We can be proud to have grown The Leadership Award (TLA) from a small stipend with just a handful of recipients in 1934 to an important component of financial aid that, over the years, has supported thousands of talented leaders.

Clothilde Hewlett ’76, J.D. ’79

I am privileged to be among a community of distinguished alumni who established the Equity Scholarship, specifically designed to increase access to education by generosity and leadership. This groundbreaking program, KASP, provides guidance and support to ensure students succeed at the number one public university. KASP has increased access for underserved minority students. Now called the Kruttschnitt Aspire Scholarship Program (KASP) in honor of Theodore (Ted) Kruttschnitt ’67, whose generosity and leadership have nurtured this program. KASP provides guidance and support to ensure students succeed at the number one public university. KASP has increased access for underserved minority students. Now called the Kruttschnitt Aspire Scholarship Program (KASP) in honor of Theodore (Ted) Kruttschnitt ’67, whose generosity and leadership have nurtured this program, KASP provides guidance and support to ensure students succeed at the number one public university.

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Letter from the Executive Director

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Celebrating 85 Years of Alumni Scholarships

It’s 1934. In the depths of Great Depression, almost 25 percent of the workforce is unemployed. Millions of acres of farmland are lost in the Dust Bowl, bankrupting farmers. Congress debates the Emergency Relief Appropriation Act. Things aren’t looking up, and the chance for a college education is lost for too many talented future leaders.

Amidst these dark times, the Cal Alumni Association launched The Leadership Award (TLA), now one of Berkeley’s most prestigious and merit-based scholarships. Intended to recognize outstanding leadership, TLA initially provided a stipend of less than $100—perhaps not significant from today’s perspective, but when rent cost $20 a month, bread $1 a loaf, and gas $10 a gallon, that “small” stipend had real meaning for young scholars. The Leadership Award program was initiated with 15 students; today, it has served more than 33,000 scholars.

Scholarships are some of the things CAA can be really proud of,” says Joani Carpenter ’67, former senior director of stewardship and scholarship. “We’re proud at this. It’s one of our great strengths.”

CAA continues to step up, developing programs that have evolved as our student community has grown in numbers and diversity. The Achievement Award Program (TAAP) serves outstanding students with financial need who demonstrate active and a culture of shared understanding. These students humble and inspire me. They are survivors.

In 2014, CAA received funding to expand the Equity Scholarship by increasing the number of freshmen and junior transfers recipients. A new era was born when the Equity Scholarship tranferred to the Kruttschnitt Aspire Scholarship Program (KASP).

The Kruttschnitt Aspire Scholarship Program helps to close the doctoral gap and serves the needs of underrepresented student populations. The Alumni Scholars Program oversees a rich diversity of students, but now serves 109 students. In 2009, the Equity Scholarship served 10 students with $6,000 scholarships and $2,500 in programmatic costs.” Great question! Without you, our donors, we would not be able to impact more than 850 lives on an annual basis. Our programs continue to grow and serve the amazing students at Cal because of your generous philanthropic gifts.

At some point in time, programs have to ask themselves, what is our capacity? What can we do to change lives? Are we being effective? How can we pay for this? For the first time in almost 20 years, the Alumni Scholars Program is at a point of tremendous growth and new faces these questions. In 1999, TAAP was birthed by a strong set of influencers passionate about the constant and consistent growth of a diverse student body at Cal. TAAP began with a cohort of 25 students, but now serves 109 students with 37 Alumni Scholars, many of whom never may have had the funds to continue their education.

You might ask, “How can I help to support 200 TAAP and KASP students with $6,000 scholarships and $2,500 in programmatic costs?” Great question! Without you, our donors, we would not be able to impact more than 850 lives on an annual basis. Our programs continue to grow and serve the amazing students at Cal because of your generous philanthropic gifts.

CAA Board Members Celebrate Class Reunions

Fall—the season of giving, the excitement of football, and you, the time for class reunions for Golden Bears. This year, the Cal Alumni Association and UC Berkeley celebrate Cal alumni from a range of class years as part of the annual Class Campaign, an opportunity for alumni to gather, share life’s journey, and give back to the university that means so much to us. Like thousands of other Bears, members of CAA’s Board of Directors are making significant contributions to this important campaign. Gary Slavit ’79, Denton Martin ’63, J.D., ’66 gifted $125,000 in the summer of 2017 to the new CAA Alumni Scholarships Fund. While endowments, like bequests, please visit

CAA provides a home for generations of alumni to gather, share wisdom, have fun, and continue to learn and grow. Whether this is a special class reunion year, or you count yourself among the fortunate ones who call yourselves Golden Bears, you can support CAA and be a part of an ongoing, amazing legacy.

To learn more about giving back to your alumni association, please visit alumni.berkeley.edu/giving.

Warmest regards,
Molina Armstrong
Director, Donor Relations

Photography: Vanessa Diaz, Katherine Fiordalis, Keegan Houser, and Kristen MacEwen

Amanda Proust ’08 and Ryan Walany ’06, both new successful entrepreneurs, parted in their outreach to fellow 2008 alumni. “Cal made a tremendous impact on my life,” says Walany. “Hird CAA through its many programs and scholarships, provides a great opportunity to help students in need.”

Proust atattributes her ability to start her own business directly to The Leadership Award, which she received an undergraduate. “If it hadn’t been for The Leadership Award from CAA and the affordability of UC Berkeley in the early 2000s, I would have been in debt, unable to take the risk to start my business. Giving back as much as I can and leading our class to also give will make it less of a financial burden for our students.”

More than half a million Cal alumni around the world remember all that Cal gave to them—and continues to this day. CAA provides a home for generations of alumni to gather, share wisdom, have fun, and continue to learn and grow. Whether this is a special class reunion year, or you count yourself among the fortunate ones who call yourselves Golden Bears, you can support CAA and be a part of an ongoing, amazing legacy.

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In 2017, TAAP received one of the largest current-use gifts ever given: $680,000 from alumna Mary M. Tuncer ’63. While endowments, like bequests, are the gift of perpetuity, current-use gifts allow us to do immediate work now. Tuncer’s current-use gift allows her to support 25 students today.

On February 13, 2018, Theodore (Ted) Kruttschnitt ’64 announced he would increase the KASP cohort by 40%, supporting another 35 students. Since 2014, Kruttschnitt has given over $2.2 million to CAA’s Alumni Scholarships for (KASP) an award that is strictly for underrepresented students at Cal. As we continue meeting donors where they are in their philanthropic goals, we simultaneously meet our students’ needs. Donor Martin ‘Narty Blank ’63, J.D. ’66 gifted $125,000 in the summer of 2017 to the new CAA Alumni Scholarships Fund, to send incoming TAAP and KASP students to the Lair of the Golden Bear for their Alumni Scholars Program Welcome Retreat. From that gift 37 Alumni Scholars, many of whom never may have had the funds to enjoy the Lair, experienced camp for the first time.

CAA’s goal is to ensure that the experience our Alumni Scholars have, and the support they receive, is holistic. It’s important to me to support the Alumni Scholars Program in this way. Our donors give wholeheartedly, but as our program grows, the reality is that we need more to do more. Please consider making a gift that brings overarching support to our Alumni Scholars through the CAA Alumni Scholars Fund.

Two hundred is the lucky number. Two hundred lives, two hundred educational paths, two hundred potential students of breast cancer syndrome, and a multitude of familial pressures are what CAA’s five-person Alumni Scholars Program tackles on a daily basis. For the 2018-19 academic year, the Alumni Scholars Program is supporting 200 new and returning students. The Achievement Award Program (TAAP) and The Kruttschnitt Aspire Scholarship (KASP), as well as more than 650 recipients of The Leadership Award (TLA).

40 Directors, 20,000 members and staff birthed The Achievement Award Program (KASP).

Theft of familial pressures are what CAA’s Alumni Scholars Program addresses. In its inaugural year, the Equity Scholarship served out-of-state students, but now serves 109 students. In 2009, the Equity Scholarship served 10 students with $6,000 scholarships and $2,500 in programmatic costs.” Great question! Without you, our donors, we would not be able to impact more than 850 lives on an annual basis. Our programs continue to grow and serve the amazing students at Cal because of your generous philanthropic gifts.

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