



BUILDING OUR FUTURE

2018-19 Impact Report



www.CarlsbadEd.org



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OUR MISSION

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

DEAR CARLSBAD COMMUNITY



For the first time in our 36-year history the Carlsbad Educational Foundation invested more than one million dollars in music, science and innovative education programs for every student in the Carlsbad Unified School District (CUSD).

Fifteen years ago we launched the “Kids Are Worth A Million” campaign hoping to grant one million dollars over a many-years span. We are thrilled to achieve this million-dollar goal in just one year! Our Kids Care, SOAR, and Foundation staff work tirelessly to engage parents and grow our sustaining revenue businesses. This income pays all operating expenses so every dollar donated to our Foundation goes right back into funding great programs.

Our partnership with the district helps us identify educational opportunities that excite and engage every student. Our business partners and industry professionals bring the real-world directly into the classrooms. These experiences make good schools great, and great schools are at the foundation of great communities.

I would like to thank the board, our dedicated staff, our community partners, and especially individual donors like YOU. This impact report details what YOU made happen this school year.

-Michelle Ginn, CEO



Carlsbad exemplifies a great community and the Carlsbad Unified School District (CUSD) has won many awards in its pursuit of excellence in education. This is quite an accomplishment considering CUSD is the LOWEST funded district in all of San Diego County.

Per student funding for Carlsbad students is 22% less than the San Diego Unified School District. As a parent, businessman, and the Foundation board chair, I am committed to bridging this funding gap so our students can continue to be challenged and engaged.

The Carlsbad Educational Foundation brings private funding to public education to help ensure enriching programs in science, technology, robotics, and music are possible.

New programs this year include district wide robotics for all second grade students and financial literacy for all high school seniors.

Programs like these are vital to an exceptional education and prepare our students for success in an evolving workforce. Our great schools make Carlsbad an even better place to be.

-JR Phillips, Board Chair

THANKS TO YOU,
WE HAD A RECORD-BREAKING YEAR OF
DONOR INVESTMENT AND ACHIEVED

\$1 MILLION
in grants to Carlsbad
schools that supported:

\$345K

Designated music teachers
at every elementary school
GRADES TK – 5

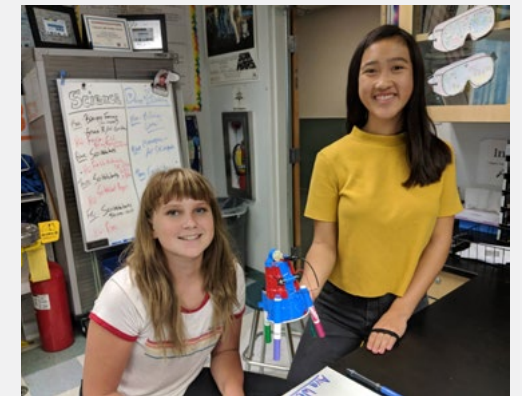


\$39,350

Hands-on experiences at the San
Diego Botanical Garden and Agua
Hedionda Lagoon to learn about
environmental stewardship
GRADES 2-3

\$49K

Equipment and supplies for innovative,
hands-on science labs that enrich the
instruction of Next Generation Science
Standards (NGSS)
GRADES 6-12



\$33,750

In-class robotics instruction to teach
problem solving and the basics of robot
design and coding using LEGO parts
GRADE 2

\$64K

Real-life professional, financial, and
leadership experiences with community
partner Jr. Achievement and local
leaders from influential industries
GRADES 5 AND 9-12



AND **35+** **MORE**
PROGRAMS!

MUSIC EDUCATION BUILDS OUR FUTURE

Music education has
a profound effect on
student achievement.

In the 2018-19 school year,
our donors and community
helped grant more than

\$340K

to district-wide music
education programs.

This helped fully-fund
designated music
teachers at every
elementary school, music
coaches at every middle
and high school, and
instrument repairs at
both high schools.



Carols of Carlsbad Celebrates its 10th Anniversary

This year marked a decade of hosting Carols of Carlsbad, an annual showcase of elementary, middle, and high school students in choir, band, and orchestra. It's one way we get to thank our community for its investment in music education.

At the event, the plaza of the Omni La Costa Resort & Spa fills with families and holiday songs. The Omni makes this extra special with complimentary cookies, cocoa, tree lighting ceremony and a visit from skydiving Santa!

Annual Events Hosted with Partner Omni La Costa Resort & Spa

Carols of Carlsbad is just one of the annual events hosted in partnership with the Omni La Costa Resort & Spa. Our Carlsbad Golf Classic in September was held on the Omni La Costa Championship Course and an evening event with live auction followed.

In 2018, the Carlsbad Golf Classic and Spin for Schools raised more than \$85,000. We are very grateful to have a partner like the Omni La Costa Resort & Spa supporting us in our fundraising efforts.

In March, the Omni's plaza transformed into a high energy spin-a-thon during Spin for Schools (formerly Pedal for a Purpose). Every school in the district joined local businesses to create teams to raise money for the programs that make a difference for students.

OMNI RESORTS
la costa | carlsbad



STEAM EDUCATION BUILDS OUR FUTURE

STEAM (Science, Technology, Engineering, the Arts, and Math) education helps develop student inquiry, dialogue, and critical thinking.

In the 2018-19 school year, our donors and community helped grant more than

\$420K

to district-wide STEAM education programs.

This helped fully-fund robotics curriculum in 2nd grade, a day of science at every elementary and middle school, and science lab equipment and supplies at both high schools.

2018-19 Welcomed Second Grade Robotics!

When you give a 2nd grade student LEGOs and task them to get a ship to the moon, amazing things occur! In 2018-19, every 2nd grader received in-class instruction for the *FIRST* LEGO League Jr. Robotics program.

Students waited all year for their chance to build with LEGOs and their education was enriched through projects, competitions, and group activities.

Community partner LEGOLAND California® played an instrumental role in bringing this program to fruition. LEGOLAND California® donated a portion of our Foundation’s ‘Celebrate Carlsbad Day’ event proceeds to support 2nd grade robotics. LEGOLAND California® also donated field trip admission tickets to Carlsbad students for hands-on robotics visits to the park.

Community partners Nordson Corporation, Beckman Coulter, Viasat, Leidos, and iMaps also support the *FIRST* robotics programs at every grade level.

“ ”

“Second grade is the perfect time to start exposing students to robotics, design thinking, and even elementary coding,” said Superintendent Dr. Ben Churchill.

“It provides cross-curricular opportunities to work on skills such as language, communication, teamwork, problem solving and more.”





INNOVATIONAL EDUCATION

Innovative programs teach global perspectives, career readiness, and life-long leadership skills that prepare our students for successful futures.

Among the 40+ programs you help fund, here are three that exemplify innovation.



1 BIZ TOWN (grade 5)

In elementary school, all 5th graders prepare for and attend Junior Achievement's BizTown, a mini city where students spend a day working as bankers, salespeople, news reporters, food servers, and more.

BizTown teaches what it's like to manage staff and pay employees while getting a glimpse into what their parents do every day. They also get to see what businesses are based right here in San Diego County.



2 NORDSON'S TECH TIME CHALLENGE (grades 6 - 8)

In middle school, all students participate in the Tech Time Challenge presented by our community partner Nordson Corporation. This program engages students in STEAM by giving them a real-world problem to solve.

For the challenge, students have three weeks to craft creative solutions and present their ideas at a school-wide assembly. Carlsbad is home to many biotech companies and the Tech Time Challenge places students on a path toward great careers right here.

3 FINANCE PARK (grade 12)

Brand new this year was Junior Achievement's Finance Park. As part of their economics class, 12th-grade students receive real-world training in financial literacy to understand the link between lifestyle, education, and career. Students then visit Finance Park to navigate life in San Diego on a 30-day budget.

Exploring the cost of living and the difference between "wants" and "needs" is an eye-opening experience that helps graduating seniors make smart financial decisions.



SUSTAINING REVENUE

Our Foundation's Kids Care and SOAR programs are onsite at every elementary and middle school and net proceeds cover all operating expenses.

This ensures every single penny from grants and donations goes directly to student programs.



SUMMER PROGRAMS

This year, we turned our summer Kids Care into Summer Adventure! Students enrolled in our full-day program took part in weekly themed adventures that merged education with outdoor play, crafts, and fun.

All proceeds from our summer enrichment programs go back to the Carlsbad Unified School District for district-wide programs.

Our Summer Programs Include:

- 1 Kids Care Summer Adventure (grades TK-5)
- 2 Summer Enrichment Camps (grades TK-8)
- 3 Summer Academy (grades 8-12)



OUR COMMUNITY PARTNERS

We are grateful for the support of every corporation, business, and individual in our community. Below lists five partners who made large contributions to our students and schools in 2018-19.

- 1 Omni La Costa Resort & Spa sponsors and hosts three of our fundraising and community events: Carlsbad Golf Classic in September, Carols of Carlsbad in December, and Spin for Schools in March.
- 2 LEGOLAND California donates a portion of its Community Day proceeds to help fund the \$25k investment for district-wide robotics curriculum in second grade.
- 3 Viasat fully-funds a \$50k grant to provide the Science Olympiad after-school program for students in grades 6-12. Viasat employees generously commit their time as team coaches.
- 4 Thermo Fisher Scientific provides students in grades 1-8 with Science Days, a dedicated day to bring STEAM concepts to life in ways that are not possible inside the classroom.
- 5 Nordson Corporation helps fund our *FIRST* robotics programs for middle and high school students. Nordson employees generously commit their time as volunteers.



TOP SPONSORS

ThermoFisher
SCIENTIFIC

Viasat

LEGOLAND
CALIFORNIA

OMNI RESORTS
la costa

Nordson

**WELLS
FARGO**

STAR MEMBERS MAKE IT HAPPEN!

We are thankful for supporters who align with our belief that great schools are at the Foundation of great communities. Donors demonstrated their support throughout the year, but really stepped up during our year-end fund drive to help use raise more than \$31,000.



Our star mascot debuted this year on every elementary school campus and at our Carols of Carlsbad and Spin for Schools events.



THANK YOU TO OUR 2018-19 DONORS

2018-19 funding support to the Carlsbad Educational Foundation was generously provided by:

Foundations & Others

- Adams Family Charitable Fund
- AutoDesk Foundation
- Bank of America Charitable Foundation
- Beckman Coulter Foundation
- Bright Funds Foundation
- Delta Air Lines Foundation
- Dogwood Foundation
- Friends of Carlsbad Schools
- Jaime Quillin Charitable Fund
- McCarthy Family Foundation
- Network for Good
- Northrop Grumman Foundation
- Pfizer Foundation
- The Howard Living Trust
- The Jones Family
- The Julie Briskin Harelson Family Fund of the Jewish Community Foundation
- US Bank Foundation Grants Program
- VWR Foundation
- Wells Fargo Foundation
- Nordson Asymtek
- Nordson Corporation
- Ocean Outreach and Education
- Omni La Costa Reosrt & Spa
- Pacific Premier Bank
- PH Inc
- Piper Sandler
- Premiere Property Management
- Pure Financial Advisors
- Qualcomm
- Quidel Corp
- Ragnar Events LLC
- Realty Executives
- Richard Walker Restaurants
- Ruhnau Clarke Architects
- Schneider Electric
- School Spirit Pays, Inc.
- SDG&E
- Sempra Employee Giving
- Social Ink, LLC
- Squareup
- Sweetwater Union HS District
- Symantec
- The JR Phillips Group
- Thermo Fisher Scientific
- Tremco
- Tri-City Medical Center
- Turner Group
- Unlimited Learning
- Venture LLP
- Vetatek LLC
- ViaSat, Inc
- Wells Fargo Bank
- WLC Architects, Inc
- Zepeda Financial Partners

Corporate

- ALC
- Amazon Smile
- ANHCORE INC
- Aricent
- Axxcess Wealth Management
- Benevity Fund
- Blackburn Foundation
- BW Research Partnership Inc.
- Cal State University San Marcos
- California State University San Marcos
- Calsense
- Cape Rey Carlsbad, A Hilton Resort
- Carlsbad Educational Foundation
- Carlsbad Firefighters Association
- Carlsbad Hi-Noon Rotary
- City of Carlsbad
- Classroom of the Future Foundation
- CMGRP, Inc (Lexus)
- Connect & Company
- CrossCountry Mortgage LLC
- Datron World Communications, Inc.
- Diagnostic Consulting Network
- Educe Inc
- Erickson-Hall Construction Co.
- Gafcon, Inc
- Gelson's Markets
- GitHub
- Golf Moose
- Hetzel Meade Communications
- House of Air
- IMAPS
- Johnson Consulting Engineers, Inc.
- Leidos, Inc. c/o FIRST
- Mission Federal CU
- Moody's Lunch Service
- Morrison Insurance Services, Inc
- Nate Hougard's Store

Individual

- Adianus Van de Ven
- Aimee Kelley
- Akira and Toshiko Muroya
- Alan Lewis
- Alex and Linda Dee
- Alison Austin
- Amanda Rocco
- Andrea Williams
- Angeline Pracuta
- Annie Garcia
- Bart and Alicia Blechschmidt
- Batoul Abdulahad
- Benjamin and Nichole Churchill
- Beth Schroder
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- Brad and Debbie Feldmann
- Brenda Trolan
- Brent Miller
- Brian and Moira Schnese
- Carmen Rene
- Carol Gutschmidt
- Carole Muroya-Baratti
- Casey and Kathy Logan
- Catherine Vigeland
- Celeste Vella
- Christina and Kevin McGoldrick
- Christine Willis
- Cristy and Keith Hunter
- Cutler Crowell
- Cynthia Vigeland
- Dana Rangel
- Daniel and Heather Bensen
- Debbie Meyer
- Diane Proulx
- Dionne Mameshin
- Dongjie Wang
- Dorrit Karl
- Douglas and Nancy Hamilton
- Emily Wheatley
- Emma Cobb
- Emmett and Chris Durnan
- Eric and Karen Stoney
- Evan and Claudine Jones
- Frances Cochran
- Frederick Hale
- Garient and Marla Evans
- Gary and Robbie Morrison
- Gary Kawano
- Geoff Proctor
- Gina Marsaglia
- Glenn and Elisa Williamson
- Ian McDaniel
- Irma Cobian
- James Moore
- Jane Callan
- Janelle Cain
- Jay and Katrinka Marquand
- Jean Rae Freiburger
- Jeffrey Runner
- Jennifer Zamora
- Jill Anderson
- John Dresios
- Josh and Veronica Williams
- Josh Cantor
- Joz Angeles
- JR and Marie Phillips
- Julia Hope
- Julie Schwatz
- Karissa Neilson
- Kathleen Rallings
- Keith Blackburn
- Kenneth and Caroline Gommel
- Kevin and Joanne Hackett
- Kimberly Holmes
- Kristen Connor
- Kristina Ray
- Larry Parker
- Laura Douglas
- Lauren Baskins
- Laurie Turbeville
- Lee Hartley
- Leilani Duenas
- Leo Norton
- Lester and Majorie Wilson
- Libby Laplante
- Linda Callahan
- Lisa Behun
- Lisa Rodman
- Lori Boyle
- Lucas Carlson
- Lyle and Jane Hartman
- Lynn Tang-Lo
- Mark and Sharon Steele
- Mark Sousa
- Marnie Lowrie
- Marty and Nancy Eichelberger
- Mary Andrews
- Matt and Julie Harelson
- Matt and Michelle Ginn
- Matthew and Carol Shakter
- Megan Schenck
- Melissa Pearson
- Michael and Laurie Hutchens
- Michael and Sally Silvestri
- Michael McFarland
- Michael Thomas
- Michael Zepeda
- Michele Ward
- Michelle Bissi
- Mike and Liz Lichtenberger
- Mike Lewis
- Mike Pfankuch
- Miles Johnston
- Moriama
- Morten Vigeland
- Nancy Miller
- Oliver and Paula Jones
- Patricia Forester
- Patrick Lancaster
- Paul and Diane Gutierrez
- Paul Jacinto
- Paul Yossem
- Peter Wall
- Phil and Jeannie McLellan
- Phillip and Laura Howard
- Rachel Ivanovich
- Rancy Feldman
- Ray and Karen Pearson
- Rebecca Von Knoch
- Richard and Laural Tubbs
- Rick and Jennifer Schwartz
- Rob Purvis
- Robert Durnan
- Robert Kasarjian
- Rocco Ciesco
- Roderick Dargie
- Rosie Marks
- Sam Ward
- Samantha Richter
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- Scott Sarem
- Shannon Stevens
- Shawn and Melanie Burkholder
- Spencer Merritt
- Stanley Ambo
- Steve Heller
- Steve Rude
- Steven Sala
- Stuart Clark
- Thai Park
- Thomas and Theresa Morris
- Thomas Frick
- Tisha Klingensmith
- Travis and Alyssa Trask
- Valerie Rubin
- Wendi Best

AUDITED FINANCIAL REPORT 2018-19

DISTRICT-WIDE MUSIC & ARTS \$344,634.25

Weekly Music (grades K – 5)	\$292,624.00
Music Coaches/Specialists (grades 6 – 12)	\$19,000.00
Music Equipment/Repairs (grades 6 – 12)	\$6,324.64
Music Instruments (grades 9 – 12)	\$8,355.61
Spring Musical at Carlsbad High School (grades 9 – 12)	\$5,000.00
Music Mentorship Transportation (grades 6 – 12)	\$2,350.00
Carlsbad Cultural Arts Center Assistant (grades 9 – 12)	\$10,000.00
Lux Art Valise program (grade 6)	\$980.00

EDUCATIONAL INNOVATION \$181,957.97

Junior Achievement BizTown (grade 5)	\$18,630.00
Junior Achievement Finance Park (grade 12)	\$15,580.00
IB Program Funding for Jefferson Elementary (grades K – 5)	\$26,484.00
Genius Project (grades 9 – 12)	\$4,389.25
Student Leadership Council (grades 9 – 12)	\$25,299.82
STEAM Space at Valley Middle School (grades 6 – 8)	\$46,369.51
Capital Improvements at Magnolia Elementary & Aviara Oaks Middle	\$45,205.39

OTHER PROGRAMS SUPPORT & RESTRICTED GRANTS \$236,865.59

Year-end grants and other distributions, including designated donations and facility fees	\$127,111.46
College Scholarships	\$15,000.00
Restricted donations for Coyote Cavern Productions at Calavera Hills	\$26,206.67
Tuition-assistance scholarships to Kids Care, after-school enrichment, and summer programs	\$13,318.53
Restricted donations to site-specific robotics activities	\$55,228.93

HANDS-ON SCIENCE \$424,261.30





San Diego Children’s Museum (grade 1)	\$1,225.00
Science Lab Assistant at Carlsbad High School (grades 9 – 12)	\$21,500.88
Science Teachers & Supplies (grades 4 – 5)	\$47,316.00
FLL Jr. Robotics (grade 2)	\$33,753.80
FLL Robotics (grades 4 – 8)	\$91,078.93
FTC Robotics (grades 9 – 12)	\$71,359.23
Science Olympiad (grades 6 – 12)	\$54,801.17
Science Lab Supercharge Consumables, Equipment and Hands On Projects (grades 6 – 8)	\$21,524.00
Science Days (grades K – 5)	\$28,421.00
Science Days (grades 6 – 8)	\$5,859.10
Project Lead the Way (PLTW) at Calavera Hills Middle (grades 6 – 8)	\$5,469.69
Weather Station at Buena Vista Elementary (grades K – 5)	\$2,599.00
Academy for Environmental Stewardship (grade 3)	\$24,350.00
Science in a Satchel (grade 2)	\$15,003.50

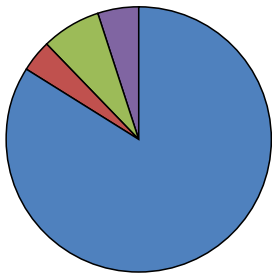
DISTRICT-WIDE MUSIC	\$344,634.25
EDUCATIONAL INNOVATION	\$181,957.97
OTHER PROGRAMS SUPPORT & RESTRICTED GRANTS	\$236,865.59
HANDS-ON SCIENCE	\$424,261.30

TOTAL IMPACT = \$1,187,719.11

AUDITED FINANCIAL PROFILE 2018-19

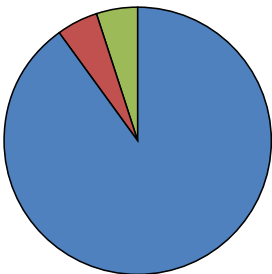
REVENUE & SUPPORT \$3,950,561

Tuition & Fees	\$3,317,586		84%
Contributions	\$170,035		4%
Grants	\$286,382		7%
Special Events (net)	\$178,079		5%
Interest Income	\$11,229		
Bad Debts	\$(12,750)		



EXPENSES \$3,788,765

Program Services	\$3,417,422		90%
Management & General	\$191,779		5%
Fundraising	\$179,564		5%



Change in Net Assets from Operations	\$161,796
Unrealized Gain on Investments	\$8,273
Change in Net Assets	\$170,069
Net Assets at Beginning of Year	\$587,406
Net Assets at End of Year	\$757,475

BOARD OF DIRECTORS

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The JR Phillips Real Estate Group

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Director, After-School Programs

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Office Manager; Kids Care Program Manager

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DEVON MANUEL
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Elementary School



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