YOUR CONNECTION TO UC BERKELEY

485,000+ ALUMNI WORLDWIDE

192,000 IN 9 BAY AREA COUNTIES 88,000 IN SOUTHERN CALIFORNIA COUNTIES

CAL ALUMNI ASSOCIATION
FOUNDED IN 1872

99,000 Dues-paying CAA members
1,100 Cal Discoveries travelers per year
9,000 Lair of the Golden Bear campers
95,000 California magazine readers
175,000 The Cal Connection e-newsletter subscribers
46,000 LinkedIn subscribers
20,000 Facebook likes
90 Alumni chapters and online alumni communities

26,764 Alumni engaged

UC BERKELEY
FOUNDED IN 1868

NO. 1 PUBLIC UNIVERSITY

NO. 3 UNIVERSITY WORLDWIDE

51 NOBEL PRIZE WON BY FACULTY & ALUMNI

4 PULITZER PRIZES HELD BY CURRENT FACULTY

183 OLYMPIC MEDALS WON BY STUDENTS AND ALUMNI

MOTTO = FIAT LUX

YES BERKELEY!
STUDENT RECRUITMENT

Student Attendees to New Student Receptions 1,184
New Student Receptions 28
899 Alumni Volunteers

71% Said YES! to UC Berkeley after attending a New Student Reception

alumni.berkeley.edu
762 CAA ALUMNI SCHOLARS ACADEMIC YEAR 2014-15

650 THE LEADERSHIP AWARD FOUNDED 1934

92 THE ACHIEVEMENT AWARD PROGRAM FOUNDED 1999

20 THE KRUTTSCHNITT ASPIRE SCHOLARSHIP PROGRAM FOUNDED 2014

1,076 VOLUNTEERS SCHOLARSHIP SELECTIONS

INTERVIEWERS

124 SPRING
345 FALL

READERS

390 SPRING 71% VIRTUAL 29% IN PERSON
217 FALL

1,076 VOLUNTEERS SCHOLARSHIP SELECTIONS

ENDOWMENTS

$383,267 CONTRIBUTED BY SOCIETY MEMBERS AS OF 3/10/15

$862,400 DOLLARS RAISED FOR THE CAA FUND IN 2014

$1,000+
170 BANCROFT SOCIETY

$2,500+
21 OXFORD SOCIETY

$5,000+
17 GAYLEY SOCIETY

$10,000+
3 HEARST SOCIETY

$862,400 DOLLARS RAISED FOR THE CAA FUND IN 2014

2014 THE CAA FUND SOCIETY MEMBERS

THE BERKELEY NETWORK

BUILDING PROFESSIONAL CONNECTIONS FOR ALUMNI AND STUDENTS

WEBINAR SERIES
LA BREAKFAST SERIES
CAREER CONNECTIONS SERIES*
INDUSTRY NETWORKING EVENTS
CORPORATE ALUMNI PROGRAMS
CAL EXTERNSHIP PROGRAM*

* IN PARTNERSHIP WITH THE CAL CAREER CENTER

$383,267 CONTRIBUTED BY SOCIETY MEMBERS AS OF 3/10/15

THE ACHIEVEMENT AWARD PROGRAM ENDOWMENTS
300 ENDOWED FUNDS | $34,345,000

THE LEADERSHIP AWARD ENDOWMENTS
130 ENDOWED FUNDS | $20,612,000

TOTAL
$54,957,000

† WEBINAR SERIES
† LA BREAKFAST SERIES
† CAREER CONNECTIONS SERIES*
† INDUSTRY NETWORKING EVENTS
† CORPORATE ALUMNI PROGRAMS
† CAL EXTERNSHIP PROGRAM*