

A young man with dark, wavy hair and glasses is smiling and holding a large, reddish-brown double bass. He is wearing a dark blue button-down shirt and jeans with a rainbow-colored belt. The background shows a garden with tall, feathery plants and a building with a blue roof under a clear sky.

# OUR STORY **2017 Impact Report**

Carlsbad  
Educational  
Foundation







## OUR MISSION

Our Mission is to invest in our children's future success through education for all students in the Carlsbad Unified School District by developing and funding impactful programs.

CARLSBADED.ORG

ON THE COVER

**ETHAN MEADE**

CARLSBAD HIGH SCHOOL JUNIOR

## DEAR CARLSBAD COMMUNITY



This year, our community is speaking for itself instead of us doing the talking for them.

I am honoured to introduce you to Aaron, Ethan, Aja, and Melisa. These members of our Carlsbad public school community have embraced the opportunities provided to them through CEF programs and have their own stories to tell. We are honoured that the foundation on which they build their dreams is built in partnership with generous community members and corporate partners, like you.

At the core of our mission are educational programs in science, music, and innovation. The stories from our students and educators demonstrate our mission and passion for enriching the lives of every child in the Carlsbad Unified School District.

The successes you'll read are told through the eyes of those impacted by programs you fund. We are thrilled to share these stories with you.

-MICHELLE GINN, CEO

We have several new programs this year that actualize the vision of CEO Michelle Ginn and our Board of Directors to serve students where they need us most.

The CEF Scholarship program provided six graduating students from Carlsbad high schools \$1,000 to use towards their higher education.

The CEF Student Leadership Academy engages high school students in leadership development and community engagement. It partners with local non-profits and corporate partners to share in impact in our community. Our young leaders serve as student ambassadors and complete a capstone project.

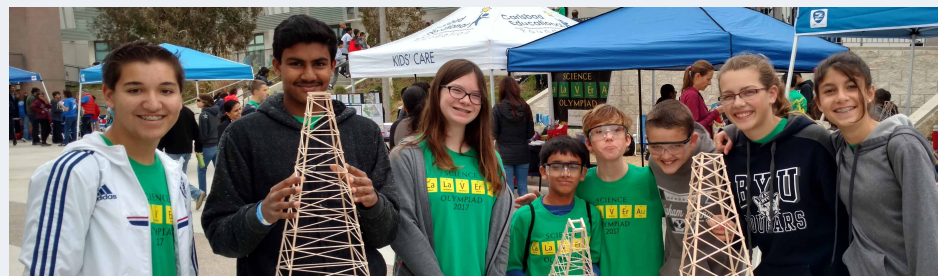
We will continue to develop programs that inspire the students and educators of the Carlsbad Unified School District and look forward to creating more chapters of our students' stories.

- SCOTT RUNNER, BOARD CHAIR



# DONORS, THANKS TO YOU WE WERE ABLE TO...

**SERVE** **2,521**  
middle school students in the  
Science Lab Supercharge program



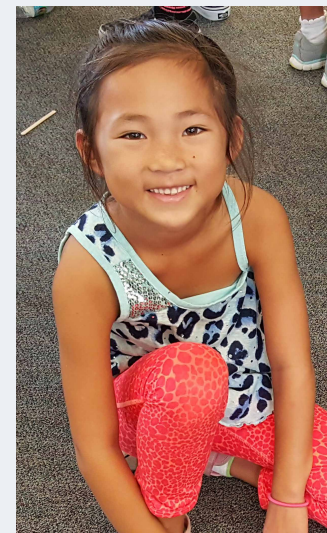
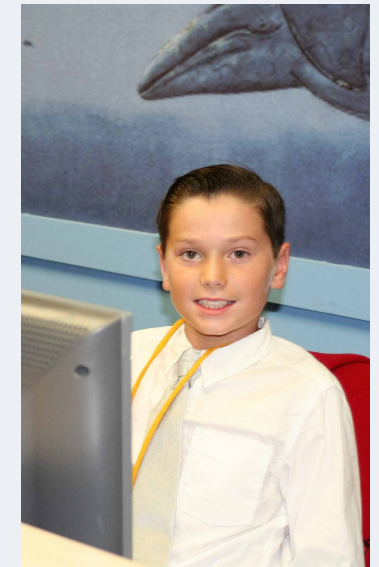
**GRANT** in Kids' Care scholarships to  
disadvantaged Carlsbad families  
**\$65,000**



**AWARD** **6**

CEF Scholarships to  
Carlsbad seniors

**PROVIDE**  
Junior Achievement's BizTown program to  
**845**  
5th grade students

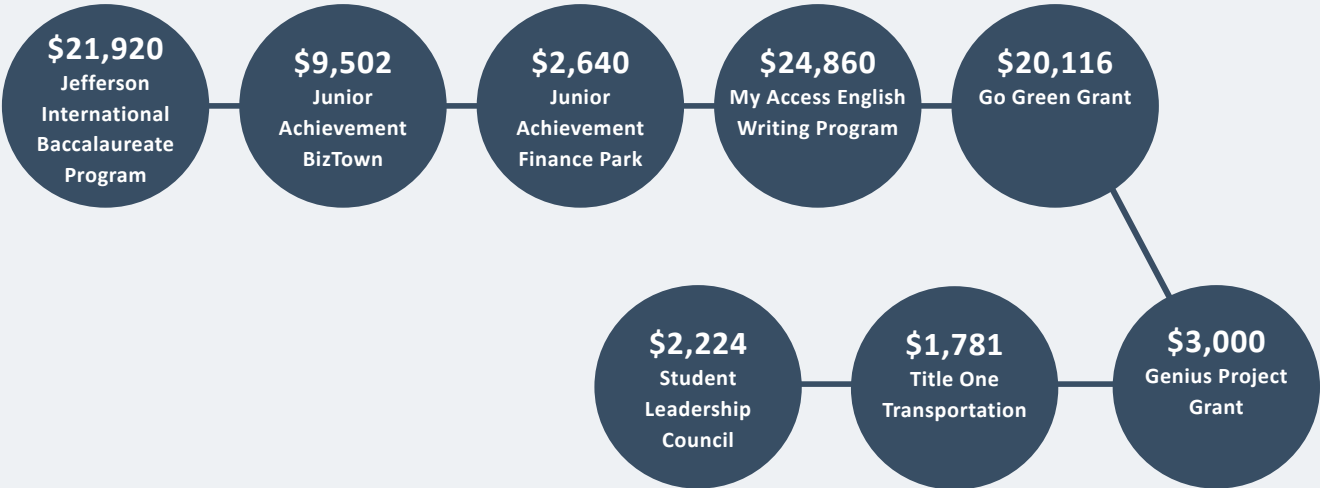


**ENRICH**  
the lives of  
**5,023**  
elementary school students through  
K-5 Elementary Music

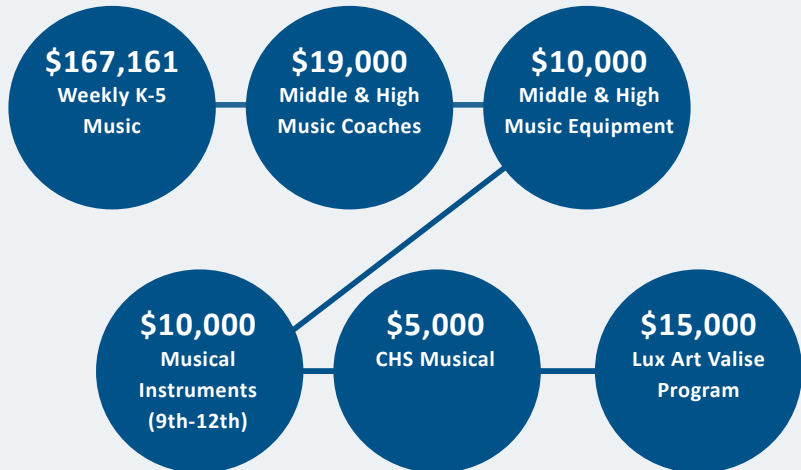
# AUDITED FINANCIAL REPORT 2016-2017

Total Impact = \$825,695

## EDUCATIONAL INNOVATION = \$80,043



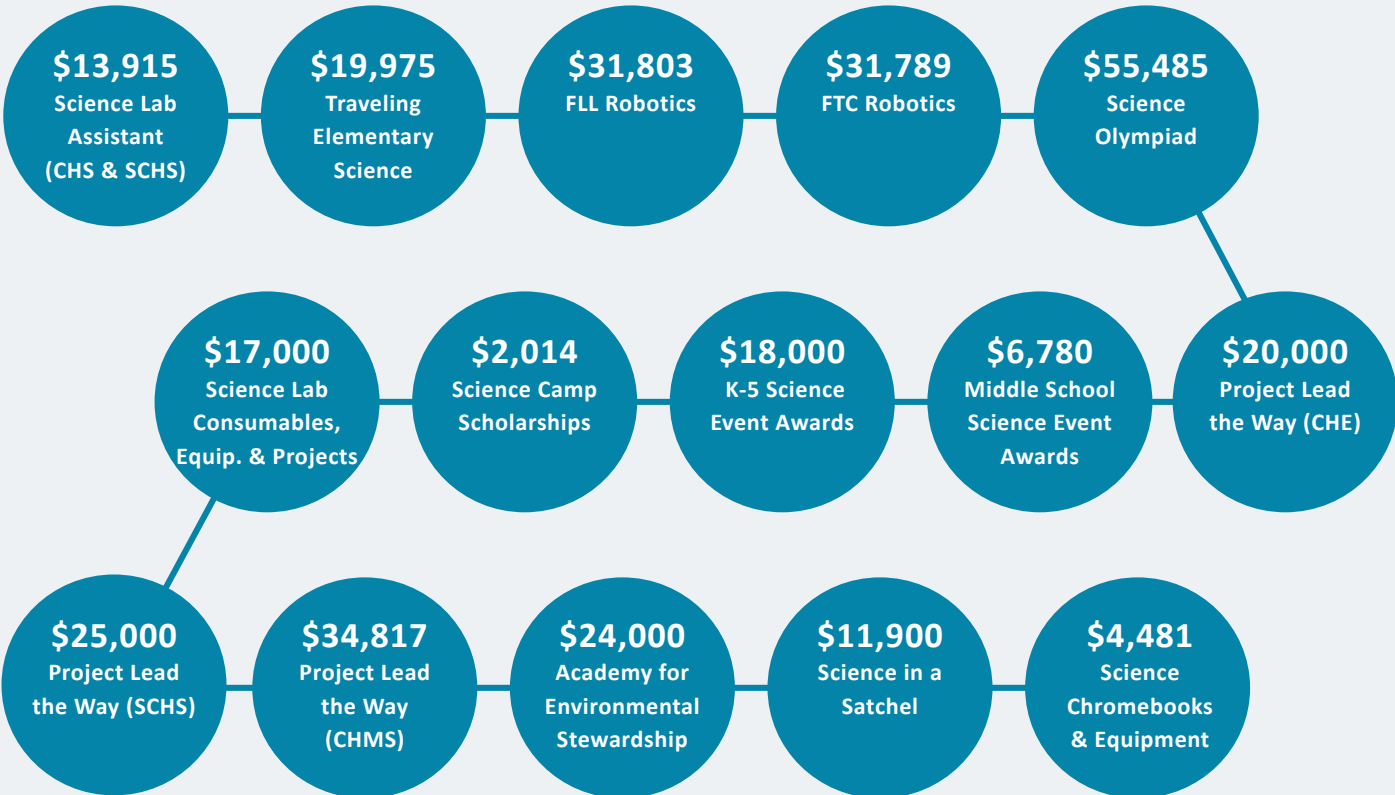
## DISTRICT-WIDE MUSIC = \$226,161



## OTHER PROGRAMS & RESTRICTED GRANTS = \$196,530

\$135,331	Year-end grants and other distributions to support CUSD, including designated donations and facility fees
\$9,692	Tuition-assistance scholarships to CEF Kids Care, after-school enrichment, and summer program participants
\$6,000	College Scholarships
\$23,527	Restricted donations for Coyote Cavern Productions at Calavera Hills
\$1,488	Proceeds from tickets purchased for students to perform at the Celebrate Carlsbad Day™ event at LEGOLAND® California
\$20,493	Restricted donations to site-specific robotics activities

## HANDS-ON SCIENCE = \$316,961







# INSPIRING STEM EDUCATION



I attended Super STEM Saturday, a local event, and saw a booth where people were building Scribble-Bots. These robots teach students about balanced and unbalanced forces and the effect of motion on the body.

The event motivated me to research curriculum on Scribble-Bots from the Exploratorium in San Francisco. I wanted to implement this new robotics and physics-based curriculum to my students.

Because of the Carlsbad Educational Foundation’s Science Lab Supercharge program, I was able to order the parts for the project and implement this new robotics and physics-based curriculum within two weeks.

AARON SOTILLE,  
CALAVERA HILLS MIDDLE SCHOOL  
SCIENCE TEACHER

You help fund the programs in STEM (science, technology, engineering, and math) that give our students a superior science curriculum with innovative equipment, hands-on labs, robotics, and exclusive Science Days.

Programs like Science Lab Supercharge allow our students to connect school curriculum with real life, which sets them up for a professional career and future success.

# 2,521

NUMBER OF STUDENTS BENEFITTING FROM  
THE SCIENCE LAB SUPERCHARGE PROGRAM



# PROVIDING MUSIC EDUCATION

Your support provides weekly music instruction to all Kindergarten through fifth-grade students.

In middle and high school, you help provide music specialists, music instruments, instrument repairs, and funding for the Carlsbad High School spring musical.



I’ve been lucky to have music in my life since Kindergarten at Jefferson Elementary.

Drum circle, Kazoos, weekly instruction and 5th-grade guitar club helped build a foundation and ignite a passion for musical expression.

I started playing double bass in the orchestra at Valley Middle School, which led to chamber orchestra, jazz band and gig groups at Carlsbad High School.

As a junior, music is guiding certain college decisions, while shaping an ideal career path for the future.

I’m thankful for the many opportunities music has brought into my life and am grateful to the Carlsbad Educational Foundation for supporting aspiring musicians throughout our schools.

ETHAN MEADE,  
CARLSBAD HIGH SCHOOL JUNIOR

# 5,023

NUMBER OF K-5 STUDENTS WHO  
RECEIVE WEEKLY MUSIC INSTRUCTION







“I credit my drive to reach my goals and immense work ethic to BizTown.”

Before BizTown, the concept of a career when I grew up was a foreign one. Being a reporter at the NBC news studio station at BizTown helped shape my dreams and lead me to what will hopefully become my career path.

As a junior at Carlsbad High School, I received the opportunity to go on a 12-day summer research project in Johannesburg, South Africa, to analyze the immense amount of rhino poaching occurring within the region.

Acceptance into this program is a once-in-a-lifetime experience.

I would not have been chosen to be a part of the small group without the essential skill set I began to learn from the BizTown project.

In BizTown, I went through a series of ‘real life’ interviews to show my passion to be an NBC news reporter. This mock experience gave me confidence for the interviews to be part of the small CHS group that visited South Africa.

I credit my drive to reach my goals and immense work ethic to my BizTown experience.

AJA WARD  
SOPHOMORE, CARLSBAD HIGH SCHOOL

841

NUMBER OF 5TH GRADE STUDENTS  
ENROLLED IN THE BIZTOWN CURRICULUM

# ENRICHING EDUCATIONAL INNOVATION

Your support provides innovative educational experiences, like **Junior Achievement’s BizTown**, to every student in Carlsbad public schools.

These fully-funded programs connect our students’ education with a global perspective and teach leadership and career readiness skills.



# EXPANDING WITH EARNED INCOME

**Kids' Care** is a high-quality, affordable, state-licensed childcare and educational enrichment program on each elementary school campus. It is a safe place for students to go before and after school.

Kids' Care program highlights include homework club, outdoor activities, enrichment classes, STEM curriculum, and service projects.



You probably don't think of Carlsbad as a community that has many underprivileged kids. But in my Kids' Care classroom, I work with many students that come from difficult backgrounds, including children that don't have a permanent home.

MELISA ESTRELLA  
KIDS' CARE SITE DIRECTOR  
JEFFERSON ELEMENTARY

# \$65K

AMOUNT OF KIDS' CARE SCHOLARSHIP  
DOLLARS GRANTED TO FAMILIES







### Elementary Schools

This year, Thermo Fisher engaged employees to volunteer at several Science Day events, teaching students about the principles of flight and the importance of working as a team to build K’NEX airplanes!

### Middle Schools

Our Calavera Hills Middle School students received a real-world lesson when nine Thermo Fisher scientists volunteered in their class to support a lesson about DNA. The students participated in a forensic lab using gel electrophoresis to match DNA to “suspects” to solve the crime in a clever real-world example! Partnering with CEF, Thermo Fisher plans to roll this program out to all middle schools in the 2017-18 school year.

Thermo Fisher Scientific Inc. is a partner inspiring Carlsbad students!

#### WHAT STUDENTS SAID ABOUT THEIR EXPERIENCE AT THE GEL ELECTROPHORESIS LAB:

“ The bigger strands of DNA stay at the top where the smaller moved toward the bottom during electrophoresis. I find it interesting that we could find out the suspect just through the gel! ”

- 8th Grade Participant, CHMS

“ You can separate and identify DNA. You can see who is related and who is not. One in 7 billion can possibly have the same DNA. ”

- 8th Grade Participant, CHMS

# ENGAGING COMMUNITY PARTNERS

Thermo Fisher Scientific Inc. employs more than 55,000 people worldwide and is an active partner in the education of its employee’s children. Since 2009, Thermo Fisher Inc. has donated more than \$200,000 to CEF to support programs like FIRST® LEGO® League Robotics, Elementary and Middle School Science Days, as well as supported our Celebrate Carlsbad Day™ and Carlsbad Golf Classic events.



# 2016-2017 HIGHLIGHTS



## STUDENT LEADERSHIP COUNCIL LAUNCH

This empowering program for high school students of the Carlsbad Unified School District provides members the opportunity to develop life-long leadership skills while supporting CEF’s mission. The program curriculum is built on four pillars: Community Non-Profits, Corporations and Community Engagement, Leadership Development, and Serving as Student Ambassadors.

## CEF SCHOLARSHIPS

CEF awarded six \$1,000 scholarships to graduating seniors from both Carlsbad and Sage Creek High Schools.

Carlsbad Educational Foundation scholarships are intended to encourage students to pursue careers in the fields of STEM, Music, or Innovation. Two of the scholarships, sponsored by ViaSat, were awarded specifically to students who participated in the Science Olympiad program.

## NORDSON TECH TIME

In partnership with Nordson Corporation, CEF launched the Nordson Tech Time Challenge for middle school students. This program increases awareness of STEM education and creates future STEM leaders at an early age. Challenge participants are assigned a “real-world problem” and compete for the best solution in an essay format. A winner is chosen in each grade level, 6-8, at every CUSD middle school. Winners receive prizes like iPads and more!

## SCIENCE OLYMPIAD

Science Olympiad is a team sport for STEM enthusiasts. Its competitions are like academic track meets, consisting of a series of 23 team events for middle and high school students. This year, 242 Carlsbad students participated. At the final competition in February, eight of our middle school teams placed in the Top 20, and two placed in the Top 10. In the high school division, 34 teams placed in the Top 20, five placed in the Top 10, and seven placed in the Top 5!





THANK YOU  
TO OUR SPONSORS &  
COMMUNITY PARTNERS



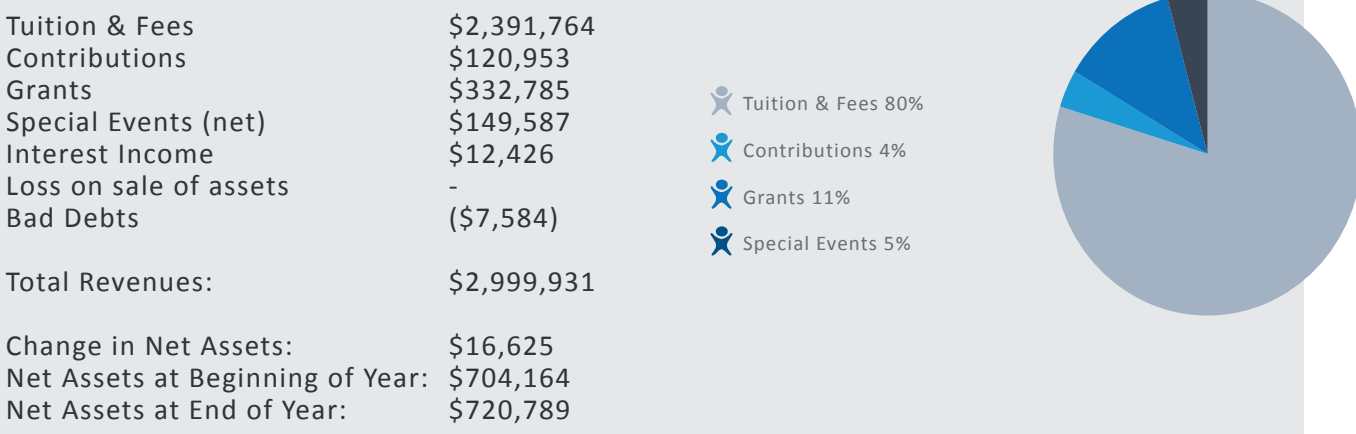
SPONSORS & COMMUNITY PARTNERS - *Listed Alphabetically*

Alta Vista Insurance Company	Morrison Insurance Services, Inc.
Beach City Smoothies	Nordson
Blaze Pizza	Omni La Costa Resort & Spa
BW Research Partnership	Pieology
California State University San Marcos	Piper Jaffray
Cal-Sorrento, Ltd.	Regents Bank
Cape Rey Carlsbad, A Hilton Resort	Repromagic Printing Solutions
Carlsbad High Noon Rotary	Republic Services Inc.
Carlsbad Magazine	Rockwell Collins
Carlsbad Premium Outlets	San Diego County Employees' Charitable Organization
City of Carlsbad	San Diego County Music Exchange
Datron World Communications	SDG&E
Diagnostic Consulting Network	Silvergate Bank
Dogwood Foundation	The Ginn Family Foundation
Erickson-Hall Construction Co.	The JR Phillips Group
Evertime Brand & Design	The Lund Team
Gelson's	The San Diego Foundation
Grandpoint	Thermo Fisher Scientific
Hetzel Meade Communications	TJ Jeremiah
Jazzercise	Toyota Carlsbad
LEGOLAND	Tri-City Medical Center
Leidos	U.S. Bancorp Foundation
Liz & Mike Lichtenberger	Unlimited Learning
Matt & Julie Harelson	ViaSat
Moody's Food Trucks	Wells Fargo

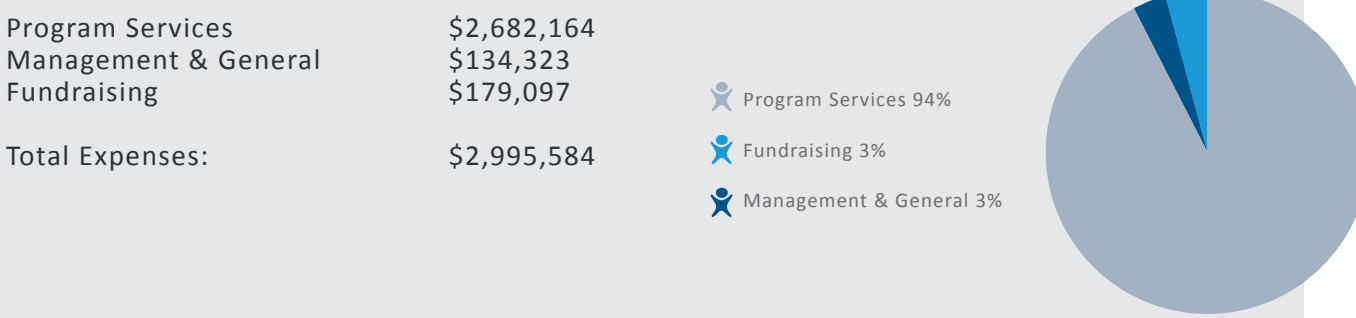


# AUDITED FINANCIAL PROFILE

## REVENUE & SUPPORT



## EXPENSES



BOARD OF DIRECTORS

- J. SCOTT RUNNER**  
Board Chair  
Aricent

**J.R. PHILLIPS**  
Board Vice Chair  
The JR Phillips Real Estate Group Broker

**GARY KAWANO**  
Board Treasurer  
Leader One Financial

**DEBBIE MEYER**  
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**Jane Hartman**  
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**Rosie Marks**  
CUSD Tutor
- Jay Marquand**  
Director of Alternative Education  
Sweetwater Union HS District

**Rebecca ‘Becky’ Moore**  
Commercial Banking Officer, Silvergate Bank

**Gary Morrison**  
Retired Police Chief; City of Carlsbad

**Kristina ‘Tina’ Ray**  
Communications Manager; City of Carlsbad

**Mark Robinson**  
Director of Program Mgmt., ViaSat Inc

**Elizabeth Schroder**  
Director of Major Gifts; CSUSM

**Debra Swiatlowski**  
VP Human Resources; Thermo Fisher Scientific

**Michael J. Zepeda**  
Financial Planner, Zepeda Financial Partners

## STAFF

- MICHELLE GINN**  
Chief Executive Officer

**CHARLOTTE ROMERO**  
Finance Manager

**MANUEL MILLAN JR.**  
Accounting Assistant

**JOSE DE ANDA**  
Kids’ Care Director

**CHERYL FREEMAN**  
Office Manager; Kids’ Care Program Manager
- SARAH FINSTUEN**  
Program Enrichment Manager

**DEVON MANUEL**  
Administrative Assistant

**ARI MORRISON**  
Marketing Communications Coordinator

**KYM SZALKIEWICZ**  
Event Coordinator





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