



CAA 2013 Annual Report

In recent years, we have published highlights and metrics of the Cal Alumni Association's year-end progress in *California* magazine. This year, we have gone back to basics and produced a separate Annual Report to demonstrate how we increased our reach to alumni through events, membership, communication and volunteer engagement. Providing a more transparent picture of how we are improving services to alumni is a cultural shift that reflects the positive change taking place within our 141 year-old organization.

Along with internal changes, we are focused on expanding our leadership role with all constituencies who work with Cal alumni. We have made great strides to build stronger relationships with campus and corporate partners due to consistent, strategic outreach and information sharing. New partnerships bring opportunity and programming that benefit our 474,000 living alumni, both domestically and across the globe.

Numbers alone cannot express the commitment of our dedicated staff and volunteers as we work together to meet the programming needs of alumni and students. We are especially grateful to our hundreds of volunteers worldwide, for all they have done to help us accomplish our mission throughout the year. We remain focused on informing, engaging, and inspiring our alumni to support Cal. We are committed in all we do to ensure the continued, comprehensive excellence that defines CAA and UC Berkeley. Together, we keep Cal golden.

Fiat Lux, and Go Bears!

A handwritten signature in black ink, appearing to read "Jeff C. Coombs".

Jefferson C.M. Coombs '89
Executive Director

A handwritten signature in black ink, appearing to read "Cynthia So Schroeder".

Cynthia So Schroeder '91
CAA Board President





Cal Alumni Association

The Cal Alumni Association (CAA) provides all Cal graduates with rewarding connections to the University, to fellow alumni, and to current students. Founded by the original graduates of the University of California in 1872, CAA represents nearly half a million alumni living throughout the world. CAA is committed to providing essential programs and services designed to keep alumni of all ages and interests connected to the University and to each other.

Mission

Our mission is to advance and promote the interests of the University of California, Berkeley by connecting alumni with each other and our alma mater. Together with our campus partners, we play an integral role in informing, engaging, and inspiring alumni to support the University by:

1. Participating and volunteering in University programs and events
2. Acting as ambassadors and advocates on behalf of the University
3. Giving to the University

Vision

Our vision is to be UC Berkeley's primary campus-wide alumni relations organization responsible for building and engaging a broad alumni community that supports the University. Together, as a globally connected network of Cal alumni, we keep Cal golden.

CAA Spotlight: Alumni Testimonials

First Cohort of Equity Scholars Graduates

This year, CAA’s first cohort of Equity Scholars will graduate from Cal. Four short years ago these students arrived on campus eager and full of anticipation while others felt overwhelmed and nervous. Today, many are excited and confident about what comes next with a UC Berkeley degree in hand.

What is the greatest lesson you learned at Cal?

“Life is a journey you can never fully prepare or plan for, and you shouldn’t try to. You don’t need to know every single detail about the future, just follow your interests and enjoy the here and now.”
– *Adolfo Gomez*

“The greatest lesson I learned at the Cal is to be a critical thinker. Professors don’t give you questions that you can find directly in a book; they prompt you to look at all aspects of the question and draw your own conclusions.”
– *Claire-Marie Kooi*

How do you feel about graduating from the number one public university in the world?

“It feels amazing. Words cannot explain how happy and proud I am of myself for this great accomplishment. It definitely feels bittersweet that this great adventure is coming to an end.”
– *Claudia Rocha*

“It is still hard to believe that I will be a Cal alumna! I could not be any more proud to carry that title.”
– *Nayely Chavez*

Established in 2008, The Equity Scholarship provides an economic incentive for California’s high-achieving, underrepresented minority students to attend Cal. Thanks to the generosity of our alumni and donors, each Equity Scholar receives a four-year scholarship totaling \$20,000.

Cal Students Give Thanks

Grateful and enthusiastic Cal students participated in CAA’s Thankathon at Alumni House in March. This annual event is an opportunity for students to express their gratitude to the donors who contribute to The Equity Scholarship, The Achievement Award Program, and The Leadership Award.

CAA’s Thankathon is one of the largest stewardship events on campus. Fifty-six CAA scholarship recipients wrote letters and made phone calls during the event. Some donors also received a thank you video email.

More than 700 donors were thanked for their continuous support of CAA’s scholarship programs. Your generosity helped CAA distribute nearly \$19 million to more than 750 undergraduate students during the 2012–13 academic year. We are grateful for our donors!



CAA Spotlight: Sponsors

Chevron Corporation Returns as California Sponsor

Excitement and energy filled the air as hundreds of guests gathered at the Palace Hotel for Charter Gala 2013. Alumni and friends commemorated the founding of the University of California and honored Alumni Award recipients.

For the third year in a row, Chevron Corporation participated as the California Sponsor for CAA's signature event. CAA's community engagement with Chevron contributed to a spectacular celebration and was an integral part of Charter Gala's success.

In addition, Chevron directly supports Cal students through donations to The Achievement Award Program and The Equity Scholarship.

“We invest in education because we recognize the crucial role education plays in building healthy communities,” shared Shariq Yosufzai, Vice President, Global Offices of Diversity and Ombuds, during his remarks at Charter Gala. “We look toward our world-class institutions of higher-learning to continue innovating energy both in the state and throughout the world,” Yosufzai added.

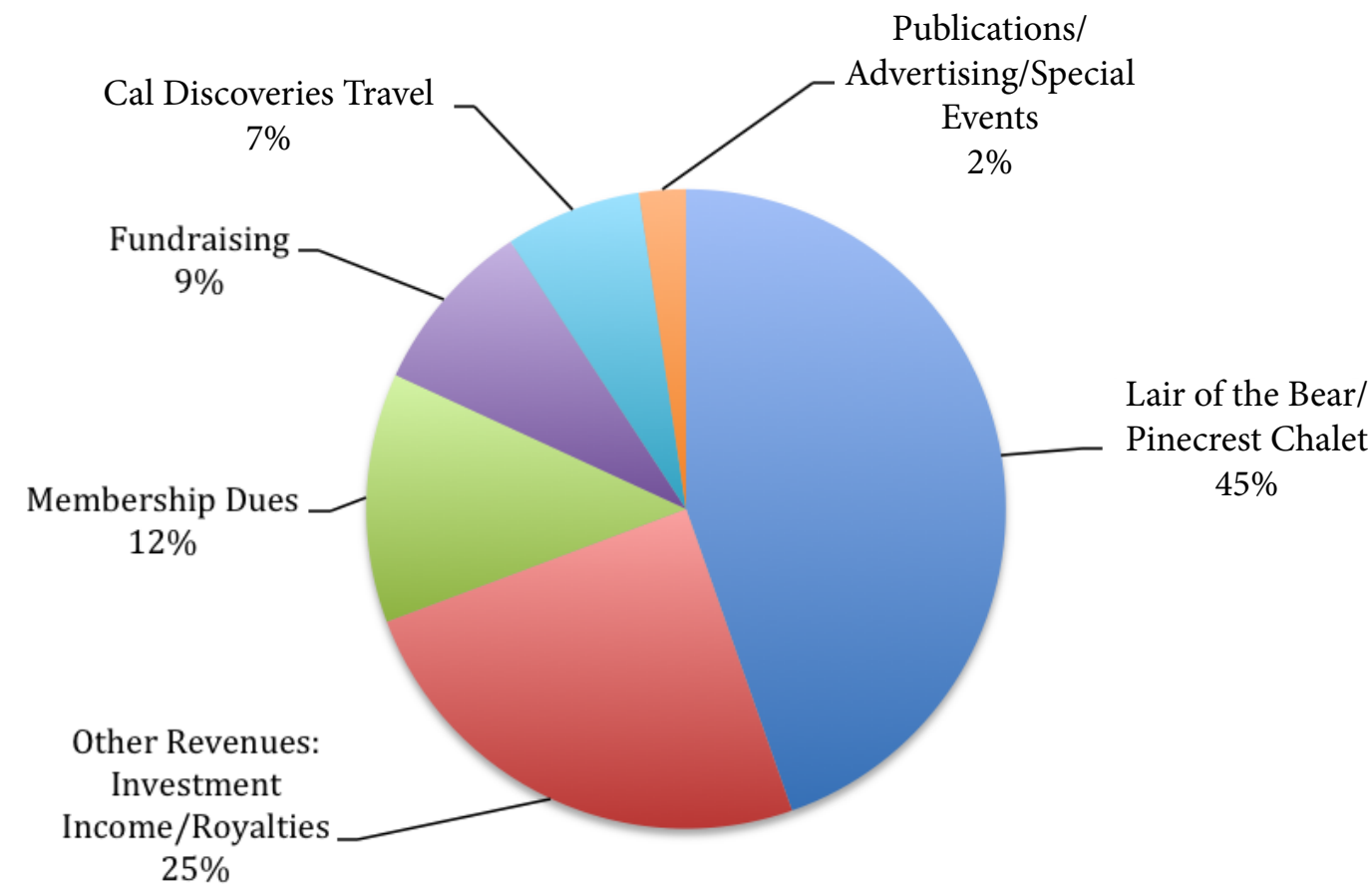
Chevron Corporation's commitment to the Cal Alumni Association helps advance the important work we do on behalf of alumni, students, and the University. We thank and applaud Chevron for its partnership with CAA.



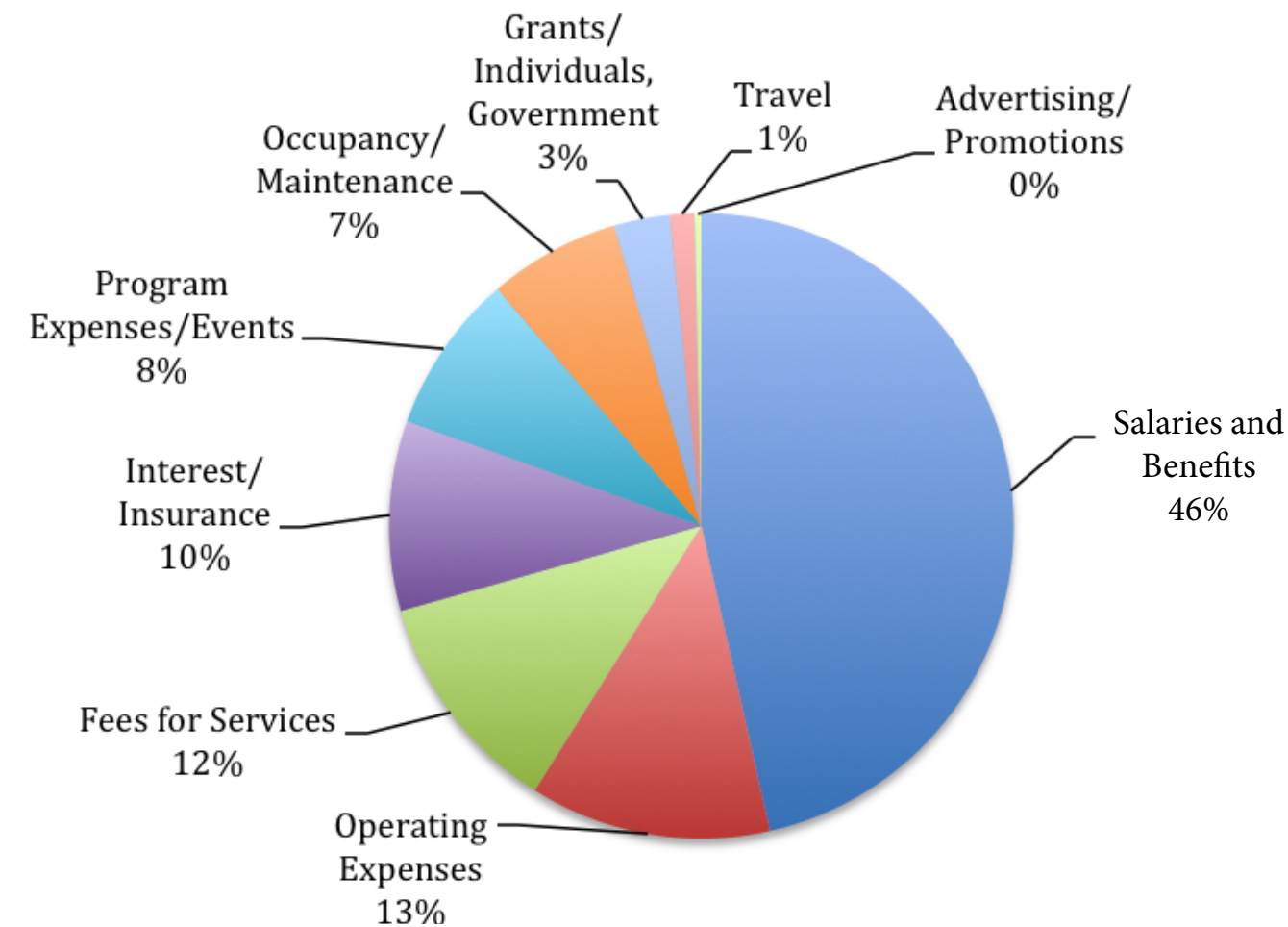
Former and current recipients of The Achievement Award Program scholarship had an opportunity to meet Shariq Yosufzai, Chevron Corporation, and Richard Beahrs '68 during Charter Gala 2013.

2012 Financials

Revenues: Total = \$12,389,363



Expenses: Total = \$12,791,000



Balance Sheet	2011	2012
Total Assets	\$36,474,442	\$36,949,606
Total Liabilities	\$15,500,839	\$15,121,315
Unrestricted Net Assets	\$14,384,178	\$15,185,851
Temporarily Restricted Net Assets	\$5,493,447	\$5,546,462
Permanently Restricted Net Assets	\$1,095,978	\$1,095,978
Total Net Assets or Fund Balances	\$20,973,603	\$21,828,291
Total Liabilities and Net Assets/Fund Balances	\$36,474,442	\$36,949,606



Acknowledgements: The CAA Fund Society

The Cal Alumni Association gratefully acknowledges the generous support of the donors who contributed \$1,000 or more to The CAA Fund between January 1, 2012 - December 31, 2012.

The CAA Fund Society is a group of alumni and friends who create a lasting connection to Cal through their commitment to and affinity for the Cal Alumni Association. An annual contribution of \$1,000 or more establishes membership in The CAA Fund Society.

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Acknowledgements: CAA Alumni Scholarships

THE EQUITY SCHOLARSHIP

Established in 2008, The Equity Scholarship provides an economic incentive for high-performing African-American, Chicano/Latino, and Native American students to attend Cal.

The Equity Scholarship helps close the recruiting and financial gap between UC Berkeley and other universities by awarding students \$5,000 per academic year for up to four years.

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