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!

Jefferson C.M. Coombs ’89
Executive Director

Cynthia So Schroeder ’91
CAA Board President
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.
CA 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 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

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>$36,474,442</td>
<td>$36,949,606</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$15,500,839</td>
<td>$15,121,315</td>
</tr>
<tr>
<td>Unrestricted Net Assets</td>
<td>$14,384,178</td>
<td>$15,186,851</td>
</tr>
<tr>
<td>Temporarily Restricted Net Assets</td>
<td>$5,493,447</td>
<td>$5,546,462</td>
</tr>
<tr>
<td>Permanently Restricted Net Assets</td>
<td>$1,095,978</td>
<td>$1,095,978</td>
</tr>
<tr>
<td>Total Net Assets or Fund Balances</td>
<td>$20,973,603</td>
<td>$21,828,291</td>
</tr>
</tbody>
</table>

Total Liabilities and Net Assets/Fund Balances | $36,474,442 | $36,949,606 |
The CAA 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.

Acknowledgements: The CAA Fund Society

Catherine S. Doyle (Brown '81) and Sean Doyle
Douglas D. Durst '66 and Susanne D. Durst
Carole R. Edlund '75 and Miri Elavia
Erica L. Volker '04, Ph.D. '10
Cass Pham Thacher '96 and
Cristian J. Wedekind '79

Edward J. Arnold '40

ACKNOWLEDGEMENTS
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 recruitment and financial gap between UC Berkeley and other universities by awarding students $5,000 per academic year for up to two years.

FOUNDRY DONORS

Anonymous
Keith E. Axtell ’66 and Holly H. Axtell
Anna Basallaje ’95
Ambassador Frank E. Baxter ’61
Berkeley Diversity and Institutional Development Fund
The California Endowment
Berkeley Foundation
Col. Robert M. Clarke ’57 and
Alfred F. Breslauer Jr. ’57 and
Robert G. Eklund, Jr. ’84 and
Edele Lewarton deKirby ’39
Carol Kavanagh Clarke ’60
Mary Powell Brownson ’48
Renee Levie Budak ’72 and
Douglas E. Adams ’59 and
The Cal Alumni Association gratefully acknowledges donors who have contributed $25,000 or more to CAA Alumni Scholarships.

ALUMNI SCHOLARSHIP DONORS 1934-2013

Jesse A. Ante ’68, M.S. ’70
A. Mackenzie Cantin ’34
Edward D. Cheu ’37 and
Ethel Hussey Cross ’33
Sylvan C. Coleman ’26
Beverlee S. Antoine ’35
Dorothy Alderman ’38
Thomas W. Borden ’48

THE Cal Alumni Association gratefully acknowledges donors who have contributed $25,000 or more to CAA Alumni Scholarships. The following list is updated each year.

Individuals and Families
Anonymous
Douglas E. Adams ’59 and
Judith C. Adams ’83
Dorothy Allermand ’38
Jose A. Amat ’98, M.S. ’70
Beverly A. Antoine ’87
Robert C. Aronoff ’73
Steven N. Bainger ’71 and
Beth Bainger
Betsy Stern Barnum ’43
Frederick W. Bauer ’41 and
Elizabeth K. Bauer ’54, M.A. ’43
Kenneth J. Beaver ’71
Harriet C. Bell ’28
Benjamin A. Bellmire ’84 and
Lindcuba Bellmire
Frank Buentener ’91
Fay H. Bunt, C.P.A. ’40, M.B.A. ’30
Theodore F. Bute ’50
Ben Bloom, Ph.D. ’91
Dorothy Thompson Baldwin ’44
E. Morse Blue ’35 and
Mary H. Blue
Thomas W. Border ’48
Alfred F. Breuschauer ’57
Ande Feldman Breuschauer ’73, M.M. ’86
Robert R. Briggs ’51
Howard F. Brownson ’48 and
Mary Powell Brownson ’48
Ava Jean Barber Brunbaum ’43
Reece Lure Buhl ’72 and
Dr. Morris A. Badal 70
Norma Therpe ’33 and
A. Mackenzie Cantin ’34
Buck_Yan Chor ’70, M.B.A. ’79
Earl and June Chitt
Edward D. Chen ’37 and
Mary L. Chen
Roy E. Christic, Jr. ’42
Roy A. Clark ’44
Stephen B. Clark ’76
Col. Robert M. Clarke ’57 and
Carol Kavanagh Clarke ’60
Jim ’41 ’Coil and Ann P. Cool
Sylvan C. Coleman ’26
Fredi Hussey Cross ’33
Dorothy Allermand ’38
Edith Leventer dekryb ’39
Hugh W. Decker ’38 and
Nancy Monterey
Moncouet Dutier ’13
William C. Dixon and
Anna Basallaje ’95
Arthur K. Dixon ’47 and
Norma N. Dixon
Robert G. Dinslak ’54 and
Norma N. Dinslay
Arthur K. Dinslak ’47 and
Shelby Stone Eldord ’34
Anthony T. Ellis ’94
William D. Emerson
Mary Napan Estromen ’46
Gloria F. Fidone ’43 and
George L. Fembacher Jr. ’50
and Barbara Ziegler Fembacher ’52
Elizabeth Kaiser Fitzsimmons ’42
Laurence G. Fitzsimmons Jr. ’40
and Jane Smith Fitzsimmons ’40
Esther Ann Stewart Forbes ’26
Benjamin Harrison Frank ’34 and
Phyllis Frankel
Peter B. Franzi ’81 and
Robyn Gray Fraser ’95
Phyllis Epstein Friedman ’40
Dr. Douglas E. Goldberg ’74 and
Joe Goldman
Dr. Donald E. Green ’47
Andrew J. Gundlach ’92 and
Teresa B. Gunther
Peter F. Hays Jr. ’40 and
Mimi L. Haas
Walter A. Haas Jr. ’37
Elizabeth Warner Hammond ’24
Peter R. Hammond and
Dorothy L. Hammond
Jean Gray Hargrove ’35
Robert W. Harris ’43 and
Shirley Hargus
Gene Naber Hassan ’40
James K. Hayes ’50 and
Carmenia Hays ’50
Truscott Haynes ’55
Ruth G. Higbee ’43 and
Beatrice Moorhead Higbee ’44
Ernest and Norma Lottzadeal ’37
Marina M. Hill ’48
Susan Forbes Hill ’57, M.B.A. ’85
Steven J. Hirsch
Dr. Walter E. Hudley ’38 and
Virginia Alm Huidey ’38
Dr. Arthur J. Hoekler ’43 and
Dorothy L. Hoekler
Martin Wilson Hinge ’23
Tyler J. Horng ’51
Raymond E. Horon Jr. ’38 and
Emma Zekk Horan ’40
Lizzy J. Bigelow Horton
Proton R. Hinchliff ’33 and
Maurice Morrison Hinchliff ’30
Barrett B. Hughs Jr. ’42 and
Ruth Martin Hughsom ’42
Harold A. Hyde ’47 and
Dorothy Zimmerman Hyde ’49
Richard W. Hyman ’63
Carroll Winston Innis ’48 and
Robert K. Innis ’85
Gary Ishida and Jeanne Ishida
Gail Lancaster ives ’35
Bruce A. Ivanov ’40
Oren Jacobi ’92
Harvey Jang
Dorothy Althberg Johnson ’92 and
F. Martin Johnson
Patricia Offield Jock 36
Brett Kanzanawa ’90
Karen Lau ’Kao 93 and William C. Kao
Grant A. Kaufman ‘45 and
Mimi Manick Kaulman ’86
Margaret H. Kavalos ’77
Alan M. Kay ’54 and Juan L. Kay
John K. Klepner ’48
C. Michael Knauer ’57, M.D. ’73
Harold E. Knopp ’34 and
Rash E. Knopp ’54, M.A. ’53
Helen E. Knopp ’38, M.A. ’41
Dr. Brenda K. Kreidler ’85
Harald E. Kren 41 and Marilyn Kniss
Paul and Katie Larsen
Kathleen Lauer ’92
Dr. Richard H. Lau Jr. ’87 and
Tatwina Chinn Lee ’88
Jane M. Lauer ’89 and
Peter S. Lauer ’93
Harold L. Levy ’32 and
Phyllis Klein Levy
John S. Lewis 88 and Elizabeth H.
Lewis Donald C. Ludolph ’36, M.A. ’55
Andrew B. Macbrie ’77
Jean A. MacCallum
Shirley B. Macfayn ’50
Winfred M. Macldon 39
William Main ’49 and
Ioma Redewick Mant ’49
John A. Malaise ’71 and
Barbara Malaisea
Thomas 2. Marshall ’37
Jay R. Martin ’49
Eulene S. Mason
Jack Mason ’57
John A. Mathier ’39 and
Jean Hartong Mater ’55, ’56
Maria Lewis Matthews ’52 and
Edward E. Matthews
Eleanor J. McGahie ’42
Jeanne Geare Malloy ’47
Daniel G. McKinney ’42 and
Violet McKinney
Don McNary ’46 and Lois Mary McV ’50
Kathryn and Michael Meagher
Rosemary Mclean Mein ’35
Aaron J. Mendelson W. M.B.A. ’52
Alan C. Mendelson ’69 and
Agnes Barbier Mendelson
Beverly Benson Meyer ’58
John H. Meyer ’42 and Marie G. Meyer
Mary S and Arthur C. Miller
William J. Millican ’34 and
Pattisza Alexander Millican ’38
Frances G. Miner ’41
Neal L. Muro ’80 and
Irene Tako Muro ’80
Marta Abbea Moore ’55
William J. Morrison ’38
James C. Morrison ’34
Mark M Morris III and
Susan M. Morris
Richard A. Morris ’79
Richard H. Morrison ‘88 and
Laurene Cockburn Morrison ’88
Anne Roberts Nelson ’45
Frank C. Nelson ’43
Ted R. Nussen ’59 and
Patricia C. Nussen
George M. O’Connor ’42
Robert G. O’Donnell V, M.A. ’68
and Sue Donnith O’Donnell
George K. Ohavi ’39 and
Barbara S. Ohavi ’46
Linda Parnella O’Keefe ’78 and
Donald D. O’Keefe Jr.
Marjorie Staas Oliver ’22
John F. Olson W and
Elizabeth Calland Olson
Tachi M. Park ’59 and Harlookeeper Park
June Baker Parsons ’46 and
Charles O. Parsons
LaVonne Picck ’37
Allen M. Phipps ’37
and Joyce M. Phipps
Robert T. Porter ’40, M.D. ’43
Dawson Pollock ’32 and
Dona Pollock ’31
Scott C. Ramsden ’48 and
Mary Alax Ramsden
Pamela Newman Reid ’94 and
Phillip Reid
Lila Sandsadick Reid ’37 and
Neville Reid ’36
G. Kern Richmond ’47
Mary Glenn Ringrose ’60
Edward J. Rittel ’43
Jeffrey C. Robb ’35 and
Gabriella Albert Robertson ’84
Adele E. Rosenberg ’71

Page 14 – CAA 2013 Annual Report
ALUMNI SCHOLARSHIP DONORS 1934-2013 (cont.)

Mary Wiley Stecker '38
William H. Steele '33 and
Barbara Ehler Steele '34
Dr. W. Eugene Stern '41
Daniel St. John '43 and Rose St. John
Virginia Gardner Swanberg '44 and
David E. Swanberg
Michael E. Tauber
Max Thelen, Jr. '40 and
Phyllis B. Thelen
Porter E. Thompson '39 and
Helenmae Thompson
Revett B. Wallace and Katharine Wal-
lace Thompson '48
George O. Thorne '54
Muriel Rushmore Thorp '17
Walter C. Tim '48 and
Kay Lewis Tim '59
G. James Tobias, M.D. '43
Gary H. Todd '72 and
Marty Hall Todd '71
The Marie Totah Achievement Award
Mary Lee and Norm Tuttle

ALUMNI GROUPS

Lamorinda Golden Bears Alumni Club
North San Diego County Alumni Club
Prytanean Alumnae, Inc.
Sonoma County Cal Alumni Club
The South Bay California Alumni Club
UC Alumni Club of Marin County
UC Club of Santa Clara County
UCB Men's Club of Sacramento
University of California Alumni Club of San Diego County
University of California Alumni Club of San Francisco
University Students' Co-op Alumni Club

FOUNDATIONS

Alpha Tau Omega Foundation
The William and Flora Hewlett Foundation
The Starr Foundation
UC Chinese Alumni Foundation
G. W. Williams Foundation

CORPORATION

Chevron Corporation
Pacific Gas & Electric Company
Tai Seng Entertainment
Trancos, Inc. Union Bank
Wells Fargo

Acknowledgements: CAA Alumni Scholarships

Page 15 – CAA 2013 Annual Report
Page 16 – CAA 2013 Annual Report
Our People

CAA BOARD OF DIRECTORS

Cynthia So Schroeder ’91, President
Jason Morimoto ’02, Vice President
Jason Sherr ’92, Vice President, Finance
Jefferson C.M. Coombs ’89, Secretary/Treasurer
Ayan Agarwal ’14, Student Director
Glenn Baity ’92
Ted Bartlett ’91
Erika Boyd ’02
Ernie Bumatay ’73
Nina D’Amato ’08
Raphael Haas ’00
Joyce Hicks J.D. ’77
Carl Jacobs ’65
Nicole Jones ’91
Phillip Litts ’66
Alison Mark ’85
Eric Mart 70
Velvet Schmitz ’98
Amy Shin ’87
Marya Stark ’85
Ed Weiss ’83, J.D. ’88
Betty Yee ’79
Carrie Young ’05

CAA DEVELOPMENT STAFF

Debra Gore-Mann, Chief Development Officer
Joani Carpenter, Director of Stewardship
Kevin Hall, Annual Giving Coordinator
Lawrence Lawler, Gift and Fund Administration Coordinator
Jennifer Mora Hernandez, Director of Annual Giving
Elinor Tappé, Director, Berkeley Network and Leadership Engagement

For more information, please email
development@alumni.berkeley.edu or call 510.900.8200