



A MESSAGE



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 2013-2014 fiscal year marked our 31st 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 \$800,000 for programs that promote educational excellence for the more than 11,000 students in the Carlsbad Unified School District.

Our theme for this year's annual report, "Inspire," is central to what we hope to accomplish for our students. By funding a wide variety of targeted programs that go beyond what our public schools alone can offer, CEF enriches the academic and extracurricular experiences available to our students. When kindergarteners play their first musical instruments, we see them light up. When a 4th grader programs a robot for the first time, we see a passion ignite. And when 5th grade students travel to BizTown or solve a "CSI"-like case at Sage Creek High School, we see real-world learning come to life. We know these programs make a big difference in fostering a lifelong appreciation for education. They truly inspire students to learn more, accomplish more and thrive!

Simply put, CEF accomplishes exponentially more in our community by working closely with others to achieve our mission. From kindergarteners through high school seniors, we run direct service 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.

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 schools, the innovative "Project Lead the Way" program at Sage Creek, and "traveling" science lab

FROM THE
CHAIRMAN
OF THE
BOARD
AND
CHAIR-ELECT

Carlsbad Unified School District (CUSD) congratulates the Carlsbad Educational Foundation (CEF) on another successful year of partnership and collaboration.

CEF's strong relationship with CUSD and dynamic partnerships with business, parents and the greater community demonstrates that Excellent Schools are Everyone's Business. The programs CEF supports in our schools-from music to science to innovation to a multitude of enrichment opportunities at the classroom level-add tremendous value to our students' education.

Over the last year, our school district has undertaken an initiative to re-evaluate our mission and vision with the goal of focusing resources and energy on what matters most. We are investigating how our collective actions are paying off locally, regionally and nationally, asking whether our results demonstrate achievement and success, and whether we are delivering the type of education that our community expects and demands.

The Carlsbad Educational Foundation recognizes the importance of the collaboration among the school district, business community and city to improve the quality of life for Carlsbad residents. CEF is an essential player in supporting CUSD's mission of providing every student with an extraordinary education in an inspiring environment. Exposing students to enrichment opportunities that they might not otherwise experience is a hallmark of the foundation.

We look forward to many more years of partnering with the Carlsbad Educational Foundation to help our students grow and flourish.

>>DR. SUZETTE LOVELY, CUSD SUPERINTENDENT



teachers for 4th and 5th graders. These credentialed teachers play pivotal roles in bringing science to life for our students through hands-on coursework.

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

In addition to new and expanded areas of support, CEF remains 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 direct service programs, such as Kids' Care, After-School Enrichment, Summer Enrichment Camps and High School Summer Academy.

We look forward to continuing to inspire the more than 11,000 students in the Carlsbad Unified School District with the support of our many community partners. Thank you for your interest and support!

SINCERELY

PAT
HURLEY
Chairman
of the
Board



MICHELLE
GINN
Chair-elect

OUR VISION

Investing in Our Children's **FUTURE** Through Excellence in Education.

OUR MISSION

To provide increased educational opportunities for all students in the Carlsbad Unified School District by developing and funding impactful programs.

As part of our current strategic plan, CEF focuses district-wide grant-making in the areas of hands-on science, music and educational innovation.

CORE VALUES

IMPACT

Investing in programs that make a tangible difference for students

EQUITY

Ensuring that all students have equal access to high-quality programs

INTEGRITY & TRANSPARENCY

Holding the highest ethical and financial standards in conducting our mission

COLLABORATION

Actively seeking input and working with others to build positive partnerships

STRATEGIC PLANNING

Developing and implementing goals and strategies that advance our mission

GOALS

To promote student achievement of educational excellence in Carlsbad schools, CEF will:

Fund, develop and evaluate impact-oriented, well-defined, district-wide programs

Expand the Foundation's resources with an emphasis on diverse and sustainable revenue to distribute in excess of \$1 million per year to fund critical programs

Ensure that earned income programs cover CEF's operating expenses so that 100% of donations directly benefit students

Promote broad awareness and recognition of the Foundation through targeted branding and marketing efforts

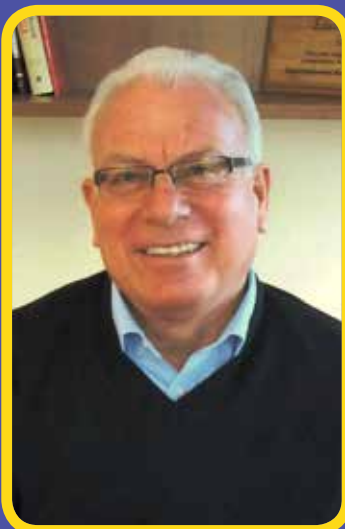
Uphold highly accountable and efficient business operations

KIDS' CARE



A MESSAGE FROM JOSE DE ANDA

DIRECTOR OF KIDS' CARE



At Kids' Care we strive to create a positive environment for learning and play. We provide a safe, convenient place for students to connect with their friends and the Kids' Care staff.

Our dedicated teachers and aides are committed to ensuring the safety of the children while providing exciting enrichment opportunities in STEM (Science, Technology, Engineering and Math) art, and physical fitness.

We continually introduce new programs to help foster each child's personal interests and make their time in Kids' Care both educational and fun!

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 nine 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

"I feel so lucky to know that my child is in excellent care while I am working. Thank you, Kids' Care, for all that you do."

>> KIDS' CARE
PARENT

"Overall just a great program, so thrilled that it is made available to our children at an affordable price!"

>> KIDS' CARE
PARENT



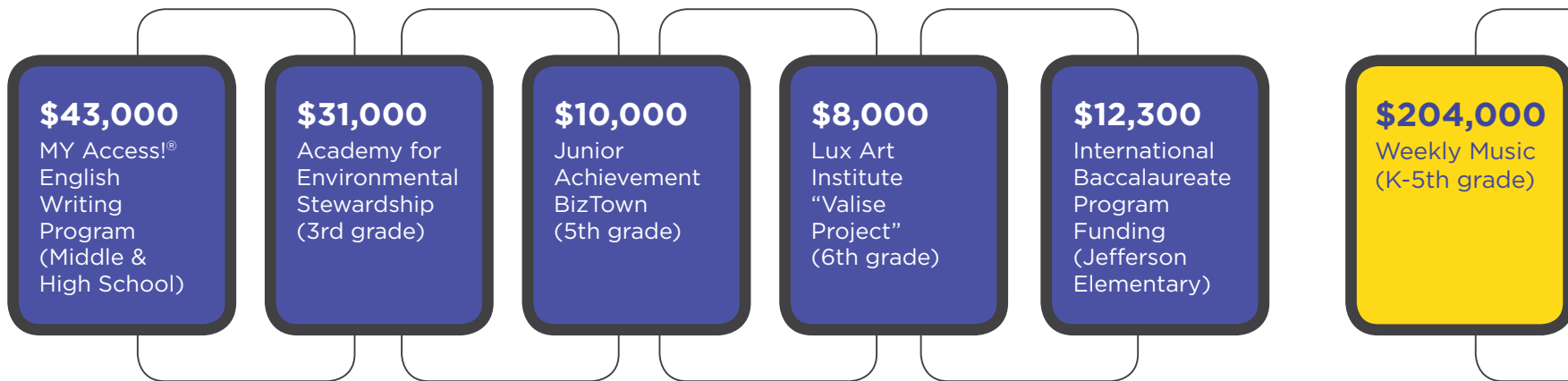
EDUCATIONAL IMPACT 2013 - 2014

TOTAL IMPACT: \$793,742

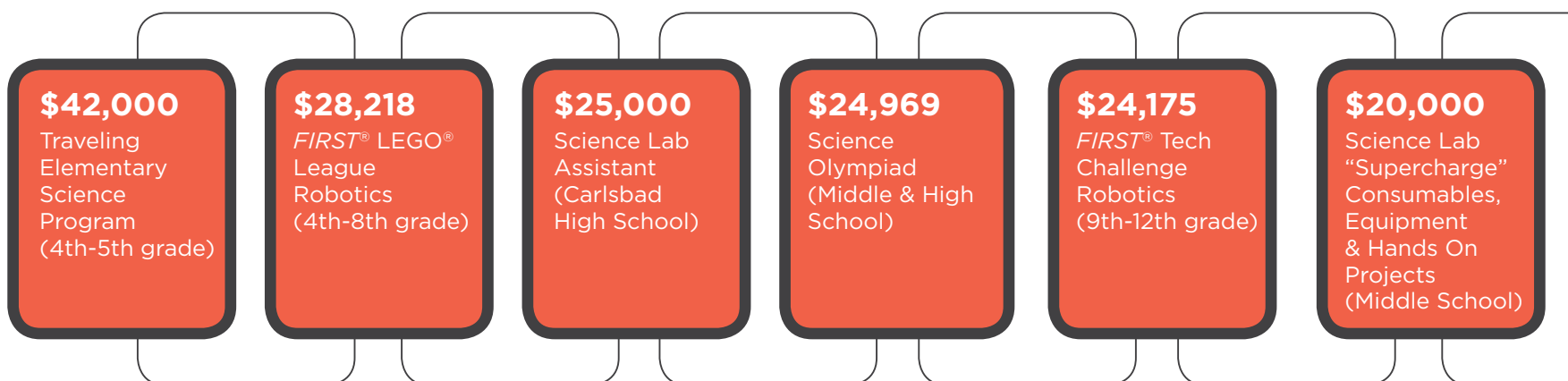
Proudly funding over 25 programs that make a difference for 11,000 students. Grants made to the Carlsbad Unified School District in 2013-2014 included the following:



EDUCATIONAL INNOVATION



HANDS-ON SCIENCE



OTHER PROGRAMS & RESTRICTED GRANTS

\$98,696 in year-end grants and other distributions to support CUSD, including designated donations and facility fees

\$63,562 in scholarship support to students enrolled in CEF's ASES Kids' Care childcare sites (Title 1)

\$22,081 in restricted donations for Coyote Cavern Productions at Calavera Hills Elementary and Middle Schools

\$14,832 for tuition-assistance scholarships to CEF's Kids' Care, After-School Enrichment, and summer program participants

\$10,000 in restricted donations to Carlsbad High School Track and Field

\$5,172 in tickets purchased to enable CUSD students to perform at the "Celebrate Carlsbad Day" event at LEGOLAND® California

\$5,031 in restricted donations to site specific robotics activities

\$2,284 given directly to local schools and organizations as an incentive for direct sales of Celebrate Carlsbad Day® tickets

STRICT-WIDE MUSIC

\$19,000

Music Coaches/ Specialists (Middle & High School)

\$19,000

Cultural Arts Center Theater Operations Assistance

\$10,000

Music Equipment/ Repairs (Middle & High School)

\$10,000

Musical Instruments (High School)

\$5,000

Carlsbad High School Spring Musical

\$1,000

Music Mentorship Transportation Allowance (Middle & CHS)

\$16,000

Carlsbad High School Science Department Technology/ Training

\$10,422

Science Lab Equipment (Carlsbad High School)

\$5,000

Science Camp Scholarships (6th grade)

\$4,000

Carlsbad High School STEM Professional Development



2013 - 2014

FUNDING SUPPORT TO THE CARLSBAD EDUCATIONAL

From September 1, 2013 - August 31, 2014

FOUNDATIONS & OTHERS

Adams Family Charitable Fund
The Air Products Foundation
Carlsbad Charitable Foundation
Carlsbad Firefighters Association L3730
Carlsbad Hi-Noon Rotary
The Charitable Foundation -
Berkshire Hathaway
HomeServices California Properties
City of Carlsbad
County of San Diego
Kiwanis Club of Carlsbad, CA
The Lloyd E. and Elisabeth H. Klein
Family Foundation
Maurice J. Masserini Charitable Trust
Nordson Corporation Foundation
The Kenneth T. and Eileen L. Norris Foundation
Pfizer Foundation
Qualcomm Charitable Foundation
The San Diego Foundation
Smith Walker Foundation
Soroptimist International of
Oceanside-Carlsbad
Subaru Foundation of America, Inc.
Wells Fargo Foundation

CORPORATE

Abbott Fund
Air Products & Chemicals, Inc.
Alphatec Spine
Balfour Beatty Construction
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Branded360
Brickman Group
BW Research Partnership Inc.
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Chapin Family Vineyards
Chick-fil-A
Cole Financial LLC
Competitor Group, Inc.
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Diagnostic Consulting Network
Digital Networks
Dupaco, Inc.
Easy Life Management
El Puerto Mexican & Seafood
Emcraft Systems LLC
Eric Hall & Associates
Ferguson Salon Management, Inc.
Fish & Richardson P.C.
Gafcon, Inc.
Google, Inc.
Gillespie Moody Patterson, Inc.
Houghton Mifflin Harcourt
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Interknowlogy
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Qualcomm
Regents Bank
Rita's Italian Ice
Rockwell Collins
Roto Rooter Plumbers
San Diego County Credit Union
San Diego Gas & Electric
School Spirit Pays, Inc.
Stater Brothers
Sub Zero Ice Cream & Yogurt
Sullivan Solar Power
The Lund Team, Inc.
Toyota Carlsbad
Toyota Dealer Match Program
Tri-City Medical Center
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Vertex Pharmaceuticals Inc.
ViaSat, Inc.
Wells Fargo Bank
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WLC Architects, Inc.

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Patrick Hurley
Michael and Lauri Hutchens
Evan and Claudine Jones
Moir Jones and Brian Schnese
Gary and Allison Kawano
Jim and Lisa Kelly
Paul and Judith LaBounty
Kent and Debbie Meyer
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IN KIND

24 Hour Fitness
 Activ8 Athleticism
 Albertsons
 All Star Signs
 Allen's Pizza
 AMF Eagle Lanes
 Agua Hedionda Lagoon Discovery Center
 Armstrong Garden Centers
 Aviara Golf Academy
 Beach Break Café
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 Belly Up Tavern
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 Boomers
 Buca di Beppo
 Budget Courier
 California Fruit Wine Company
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 Carlsbad Firefighter Association L3730
 Carlsbad Golf Center
 Carlsbad Police Department
 Casa De Bandini
 Cat Bramhall
 Chapin Family Vineyards
 Chef DK
 Chin's Restaurant
 Cielo's Boutique and Body Bar
 Cinépolis Luxury Cinemas
 Clients 1st Termite & Pest Control
 Coffee Bean and Tea Leaf
 Creation Graphic Design
 Crystal Catering
 Del Mar Thoroughbred Club
 Dermacare
 Dixon Golf
 eLive Life
 Elements Therapeutic Massage South Carlsbad
 El Norte Mexican Restaurant
 Emerald Isle Golf Course
 Fabulous Pelicans

Filipovitch & Co.
 Flippin' Pizza
 Fresco Trattoria
 Marshall and Loretta Foreman
 FroYo Love
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 Golf Mart
 Grand Pacific Resorts
 Guitars in the Classroom
 Emilie Hersh
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 Hilton Carlsbad Oceanfront Resort & Spa
 Hilton Garden Inn
 Maggie Hood
 Horace Mann Insurance Company
 Hornblower Cruises & Events
 Ideaworks
 Ignite Bistro & Wine Spot
 Japanese Friendship Garden
 Society of San Diego
 Jazzercise, Inc.
 Jersey Mike's Subs
 JLab
 Jeff Kassebaum Photography
 Ken Grody Ford
 King's Paddle Sports
 Knotts Berry Farm
 LA Boxing
 La Jolla Playhouse Theatre
 Las Olas Restaurant
 LEGOLAND® California
 Lisa DeGour
 Lost Abbey
 Cody Lovaas
 Manchester Grand Hyatt
 Maritime Museum of San Diego
 Medieval Times
 Marc Moody
 Moonlight Stage Productions
 Tom & Helen Moore
 MovieMax Theaters
 Museum of Making Music
 Museum of Photographic Arts
 New Village Arts Theatre
 Peder and Julie Norby
 North Coast Repertory Theatre
 North County Junior Golf Association
 Oakley, Inc.
 Omni La Costa Resort and Spa
 Pizza Port
 Port Brewing Company
 Pure Fitness
 Ralphs
 Reuben H. Fleet Science Center
 Rita's Italian Ice
 Rubio's Restaurants, Inc.
 Salon Helene
 San Diego Air & Space Museum
 San Diego Aircraft Carrier Museum USS Midway
 San Diego Botanic Garden
 San Diego Chargers
 San Diego Coaster Company
 San Diego History Center
 San Diego Museum of Art
 San Diego Museum of Man

San Diego Natural History Museum
 San Diego Padres
 San Diego Zoo
 Sea World® San Diego
 Señor Grubby's
 SKLZ
 Sparks Fly Images
 Spirito's Italian Diner
 Sprouts Farmers Market
 Spy Optics
 Star Theatre Company
 Starbucks
 Stone Brewing Company
 Sub Zero Ice Cream & Yogurt
 Surfin Fire Surf Camps
 Target
 TaylorMade Golf Company
 The Corner Bakery
 The Golf Mart
 The Gondola Company
 The Inn at Rancho Santa Fe
 The Landings at Carlsbad
 The New Children's Museum
 Tiffany & Spa at Cielo's Boutique
 and Body Bar
 Tim Gleason Photography
 Togo's
 Tony Hawk Foundation
 Trader Joe's
 Tri-City Medical Center
 UltraZone
 Carol Van Vooren
 Vons
 Kayci Wasko
 Weidner's Gardens
 Welk Resort San Diego
 Westcoast Paddle Sports
 Westin Horton Plaza
 Xtreme Frozen Yogurt
 Zonson Customization



“We really enjoy working with the kids, and they love building the most, but it is the most difficult to coach. If you can imagine kids in various stages of building things, with adults trying to help with tools and materials, and of course, the students wanting to test what they are building. This is where using our ViaSat facilities and getting more coaches involved has really helped organize things.”

**>> SHAMEEM HASHMI,
 VIASAT ENGINEER CHAIR**

INSPIRATION ... COLLABORATION ... IMPACT!

We are grateful for the tremendous support of so many Carlsbad community members who help us INSPIRE kids to explore, reach higher and try something new!

LOCAL CORPORATIONS

Since 2010, **ViaSat** has sponsored Science Olympiad teams at each of our middle and high schools. **ViaSat employees** serve as mentors and coaches, inspiring students to choose science and engineering as potential career paths.

"Challenging, belonging and crazy fun! That describes Science O! The mentors from ViaSat have given me immeasurable knowledge and opportunity!"

>> **Jenna Umphreyville, CHS Student**



STUDENTS

Carlsbad High School juniors **Erika Anderson and Rylie Bryant** wanted to share their passion for science with younger students, so they developed Simply Science!, an 8-week, volunteer-based science workshop for students in our Kids' Care after-school program.

Each week, high school instructors teach two to three hands-on experiments, inspiring our students to love science. Hats off to Erika and Rylie for creating this unique program and winning the CBS News INNOVATE 8 award in the field of STEM learning!



TEACHERS

Our dedicated **music teachers** spend extra hours preparing students for special performances and competitions. Their enthusiasm and dedication inspire kids to try a new instrument or become involved in the middle school band or orchestra.

"I like learning all the different instruments, especially the ukulele, recorder and bells! I would like to play a percussion instrument in middle school next year!" >> **Makena Hersh, Poinsettia 5th Grader**



We appreciate our dedicated 4th through 12th grade **FIRST® LEGO® League (FLL)** and high school **FIRST® Tech Challenge (FTC) Robotics coaches and District Coordinator, Anna Lozar**, who spend countless after-school hours preparing students for, and participating in, weekend competitions.

A very special thanks to the high school **FTC Robotics** students who mentor, coach and inspire younger **FLL** students while teaching them the value of hard work, innovation and creativity!





THANK YOU

to all of our generous sponsors who made our signature events and the programs we funded in the 2013–2014 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!

PREMIER SPONSORS



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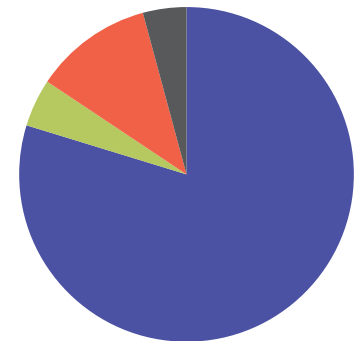
2013 2014

AUDITED FINANCIAL PROFILE

REVENUE & SUPPORT




Tuition & Fees	\$2,128,216
Contributions	\$123,240
Grants	\$305,518
Special Events (net)	\$112,138
Interest Income	\$1,278
Loss on sale of assets	(\$2,687)
Bad Debts	(\$3,437)
Total Revenues:	\$2,664,266
Change in Net Assets:	\$55,330
Net Assets at Beginning of Year:	\$562,741
Net Assets at End of Year:	\$618,071

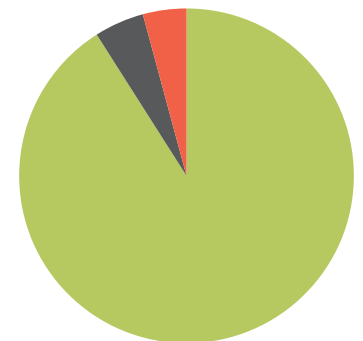
-  Tuition & Fees 80%
-  Contributions 5%
-  Grants 11%
-  Special Events 4%



EXPENSES

Program Services	\$2,373,729
Management & General	\$125,483
Fundraising	\$109,724
Total Expenses:	\$2,608,936

-  Program Services 91%
-  Fundraising 4%
-  Management & General 5%



Officers of the Board

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Mark Todd
Pacific Rim
Elementary

Georgiana Toso-Lapp
Buena Vista
Elementary

Samara White
Poinsettia Elementary

"At ViaSat, we're always looking for ways to promote science education for our future generations, and partnering with the Carlsbad Educational Foundation is a great way to do that. Through programs like Science Olympiad, we can build a future workforce by continuing the learning process out of the classroom, in a fun and hands-on way."

>> **TORY SEE, COMMUNITY RELATIONS AT VIASAT**

INSPIRING KIDS IN CARLSBAD EVERY DAY... THAT'S CEF!



IF YOUR 4TH - 12TH GRADE CHILD IS PARTICIPATING IN A ROBOTICS PROGRAM...THAT'S CEF! >> 100% of all program participants told us Robotics increased their interest in science and technology.

WHEN YOUR STUDENT TALKS ABOUT PLAYING DIFFERENT INSTRUMENTS IN MUSIC CLASS...THAT'S CEF TIMES 2! >> CEF funds \$204,000 for the K-5 weekly music program in all CUSD elementary schools and puts instruments into the hands of over 5,000 K-12 students.

IF YOUR MIDDLE SCHOOL STUDENT USES MY ACCESS! SOFTWARE FOR WRITING INSTRUCTION...THAT'S CEF! >> When students are better writers, they do better across a range of subjects. CEF funds MY Access! software to help students develop critical reading and writing skills and gain confidence in their writing.



IF YOUR MIDDLE OR HIGH SCHOOL STUDENT IS PARTICIPATING IN SCIENCE OLYMPIAD...THAT'S CEF! >> 95% of Science Olympiad participants said they may consider a career in programming, technology, medicine or another science-related career.

WHEN YOUR 5TH GRADER TALKS ABOUT THEIR AWESOME JUNIOR ACHIEVEMENT BIZTOWN EXPERIENCE...THAT'S CEF!

>> Collaborating with the Carlsbad Chamber, CEF pays for every 5th grader to experience what it's like to be a business owner, make financial decisions and learn about commerce for a day in this amazing 10,000 square-foot mini-city.



IF YOUR STUDENT COMES HOME TALKING ABOUT THE COOL EXPERIMENT THEY DID IN SCIENCE LAB...THAT'S CEF! >> 80% of the hands-on science experiments conducted in our middle school labs are made possible by CEF funding.

IF YOUR KIDS TOOK THE STAGE SINGING, DANCING AND PERFORMING SIDE BY SIDE WITH 45 YOUNG AMERICAN INTERNATIONAL PERFORMERS... THAT'S CEF! >>

>> CEF was delighted to bring the amazing Young Americans International Tour Summer Camp for kids grades 3 to 12 to Carlsbad for the first time ever!



GET INVOLVED!

- 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.

CEF regularly evaluates the programs we invest in. We track measurable outcomes and collect anecdotal evidence of impact. We know our programs are making a tangible difference in the lives of CUSD students!



“Omni La Costa Resort & Spa applauds the Carlsbad Educational Foundation for its commitment to educational excellence in our community.”

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



In addition to investing nearly \$800,000 in targeted grants through programs that benefit the more than 11,000 students in the Carlsbad Unified School District, the Carlsbad Educational Foundation operates four distinct programs that serve our community.

These programs meet the needs of local families while earning income that helps cover the foundation's operating costs. **As a result, 100% of every donation made to CEF goes to the programs we fund, directly benefiting our students!**

KIDS' CARE FOR ELEMENTARY SCHOOL STUDENTS

Operating at every CUSD elementary school since 1990, Kids' Care offers a high-quality, licensed childcare and educational enrichment programs that provide safe, convenient, before- and after-school care for transitional kindergarten through 5th grade students. Registration is open year-round.

SCHOOL-YEAR ENRICHMENT PROGRAMS FOR K-12 STUDENTS

CEF operates fun and educational extracurricular classes and camps during the school year on CUSD campuses. Taught by credentialed teachers and specialists in the fields of science, music, technology and the arts, these classes are designed to inspire and provide additional educational enrichment opportunities for students.

SUMMER ENRICHMENT PROGRAM FOR K-12 STUDENTS

CEF operates a fun and enriching series of half-day camps June through August, offering 60 programs designed specifically to inspire and teach students ages 5 to 18 in the areas of science, music, technology and the arts.

CEF SUMMER ACADEMY FOR HIGH SCHOOL STUDENTS

CEF offers fully accredited summer courses for advanced high school credit to students entering grades 9 through 12 in Carlsbad and surrounding school districts. The CEF Summer Academy program offers a variety of courses during intensive three- to six-week sessions in June and July. Full class schedules and registration materials are available at CEFAcademy.org.

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



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



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