Dear Cal Alumni and Friends,

The fall semester at Berkeley is in full swing. The campus is energized by the presence of our dynamic students, a cast of alumni returning for home football games, and a new plaza taking stage in front of Alumni House. Recently, the Cal Alumni Association (CAA) hosted the Cal vs. Ohio State Young Alumni Tailgate for more than 400 attendees, welcomed 764 CAA Alumni Scholars to campus, and celebrated the 5th anniversary of The Equity Scholarship.

Thanks to you, CAA continues to enhance the legacy of our incomparable alma mater. As your alumni association, we represent the diverse perspectives of our entire alumni community. In this issue, you can read about the programs and services that keep you connected to fellow alumni and the University. You’ll learn how alumni like Robert Aeppel ’71 and Yolanda Hong ’02 support CAA, peruse The Cal Alumni Association directory, and enjoy photos from our recent alumni and donor events. It is also a pleasure to inform you of the selections for the 2014 Alumni Awards.

I also want to take this opportunity to provide you with an update regarding the Tuolumne County Rim Fire, which impacted CAA’s Land of the Golden Bear. The fire forced the premature closure of the Late and Pincus Cali in August. Although the fire did not get closer than four miles to our Pinecrest properties, the Land and Cali sustained a significant financial loss due to a premature closure. We are thankful to our campers and friends for supporting the Fire Impact Campaign. We are also grateful to the firefighters who worked tirelessly to protect the area.

As 2013 comes to a close, I’d like to thank you for helping CAA fulfill its mission of informing and engaging alumni, and inspiring greater support for the University of California, Berkeley. You made our work possible and rewarding.

Thanks to your involvement, we continue to touch UC Berkeley remains the world’s number one public university.

Thanks to you, CAA provides programs and services that keep alumni connected to the University and to each other. We invite you to make your year-end gift today and help CAA continue to enhance the legacy of our incomparable alma mater.

Top 5 Reasons to Give to CAA:
1. You are proud to call UC Berkeley your alma mater.
2. CAA keeps you connected to the University.
3. You support UC Berkeley’s programs and services.
4. CAA helps build Berkeley’s reputation.
5. Your gift is tax deductible.

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LETTER FROM THE EXECUTIVE DIRECTOR

The Cal Alumni Association gratefully acknowledges the generous support of those who contributed $1,000 or more to The CAA Fund between January 1, 2012 and December 31, 2012. The CAA Fund Society is a group of alumni and friends who dedicate a continuous commitment to CAA through the CAA’s First-Time- and Multi-Donor Scholarship.

An annual contribution of $1,000 or more establishes membership in The CAA Fund Society.

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GIVING NOTES  PHILANTHROPY NEWSLETTER  ·  FALL 2013

Equity Scholarship Brings Back Alumni Siblings

In 2008 CAA created The Equity Scholarship, a four-year, merit-based scholarship that funds five new underrepresented minority students each year with a $5,000 annual stipend.

“We Prop 209 [eliminating Affirmative Action] being the law of the land, the problem was that there were extremely well qualified minority students who were choosing not to come here because they felt they weren’t welcome here, and nothing could be further from the truth,” says Darek DeFreece ’93, who was CAA president when the scholarship was started. “By offering them financial assistance to come here, we were only fulfilling the mission that CAA was created to do.”

The first three students to accept the Equity Scholarship were African American students in the class of 2011. Earvin Buckner, a senior majoring in Sociology, says, “I quit y E Scholars.” Claire-Marie Kooi ’13, who is a graduate student in Global Health, says, “I hope it grows and more students get the opportunity to be part of Cal instead of just go to Cal.”

And all three say their Equity Scholarships made all the difference. “Had I not received The Equity Scholarship, I would have had a very different college experience because I would have had the additional stress of worrying about money,” says Chang. “I don’t imagine what it would have been like to have to go to another school because of my financial situation,” says Rocha. “Because of The Equity Scholarship, I was able to attend the university I knew I was meant to attend.”

This is music to the ears of DeFreece, who credits former board members Holly Lakey ’93 and Jodi Fyloid ’79, JD ’89, for originating The Equity Scholarship. “It proves to me that it was the right thing to do,” DeFreece says. “It hope it grows and more students get the opportunity to be Equity Scholars.”

—Martin Snapp, California magazine

2014 Alumni Awards

Since 1943, CAA has recognized alumni of the University of California, Berkeley, who have made distinguished contributions to the welfare of the University and thereby brought special credit to the University. CAA is honored to announce the selections for the 2014 Alumni Awards. We are proud to recognize and celebrate the achievements of these outstanding alumni who contribute to Cal, the state of California, and our global community.

“Just doing my part”

Giving back comes easily and naturally for Robert C. Aronoff ’71. Since 1978, Robert’s community service has been focused on youth and education. “I believe in mentoring young people and teaching them the value of an education. However when they turn 18, they often don’t have the money to go to college,” shared Robert.

In 1990, a board member of the Jewish Big Brothers, Big Sisters Association of Los Angeles, he established a scholarship program which awards 40 scholarships per year. Many of these scholarship recipients are Cal students. This experience, coupled with an affinity for his alma mater, prompted Robert to support scholarships. In 2008, Robert became interested in The Achievement Award Program (TAAP).Impressed by the motivation and accomplishments of TAAP scholars, he endowed the Robert C. Aronoff Achievement Award “TAAP is a great program. It provides more than cash for students in need; it is a mentoring component.” As part of the TAAP family, Robert gets to know the students who benefit from his endowment. He has fond memories of getting to know Jeanette Vasquez ‘11. Most recently, he was inspired by Lucas Nguyen ‘13 who invented the Chemplate. Robert mentored and guided Lucas during the manufacturing and distribution process. “Lucas had a good idea and it was a privilege to go along for the ride. Helping students like Lucas is important to me.”

Robert continues to support CAA Alumni Scholarships. This past August he established the Robert C. Aronoff Leadership Award to express his appreciation for the University of California, Berkeley, and his impact on his life, the lives of others, and the country. “I hope my support indicates the success of the Jewish Big Brothers, Big Sisters Scholarship and the Robert C. Aronoff Achievement Award.”

In addition to establishing endowments, Robert currently volunteers as a reader and interviewer for TAAP and The Leadership Award. “Being involved with the selection process makes me more appreciative of the quality of students who need and earn these awards. It leaves no doubt that I am getting my money’s worth. It also keeps me in touch with young people.”

Robert’s passion for leadership with a volunteer and a donor aim aligns with CAA Alumni Scholarships’ goals and successes. “Supporting CAA scholarships is a chance for me to help the next generation. Education is important, not just for personal success but for our country. I am just doing my part.”

Alumni of the Year

Robert C. Aronoff ’71
President and CEO, San Francisco Giant Baseball

Walter F. THOMPSON Jr.
Entrepreneur and Engineer

Mark Bingham Award for Excellence in Achievement

Ming Dang ’96, Independent Speaker/Trainer/Consultant

We all benefit from CAA’s support

Alumni chapter volunteers are instrumental in helping CAA bring alumni closer together. They have the ability to reach alumni in geographic regions around the nation and keep them connected to Berkeley and fellow alumni. CAA recently spoke with Yolanda Hong ’02, president of Cal Alumni Club of Puget Sound (CAPS), about her volunteer involvement with CAA.

“When I joined CAA, I was in my early twenties. CAA provided me with my first opportunity to volunteer and become involved with my alma mater. Becoming involved with CAA has given me personal satisfaction and has helped me grow as a person.” 

Yolanda says that her capstone experience was the 2014 Alumni Awards. “Being involved with the selection process makes me more appreciative of the quality of students who need and earn these awards. It leaves no doubt that I am getting my money’s worth. It also keeps me in touch with young people.”

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Join us at Charter Gala 2014 on Saturday, March 22 to honor the recipients of CAA’s 2014 Alumni Awards. For more information, please visit alumni.berkeley.edu/chartergala.

GIVING NOTES  PHILANTHROPY NEWSLETTER  ·  FALL 2013

BRIGHT FUTURES: The first Equity Scholars have grand aspirations

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