



# A MESSAGE

## FROM THE BOARD CHAIR AND CEO

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

The 2014 - 2015 fiscal year marked our 32nd year as a local education foundation serving Carlsbad and enriching the education of its students. Our mission is to support programs that provide educational excellence for more than 11,000 students in the Carlsbad Unified School District.

Our theme for this year's impact report, "Passion," is truly the reason we are here. By partnering with local companies, individuals and community leaders in Carlsbad, CEF is able to provide opportunities that fuel the passion of Carlsbad students. We will accomplish exponentially more by working closely with others to achieve our mission.

From kindergarten through high school seniors, CEF operates direct-service programs and provides grants to our schools that create new and innovative educational opportunities. Many, if not all, of CEF's funded programs would not exist without your support. Thanks to strong community involvement, CEF continues to attract funders who are helping elevate education in our schools while closing the gaps caused by ongoing state and federal funding shortfalls. Together, we're making a big difference in the lives of Carlsbad students!

Programs like elementary school "Science Days" allow all of our elementary students to experience a day or a week of hand-on science experiments. From dissecting squid, to extracting DNA from a strawberry, students are challenged to "think like a scientist." From weekly music instruction for our elementary students, to supporting our high schools' musical productions, this year's programs came to life because of donors and supporters like each of you.

Carlsbad Unified School District celebrates with Carlsbad Educational Foundation on another successful year of partnership and collaboration.

In the CUSD we believe that education is the currency for a better future. In fact, it's impossible to have a vibrant community without vibrant schools.

The Foundation recognizes the importance of the collaboration between the school district, the business community, and the City to enhance education for our children and improve the quality of life for Carlsbad residents. Exposing students to enrichment opportunities that they may not otherwise experience is a hallmark of the Foundation. Whether it's Science Olympiad, music programs, or LEGO Robotics, the Carlsbad Educational Foundation ensures that students have the inspiring programs that extend learning beyond the classroom.

The programs the Foundation 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.

We are proud that CEF, and all of our partners—employees, foundations, parents, business community, the City, and post-secondary—"Stand By Us" working together towards our mission to provide every student an extraordinary education in an inspiring environment.

We congratulate CEF on another year of successful programs, and look forward to many more years of our partnership.

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



Working closely with 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.

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, 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, 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 JOIN US in our commitment to educational excellence.

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

**SINCERELY**

PAT  
HURLEY  
Board  
Chair



MICHELLE  
GINN  
CEO

# MISSION MOMENTS

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

## SCIENCE IN A SACHEL

**Location: San Diego Botanic Garden**

This classroom and on-site program for second graders brings a unique outdoor classroom experience. The program will focus on plant adaptation, specifically comparing how plants adapt to a desert versus a rainforest environment—a lesson that ties directly to the Next Generation Science Standards for second grade students.



## THIRD GRADE ENVIRONMENTAL STEWARDSHIP PROGRAM



**Location: Agua Hedionda Lagoon Foundation Discovery Center**

More than 850 third graders have multiple visits to the Agua Hedionda Lagoon Foundation Discovery Center to participate in the Academy for Environmental Stewardship. This powerful hands-on program brings social studies and science to life while providing our students with standards-based, actionable knowledge about our environment and its care.

## SCIENCE DAYS

**Location: Every CUSD Elementary School**

Teachers, parents, local companies and community partners come together at each elementary school to organize captivating science presentations and hands-on science experiments for more than 5,000 students district-wide. From dissecting squid, to extracting DNA from a strawberry, students are challenged to “think like a scientist.” Many students describe Science Day as their favorite of the entire school year!



## SCIENCE OLYMPIAD

**Location: ViaSat Corporate Offices**

Science Olympiad is a middle school and high school team competition in which students compete in ‘events’ pertaining to various scientific disciplines, including earth science, biology, chemistry, physics, and engineering. Through a partnership with ViaSat, where the Science Olympiad program is supported by employees who volunteer their time as coaches and mentors, students are provided with the opportunity to experience science on-site, with experts in their field.



## JUNIOR ACHIEVEMENT BIZTOWN

**Location: Junior Achievement San Diego**

Carlsbad fifth graders travel each year to BizTown, a 10,000 square foot permanent mini-city with 19 life-size businesses, a nonprofit organization and a city hall. After four weeks of in-class curriculum, students become business owners, make financial decisions, explore philanthropy, and pay taxes during a day filled with hands-on experiences.



## FIRST ROBOTICS

**Location: ViaSat Corporate Offices**

Across the school district, our FIRST Robotics Program challenges teams of students in grades 4-12 to design, build, program and compete their robots against those of other teams. Students are introduced to real-world engineering and math, while learning and critical thinking, team-building and presentation skills.



# CORE VALUES

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

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

Developing and implementing goals and strategies that advance our mission

## STRATEGIC PLANNING

Actively seeking input and working with others to build positive partnerships

## COLLABORATION

Holding the highest ethical and financial standards in conducting our mission

## INTEGRITY & TRANSPARENCY

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

## EQUITY

Investing in programs that make a tangible difference for students

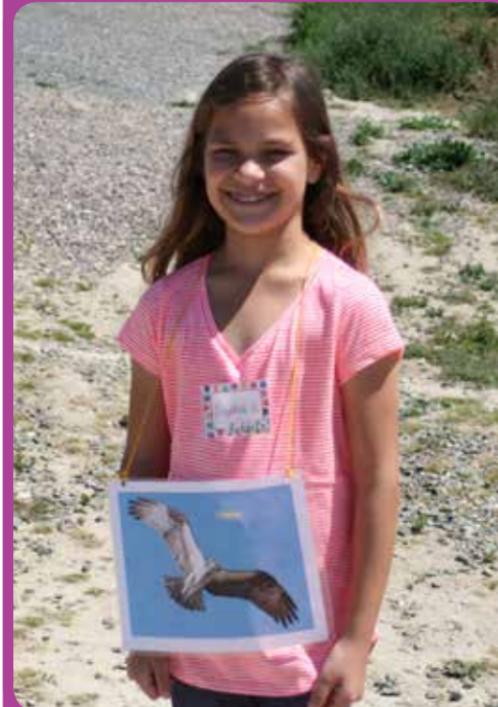
## IMPACT

**100% OF ALL DONATIONS TO THE FOUNDATION - EVERY SINGLE DOLLAR - GOES TO PROGRAM FUNDING**

In addition to investing more than \$750,000 in targeted grants through programs that benefit the school district, the Foundation operates four distinct programs that serve our community.

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

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!



"The Foundation provides more opportunities for our kids than so many organizations. With the additional programs they fund and create, our local children are given an additional advantage to thrive. Omni La Costa Resort & Spa has been a cornerstone in Carlsbad for years and actively support the Foundation because we believe in the investment of our youngest citizens."

**>> PATSY BOCK,  
DIRECTOR OF SALES & MARKETING  
OMNI LA COSTA RESORT & SPA**

**To learn more about the Carlsbad Educational Foundation or to make a donation, visit [CarlsbadEd.org](http://CarlsbadEd.org)**



## SERVING STUDENTS & THEIR FAMILIES

### KIDS' CARE FOR ELEMENTARY SCHOOL STUDENTS

Kids' Care is a licensed before-and-after school childcare program at every CUSD elementary school. Kids' Care is known throughout Carlsbad for its experienced childcare staff, varied enrichment offerings and convenient onsite locations.

### SCHOOL YEAR ENRICHMENT PROGRAMS FOR K-12 STUDENTS

From Ukuleles and Awesome Art, to Minecraft Coding and more, CEF offers fun and educational afterschool enrichment classes in science, music, technology, and arts during the school year on Carlsbad campuses.

### SUMMER ENRICHMENT PROGRAM FOR K-8 STUDENTS

The Foundation also organizes an amazing series of more than 50 half-day camps from June through August. Our camps-including Dirt Detectives, Musical Theater, Petite Picassos and many more-are designed to inspire students in the areas of science, music, technology and the arts.

### HIGH SCHOOL SUMMER ACADEMY

Serving all of north San Diego County, we offer fully accredited, WASC and NCAA approved summer courses for advanced high school credit to students entering grades 9 through 12 in. The summer program offers a variety of courses during intensive three to six week sessions in June and July.

### SOAR FOR MIDDLE SCHOOL STUDENTS

The Foundation also offers an afterschool program at every CUSD middle school. Students Obtaining Academics and Recreation or SOAR, provides academic support, leadership development opportunities and engaging STEAM enrichment activities.



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# EDUCATIONAL IMPACT 2014 - 2015

**TOTAL IMPACT: ~\$766,000**

Proudly funding over 25 programs that make a difference for 11,000 students. Grants made to the Carlsbad Unified School District in 2014-2015 included the following:



## OTHER PROGRAMS & RESTRICTED GRANTS

**\$100,349.70** in year-end grants and other distributions to support CUSD, including designated donations and facility fees

**\$54,639** in scholarship support to students enrolled in CEF's ASES Kids' Care childcare sites (Title 1)

**\$23,087.51** in restricted donations for Coyote Cavern Productions at Calavera Hills Elementary and Middle Schools

**\$15,634** for tuition-assistance scholarships to CEF's Kids' Care, After-School Enrichment, and summer program participants

**\$10,000** in restricted donations to CHSTV

**\$3,780** in tickets purchased to enable CUSD students to perform at the "Celebrate Carlsbad Day" event at LEGOLAND® California

**\$15,567.22** in restricted donations to site specific robotics activities

**\$1,019** given directly to local schools and organizations as an incentive for direct sales of Celebrate Carlsbad Day® tickets

**\$3,000** in LEGOLAND® field trips for CUSD 1st graders

## EDUCATIONAL INNOVATION



## HANDS-ON SCIENCE



## DISTRICT-WIDE MUSIC



# 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!

Thank you to all of the donors who support our efforts to fund impactful academic and extracurricular experiences for Carlsbad students! We are proud of our partnerships with many corporations, foundations and individual donors who are committed to helping us achieve this goal!

This community support helps us inspire kids and find their passion through music, science and innovative programs that enrich their lives. Together, we are making a difference for our students and a major impact on the Carlsbad community!

Every donation, large or small makes a real difference and 100% of all donations, every single dollar, goes to program funding!



# Carlsbad Educational Foundation



# THANK YOU

...to all of our generous sponsors who made our signature events and the programs we funded in the 2014-2015 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



## PROGRAM SPONSORS



## SPECIAL EVENT SPONSORS



# 2014 AUDITED 2015 FINANCIAL PROFILE

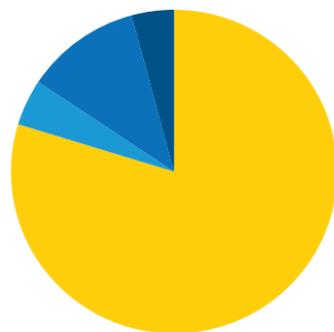
## REVENUE & SUPPORT

Tuition & Fees	\$2,331,253
Contributions	\$154,324
Grants	\$555,881
Special Events (net)	\$137,605
Interest Income	\$3,017
Loss on sale of assets	(\$2,218)
Bad Debts	(\$3,859)

Total Revenues: \$3,176,003

Change in Net Assets:	\$86,093
Net Assets at Beginning of Year:	\$618,071
Net Assets at End of Year:	\$704,164

- Tuition & Fees 73%
- Contributions 5%
- Grants 18%
- Special Events 4%

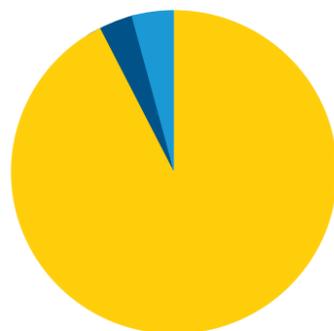


## EXPENSES

Program Services	\$2,886,185
Management & General	\$95,617
Fundraising	\$102,886

Total Expenses: \$3,084,688

- Program Services 94%
- Fundraising 3%
- Management & General 3%



### CEF Officers of the Board

**Pat Hurley**  
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Insurance Services

**Dave Irvine**  
Treasurer  
ViaSat, Inc.

**Marc Moody**  
Secretary  
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Law Offices of Bart  
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Qualcomm QCT Inc.

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Ed.D, CSUSM

### Carlsbad Educational Foundation Staff

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Finance Manager

**Jose De Anda**  
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**Cheryl Freeman**  
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**Lisa Gianelli**  
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**Rose Linehan**  
Science Olympiad  
Coordinator

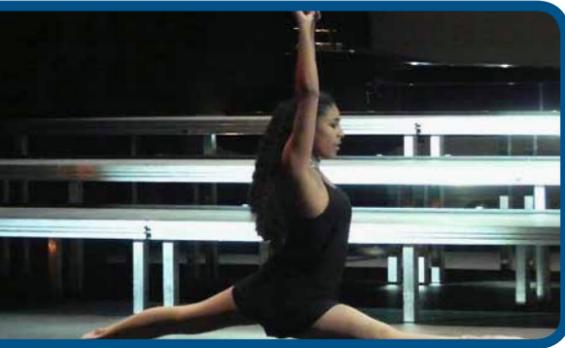
**Devon Manuel**  
Administrative  
Assistant

**Sharon Byers**  
Finance Assistant

"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!



## I FOUND MY PASSION FOR MUSIC, THANKS TO THE CEF!

>> **Sophia Marks, 2015 CHS Junior**

Sophia is pursuing her love for music through the Carlsbad High School Encore and Sound Express music groups. Her passion was sparked at an early age when she saw her first Broadway show. Sophia knew every word to the Wicked soundtrack by the time she was 6 years old. She first got involved with music at Jefferson Elementary School through a Carlsbad Educational Foundation music program.

*"I loved my elementary weekly music class and decided to start choir in third grade and join guitar club in fifth-grade. I eventually joined Showstoppers at Valley Middle School and realized how important performing is to me. Music opportunities funded by the Carlsbad Educational Foundation have greatly impacted my life. I truly don't think I would be who I am today if I hadn't gotten involved with music."*



## I FOUND MY PASSION FOR SCIENCE, THANKS TO THE CEF!

>> **Erika Anderson, 2015 CHS graduate, Mechanical Engineering, MIT**

Erika credits the Foundation's Science Olympiad program for nurturing her love for science as a sixth-grader at Calavera Hills Middle School. She is currently a freshman at MIT, studying mechanical engineering.

*"The Foundation's hands-on science experiences inspired me to seek out more opportunities to learn. You can only scratch the surface of math and science in the classroom, so I encourage anyone who is interested in pursuing science to find a way to learn more. Biology is more than just planes and animals, physics is more than just dropping a ball from the top of a building, and yes, math is actually applicable in real life!"*

*"I love developing robots and all the craziness that ensues. It is a whole process, from coming up with the innovative ideas to getting them to work. Sometimes the robot does something completely unexpected...it's part of what makes it so exciting."*

>> **John Potz, 2015 CHS Senior**

John's passion for robotics was ignited in fifth grade at Kelly Elementary School. Now John is a robotics team captain at Carlsbad High as well as a mentor to peers and younger robotics students. His dream is to attend an engineering college.

## 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.

# KIDS' CARE

BEFORE-AND-AFTER SCHOOL  
CHILDCARE AND ENRICHMENT  
PROGRAM



### WHAT

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

### WHO

Kindergarten through 5th grade students

### WHERE

All nine CUSD elementary school campuses

### WHEN

Daily from 7am to 6:25pm, when school is in session; during most school holidays and the summer

"Great programs and a terrific help for working parents."

>> **KELLY, '15  
KIDS' CARE PARENT**

"The staff really seems to engage with each and every child and make sure they are connecting with the program, getting the most out of Kids' Care!"

>> **JEFFERSON, '15  
KIDS' CARE PARENT**

## 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 staff.

Our dedicated teachers and aide are committed to ensuring the safety of the children while providing exciting and enriching STEM opportunities and physical fitness.

We continually introduce new programs and presentations in to help foster each child's personal interests and make their time in the after school programs fun and enriching!"





5631 Palmer Way, Suite L • Carlsbad, CA 92010 • 760•929•1555 [CARLSBADED.ORG](http://CARLSBADED.ORG)

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