



CAA Giving Notes

Philanthropy Newsletter

Berkeley.
For Life.

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Cal Alumni Association Members and Friends,

As a new calendar year begins, I would like to take a moment to say thank you for supporting the Cal Alumni Association (CAA) in 2009. It was an exciting year for CAA. We recently updated our name and visual identity to reflect our work on behalf of all alumni and the University; we launched an advocacy effort in support of the University of California; and we welcomed the first cohort of Equity Scholars to Cal.

The work we do at Alumni House is made possible by your gifts and support.

We hope you enjoy learning about the impact of your gifts through this issue of *Giving Notes*—such as how the Leadership Award Scholars Association provides CAA Alumni Scholars with leadership opportunities on campus and how CAA collaborates with the University to bring students to Cal. You can also read about our newest fundraising campaign—The Campaign for the Cal Alumni Association.

On behalf of our board of directors and staff, I want to thank you personally for your unwavering support. We look forward to serving as your primary campus-wide alumni association.

Go Bears!



R. Tucker Coop '67
Executive Director

CAA and the University Collaborate to Bring Students to Cal

Every year students face a tough decision in determining which college to attend. For some, it is a simple decision. For others, the decision to attend Cal is not an easy one. To help prospective students with their decision process, the Cal Alumni Association partners with the University to recruit and retain them.

In partnership with the Office of Undergraduate Admissions, CAA hosts annual trainings for Cal alumni interested in participating in high school outreach efforts and new student receptions. Following training, Cal alumni participate in outreach activities, and attend both high school and college fairs in Northern and Southern California. These efforts provide students an instant and critical connection to the Cal community. "This commitment to Cal and to its mission is both astonishing and wonderful," says Angela Skrivanich, Northern California transfer specialist, University of California, Berkeley.

CAA also connects entering students with Cal alumni at new student receptions, providing unique opportunities for students and

parents to meet key campus administrators and other students. Last spring, CAA and its alumni groups hosted 22 such receptions across the nation, including five for underrepresented minority students. These events often help students with their college decision process and result in many students deciding to attend Cal. Of the 1,680 underrepresented minority students who were admitted to Cal, 640 students submitted a Statement of Intent to Register in Fall 2009.

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The CAA Fund directly supports our efforts to promote diversity on campus through recruitment and matriculation of underrepresented minority students. These efforts contributed to more than 640 underrepresented students starting at Cal this past fall. Because of your support, underrepresented minority students have access to one of the University's most precious resources—alumni.

To make a gift to CAA's Multicultural Alumni and Student Outreach Program, please call 510.643.2664 or visit alumni.berkeley.edu/donate.

Honor Your Cal Experience with a Gift to CAA

CAA offers many opportunities for you to celebrate Cal and stay connected to your alma mater. Celebrate by camping at the Lair of the Golden Bear, traveling the world with Cal Discoveries Travel, learning about academic achievements on campus, and cheering on the Bears at tailgates and hoops parties. Our resources and programs ensure that students and alumni maintain and enjoy a lifelong relationship with the University.

Every gift, regardless of the amount, contributes to our work on behalf of

Students: Our extraordinary scholarship programs—The Equity Scholarship, The Achievement Award Program, and The Leadership Award—bring the best and brightest to the University. Though we provide the opportunity for donors to directly fund a student's education, contributions to The CAA Fund support our ability to house and maintain these scholarship programs.

Alumni: CAA strives to involve, inform, and inspire all alumni to stay connected to the University and to each other. *California* magazine keeps alumni abreast of campus and alumni news, careers services guide alumni toward professional success after graduation, and CAA alumni events and groups provide opportunities for alumni to network and celebrate Cal.

University: Our annual fund enables us to best serve Cal with flexible-use support that responds to the changing and pressing needs of Berkeley.

The CAA Fund
Creating a Lasting Connection to Cal

To make a gift to CAA, please call 510.643.2664 or visit alumni.berkeley.edu/donate. CAA understands you have many philanthropic choices, and we thank you for choosing us as the recipient of your generosity.



The Campaign for the Cal Alumni Association

The Campaign for the Cal Alumni Association (CAA) will strengthen our work as the primary campus-wide alumni association responsible for building a broad alumni community that supports UC Berkeley.

Bolstering private support will enable CAA to improve visibility and reach all 444,000 alumni in ways that are current, personalized, and meaningful. CAA will expand its programs and services with cutting-edge technology and diverse networking opportunities to create and support a global Cal community; offer a new quarterly lecture series in connection with its award-winning *California* magazine; and provide alumni of all ages with access to the best and brightest in the professional business sector through our career services program.

CAA will continue to invest in current and future Berkeley students by increasing scholarships and doubling the number of alumni mentors to more than 1,600 in the coming year. Our investment in students will help ensure that they stay connected long after graduation through mentorship, philanthropy, and active involvement with the University.

The Campaign for the Cal Alumni Association promises to increase our commitment to serving the best public university in the world and meeting the needs of Cal alumni around the globe for years to come.

All gifts to The Campaign for the Cal Alumni Association will count toward your giving to The Campaign for Berkeley.¹

¹Excludes annual and endowment gifts made to The Equity Scholarship.

Founded in 1872, the Cal Alumni Association serves

- 850 undergraduate students annually
- 1,100 Cal Discoveries travelers year round
- 10,000 Lair campers each summer
- 96,000 members annually

CALIFORNIA Live!

Introduced in 2009, this series of lectures and panel discussions brings the theme of each issue of *California* magazine to life.

Truth and Lies

Wednesday, April 21 | Reception 6:30 pm | Program 7:00 pm

Autodesk Gallery, The Landmark | One Market, San Francisco

\$10 in advance | \$15 at the door

Ticket Information: alumni.berkeley.edu/californialive · 1.888.cal.alum

As the old saying goes, "Nothing is true, not even that." Which may go double in this age of "truthiness," what with its fake news, reality tv shows, and creative nonfiction. We'll bring together a panel of academics, writers, and other experts to see if we can't unblur the lines a little between truth and lies. Think you can handle it?

Donors who contribute \$2,500 or more annually to The CAA Fund receive two complimentary tickets. To receive this exclusive donor benefit, please contact Marlene Penny at marlene.penny@alumni.berkeley.edu or 510.642.8988.

Connecting Students with Leadership Opportunities through LASA

Committed to developing leaders within its community of Alumni Scholars, the Cal Alumni Association (CAA) hosts and advises the Leadership Award Scholars Association (LASA). LASA encapsulates innovation, inspiration, and impact on campus, the

fundamental aspects of The Leadership Award. "LASA is a community of engaged student leaders that supports the mission of the Cal Alumni Association and the University," explains Grace Jordan, LASA programming division director.



Grace Jordan

As LASA members, recipients of The Leadership Award have the opportunity to network with like-minded students,

pursue their own leadership ventures, and exercise their leadership abilities by working as directors, coordinators, and volunteers within the organization. "Our mission is to provide Cal students with opportunities to become leaders within their community, recognize leaders who exhibit the values of The Leadership Award, and develop into philanthropic alumni," adds Jordan.

LASA's Overnight Stay Program (OSP) offers high school seniors who have been admitted to Cal and are Leadership Award finalists the opportunity to come to campus, visit classes, spend the night in the dorms, experience student life at Cal, and sit in on student, professor, alumni, and scholarship staff Q&A panels. "OSP gives high school seniors a sneak peek of what their life could be like as an Alumni Scholar and as a Cal student," explains Jordan. High school seniors are more likely to choose Cal after attending OSP—95% of attendees enroll at Cal.

LASA's success is due in large part to alumni support. Through LASA events and programs, alumni have the opportunity to mentor and connect with Cal students. For more information, email LASA.information@gmail.com



While attending The Achievement Award Program Recognition Luncheon, Chancellor Robert J. Birgeneau enjoyed the company of TAAP Scholar Courtney Porter (left) and former TAAP Scholar and award-winning independent filmmaker Leon Lozano '01 (right). More than 125 donors and students gathered at Alumni House to enjoy the camaraderie of each other and the spirit of Cal.

A Fresh Look For CAA!

We recently updated our name to the Cal Alumni Association, refreshed our logo, and adopted a new tagline—**Berkeley. For Life.** Our communications have taken on a more contemporary appearance and are more closely aligned with the University's brand. We also just launched a new website, showcasing the abundance of opportunities available to alumni. The perfect entry point for all graduates, our new site features links to key campus departments and news stories, is easier to navigate, and clearly highlights events and activities both on and off campus.

Berkeley.
For Life.

These recent shifts and upgrades are a reflection of our continued commitment to building an engaged alumni community and to supporting the future of the University of California, Berkeley. Please visit our new website and experience our new brand identity at alumni.berkeley.edu.

The Equity Scholarship

The Equity Scholarship, CAA's newest scholarship program, provides an incentive for high-caliber African-American, Chicano/Latino, and Native American students to choose Berkeley as their undergraduate institution. Competition for these underrepresented minority students is intense, and Berkeley often can't offer the same financial aid packages as private institutions with large endowments. The Equity Scholarship helps close the financial aid gap between Berkeley and private universities. Each scholarship provides up to \$20,000 over four years (\$5,000 per academic year).

To donate or for more information, please contact Michelle Gahee at 510.643.3736 or michelle.gahee@alumni.berkeley.edu.

The Cal Alumni Association welcomes its first class of Equity Scholars. The 10 Equity Scholars are: (far left, clockwise) Mitra Suzanne Vijeh, Tracy; Amanda Meyer, Vallejo; Tajai Jaxon Britten, Santa Rosa; Claire-Marie Kooi, Sacramento; Adolfo Ivan Gomez, Oakland; Kathleen Whiteley, Eureka; Isela Luna, Whittier; Nayely Chaves, Pacoima; Claudia Rocha, Pasadena; Rachel Leann Walters, Oakland.



The Leadership Award



Members of The Cal Alumni Club of Oakmont and the Sonoma County Cal Alumni Club presented their Alumni Scholars with this year's Leadership Award at the 25th Annual Leadership Award Recognition Luncheon. Since 1934, CAA has provided alumni scholarships to more than 15,000 Cal students. Top Row (left to right): Keren Janiszewski, Emma Tome, Bob Carver. Bottom Row (left to right): Brian Adams, Robert Kauth, Geraldine Carleton, Michael Moses.

The Achievement Award Program



To commemorate ten years of The Achievement Award Program (TAAP), Leon Lozano '01 (far left) and Aaron Smith '05 (far right) of the "Founding Fifteen" (TAAP's first cohort) shared their memories of TAAP and Cal with founding committee members (from left to right) Alfredo Terrazas '74, John W. Rosston '42, and Neal Miura '60 at the TAAP Recognition Luncheon.

Cal Alumni Association

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