preparing for and attending the weekend competitions. Also, special thanks to the High School Robotics team members who mentored and coached our younger students.

We are especially grateful for

the dedication of Anna Lozar.

0

COMMUNITY

**VOLUNTEERS** 

We are grateful for the ongoing

members, parents and students

Robotics and Science Olympiad

assistance from **community** 

who volunteered for our

And those who supported

special events, such as our

of Carlsbad, the Carlsbad

concert held in August.

Hats off to our wonderful

**Music Teachers** who, on their own time, spent extra hours to

performances at our annual

"Carols of Carlsbad" events.

Their dedication makes a big

"Celebrate Carlsbad Day" and

prepare their students for special

difference in the lives of so many

TEACHERS

Carlsbad kids.

annual golf tournament, Carols

Junior and Carlsbad 5000 race

weekend and our anniversary

teams.





# THANK YOU

to all of our generous sponsors who made our signature events and the programs we funded in the 2012 – 2013 school year such a wonderful success.

Through your investment in the CARLSBAD EDUCATIONAL FOUNDATION, you have helped bring science, music, and innovative programs to life for over 11,000 students throughout the year!

	- PROGRAM SPONSORS		
Nordson	The Charitable Foundation Agent Community Outreach of Prudential California Realty	A Sempra Energy unity	
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# 

# **REVENUE & SUPPORT**

Tuition & Fees	\$2,093,629
Contributions	\$80,760
Grants	\$277,243
Special Events (net)	\$152,929
Interest Income	\$1,258
Bad Debts	(\$27,852)
Total Revenues:	\$2,573,766
Change in Net Assets:	\$9,853

Net Assets at Beginning of Year: \$552,888 \$562,741 Net Assets at End of Year:

# **EXPENSES**

Program Services	\$2,315,578
Management & General	\$125,790
Fundraising	\$126,746
	<b># 0 F 0 0 11 1</b>

Total Expenses:

\$2,568,114

**Officers of the Board** 

# Pat Hurley

Chairman Marrs Maddocks & Associates

# Emmett Durnan

Immediate Past Chairman Westfield

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# **REVENUE & SUPPORT**



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Jose De Anda Director of Kids' Care

**Cheryl Freeman** Administrative Assistant

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Patty Johnson Director of Development

Paula McKinnev Staff Accountant

Part-time Support

Kim Arnett Grant Writer

Pam Davis Marketing Coordinator

Melissa Grove **Events** Coordinator Kids' Care Site

Lacey Mizushima Magnolia Elementary

Melisa Montez Jefferson Elementary

Shari Passen Calavera Hills Elementary

Maya Shropshire Hope Elementary

Ashley Schwartz Aviara Oaks Elementary

**Rachel Tamayo** Kelly Elementary

Mark Todd Pacific Rim Elementary

**Georgiana Toso-Lapp** Buena Vista Elementary

Samara White Poinsettia Elementary

education for our future generations, and partnering with the Carlsbad Education Foundation is a great way to do that. future workforce by continuing the learning process out of the classroom, in a fun and hands-on way."

>> TORY SEE, COMMUNITY RELATIONS AT VIASAT

BOARD & STAFF >> 2012 - 2013

# **EVALUATING THE PROGRAMS WE FUND**

We believe it is important to do more than just fund great programs. We also want to ensure that these programs are a sound investment and that donations entrusted to CEF make a significant impact in the lives of our students.

Through regular program evaluations of students, parents and teachers, we know our programs make a difference. Below are a few highlights from recent surveys:

# HANDS-ON SCIENCE:

FIRST LEGO League (FLL) Robotics and Science Olympiad:

- >> 100% of students surveyed for FLL and Science Olympiad plan to take advanced math or science classes in high school
- >> 96% of those polled said these programs increased their interest in science and technology
- >> 88% of survey respondents said FLL increased their confidence in public speaking
- >> 88% of those polled said they may consider a career in programming, technology, medicine or another science related career
- >> 68% of FLL survey respondents said FLL increased their interest in school in general

In addition, science department teachers at Carlsbad High School shared the following about the newly funded science lab Teacher's Assistant:

>> 100% of those polled agreed this new program allows teachers to incorporate more lab activities; 90% shared that it offers significant support to existing teachers, 80% believe it adds more time for students to conduct labs and 90% noted this additional resource enhances student scientific knowledge by better supporting teachers.

# **EDUCATIONAL INNOVATION AND MUSIC:**

>> Most English teachers found the computer-based MY ACCESS writing assistance program very useful, sharing that it improved students' overall writing abilities (93%) while also increasing the volume of the writing projects students complete (86%).

>> K-5 music teachers shared they believe that weekly music is valuable to our 5,000 elementary school students by building self-confidence, collaboration, math, and reading skills.

# COBO-TER

"Omni La Costa Resort & Spa applauds the Carlsbad Educational Foundation for its commitment to educational excellence in our

>> DENISE CHAPMAN, MARKETING DIRECTOR **OF OMNI LA COSTA RESORT & SPA** 

# HELP US MAKE

- Make a donation and make a difference for over 11.000 Carlsbad kids!
- Volunteer to be part of one of our programs or help with one of our special events.
- Help spread the word about the Foundation and our efforts to fund educational excellence in our schools.

To learn more about the Carlsbad Educational Foundation or to make a donation, visit CarlsbadEd.org



Like us on Facebook. facebook.com/CarlsbadEdFoundation



# **100%** OF YOUR DONATION TO CEF-EVERY SINGLE DOLLAR-GOES TO PROGRAM FUNDING.

In addition to investing nearly \$680,000 in targeted grants through programs that benefit the more than 11.000 students in the Carlsbad Unified School District, the Carlsbad Educational Foundation also operates four distinct programs that serve our community. These programs meet several needs of local families while earning income that helps cover nearly all the foundation's operating costs. As a result, every donation made to the CEF is able to help support grants directly benefiting our students!

# KIDS' CARE FOR K-5 STUDENTS

Operating since 1990 at every CUSD elementary school, CEF's Kids' Care offers a high-guality licensed childcare and educational enrichment program that provides safe, convenient, before and after school care for nearly 700 K-5 students each day. Registration is open year-round.

# AFTER SCHOOL ENRICHMENT PROGRAMS FOR K-8 STUDENTS

CEF operates fun and educational classes after school at all CUSD elementary and middle schools. Weekly classes are taught by credentialed teachers or specialists in their fields designed specifically to inspire and provide additional educational enrichment opportunities to students in kindergarten thru eighth grade in the areas of science, music, technology and the arts.

#### SUMMER ENRICHMENT PROGRAM FOR K-8 STUDENTS

Operating since 1990 at every CUSD elementary school, CEF's CEF operates a fun and enriching series of half-day camps each June-July, offering 60 programs designed specifically to inspire and teach students ages 5 to 14 in the areas of science, music, technology and the arts.

# CEF SUMMER ACADEMY FOR HIGH SCHOOL STUDENTS

CEF offers summer classes for advancement credit for students entering grades 9 through 12 in Carlsbad and surrounding school districts. The CEF Summer Academy program offers a variety of courses during an intensive 3 to 6 week session during the months of June and July. Full class schedules and registration materials are available at CEFAcademy.org.