

CAA Giving Notes

Philanthropy Newsletter

Berkeley
UNIVERSITY OF CALIFORNIA



Maximilian Auffhammer, Ph.D. Professor of International Sustainable Development and Associate Dean for Interdisciplinary Studies at Berkeley, joined fellow alumni George Fosselius '64 and Horia Margarit '11 to talk about climate change at The CAA Fund Society Reception in fall 2015.



Oski could not be more proud to stand with Steve Wozniak '85 (a.k.a. "Rocky Raccoon") as he accepts the award for 2015 Alumnus of the Year during the 2015 Cal Alumni Awards Celebration.



Charlie Fender '41, Nicole Wong '16, a 2015 Leadership Award scholar, and Clavel Fender '43 celebrate at CAA's 31st Annual Leadership Award Recognition Luncheon.

Letter from the Executive Director



Dear Alumni and Friends,

A new year marks new beginnings for me as Executive Director of the Cal Alumni Association (CAA), and exciting opportunities for Cal students, our ever-loyal Cal alumni and friends, and the University.

I am delighted and honored to lead CAA into a future bright with change, challenge, and possibility. I attended Cal as an undergraduate, and Berkeley forever altered my life. Berkeley Law gave me the tools that prepared me for a rewarding career in law and public service. My position as a member of CAA's Board of Directors inspired my great sense of community with all of the extraordinary alumni who come back to Berkeley. CAA provides opportunities for alumni to stay in touch through more than 90 alumni chapters, our award-winning *California* magazine, and a myriad of events to gather and stay connected to Berkeley. For life.

Many of our alumni give back to Berkeley, as you demonstrated with your great support throughout last year. Nearly 3,000 alumni and friends gave to The CAA Fund in 2015 — more than 30% of them first-time donors. Over half took advantage of our convenient online service at alumni.berkeley.edu/give to support our mission.

This world-class institution shaped our lives and enabled our dreams when we were students at UC Berkeley. Your generous financial gifts and the thousands of hours of alumni volunteerism will make possible a multitude of CAA programs and services in 2016. Thanks to you, more than 750 undergraduate scholars also share in the Cal dream, supported through CAA Alumni Scholarships.

Our membership continues to grow as more alumni appreciate how CAA keeps us connected and collectively driven toward supporting the future of our alma mater. Together we accomplish so much. We have much to do. We enter this new year with energy and optimism. We will get things done. I could not be more excited and grateful to be part of such an illustrious community. It is time to celebrate Cal.

Fiat Lux and Go Bears!

Clothilde Hewlett '76, J.D. '79
Executive Director



A lifetime of Cal pride shines in the smiles of Bea Heggie '47 and TAAP Scholar Aivi Huynh '18 during The Achievement Award Program Recognition Dinner held at Alumni House last fall.

Your commitment to Cal is important to us.



Young Blues dance the night away at the 2015 Blue & Gold Bash. The Bash is an unparalleled evening of upscale celebration and reunion in San Francisco that pairs cocktails with a cause — event proceeds benefit the Kruttschnitt Aspire Scholarship Program for underrepresented minority students at Cal.



CAA Alumni Scholars are Leading the Way

Born in Grass Valley and raised in Auburn, in the heart of California's Gold Country, Isabel is one of three siblings who studied within the UC system. Her sister is a junior at Cal, while her brother studied engineering at UC Davis. College was always part of Isabel's life plan, but Berkeley seemed a distant dream because money was an issue. Isabel knew scholarships and hard work would play major roles in her trajectory.

Drawn to math, Isabel excelled in Advanced Placement Calculus, and was inspired to establish the Omicron Math and Engineering Club at Placer High School. The club tutors and supports students struggling with math. "Sometimes people didn't take me seriously as a math student," explains Isabel. This was her opportunity to develop her leadership skills and encourage girls to explore math and engineering. "To be able to help kids who struggled with math explore it allowed me to use my passion to help others," adds Isabel.

Isabel also used her emerging leadership skills in her role as the Jazz Band Saxophone Section Leader at Placer. She created free saxophone clinics and team-building practices to develop future soloists among younger student musicians, and learned the importance and power of treating others with respect and encouragement. While volunteering at her local hospital and the Auburn-area Animal Rescue Foundation, Isabel discovered her interest in medical care.

Today, Isabel is a math and pre-med student at UC Berkeley, and a member of the Cal Band. She is eager to find greater ways to continue her community service through humanitarian groups like The Suitcase Clinic and the SAGE Mentoring Project, Cal's largest tutoring and mentoring program. CAA is proud to provide students like Isabel with merit-based scholarships through The Leadership Award. For more information about making a gift to The Leadership Award, please visit alumni.berkeley.edu/give/leadership-award.

"When I first visited Cal, I was in awe of the aura of intellect I felt in the air here," says Isabel Honda '19, a recipient of The Leadership Award. "t"

Apples for Students

"My biggest fear in coming to Cal was the fear of failure," says CAA Alumni Scholar Wasseem Syriani '19, a student in the new CAA Scholar Success Seminar enabled by iPad tablets and Apple software. "This class gave me confidence and the ability to believe more in myself." Developed in partnership with Berkeley's Centers for Educational Equity and Excellence (CE3), the Scholar Success Seminar ensures that CAA Alumni Scholars enter the University with the skills and resources they need to succeed at UC Berkeley.

Thanks to this collaboration with Apple, new recipients of The Kruttschnitt Aspire Scholarship Program (KASP) and The Achievement Award Program (TAAP) are



The founding class of the CAA Scholar Success Seminar is all smiles thanks to an innovative collaboration between CAA and Apple that equips new KASP and TAAP Scholars with the latest in tablet technology.

equipped with the latest in tablet technology and specialized software. Each iPad is pre-loaded with iPad Air2 software including Pages, Keynote, iMovie, and iTunes, while the iPad-enabled seminars promote wellness, achievement, and professional success.

CAA's mission to deliver the promise of Berkeley to KASP and TAAP scholars is made possible through the generous contributions of Cal alumni and friends.

Thank You!

2015 A Golden Year for CAA and The CAA Fund

Thanks to you, we were able to keep our alumni community connected with the University and each other through our alumni programs, publications, and events in 2015. Thanks to your gift, great things are in store for alumni and students in 2016.



*Figures represent all gifts to The CAA Fund with a 2015 credit date processed as of January 16, 2016 and do not include gifts to scholarships or membership contributions. For information about your individual gift, please call 510.900.8200.



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Each year, Greg acts as an ambassador and liaison between various schools and the Orange County Cal Alumni Club at more than 30 college fairs, encouraging students to apply to Cal. "Engaging high school kids is an inspiring experience," he says. "As alumni, we know what kind of things they need to know." Greg also helps host an annual new student reception, where he and his fellow alumni encourage each student admitted to "close the deal" and say yes to Cal. "I tell prospective students that if you have an opportunity to go to Cal, it will be the best decision you ever make. Cal will present you with limitless opportunities that you never knew existed," says Greg.

Proud and grateful for his time at Berkeley, Greg strives to make prospective Cal students aware of the lifelong friends they will make, and the many professional opportunities they will have because of their Cal degree. "You don't realize until you have left campus how well respected your Cal degree is," he declares. "Cal is for life."

Cal for Life

Former Leadership Award Scholar Greg Haack '99 recalls the first time an alumnus took him under his wing. "He really took care of me and advised me to never wear red at Berkeley," explains Greg, who attended The Leadership Award Recognition Luncheon as a freshman at Cal. This long-standing CAA event illuminated for Greg the importance of bringing together alumni and students.

Greg's Berkeley adventure led him through an undergraduate degree in marketing from the Haas School of Business. He now owns his own insurance brokerage and works with business owners to find health benefit solutions for their employees and to navigate healthcare reform.

Greg joined CAA's Orange County Cal Alumni Club as soon as he settled in Irvine. "I love the camaraderie of being with my fellow bears. This band of brothers and sisters in Orange County knows we are incredibly blessed to be Cal alumni. We all feel the need and the obligation to give back." Currently the Vice President of Prospective Student Outreach for CAA's YES Berkeley! Student Recruitment, Greg has discovered an affinity for working with teens. "In Orange County we compete with UCLA and USC for students. We strive to be the best representatives of the Cal brand. We engage hundreds of high school students and their parents at our college fairs. In 2015, more than 850 students from Orange County were accepted at Cal. It is an awesome



Greg and his five-year-old daughter Elizabeth at home in Bear Territory.