CAL STATE EAST BAY EDUCATIONAL FOUNDATION

ANNUAL REPORT OF PRIVATE GIVING & HONOR ROLL OF DONORS

2009 2010

Where All Your Possibilities Come Into View
Dear Friends,

Despite the many challenges of the past year, in Fall 2009 Cal State East Bay admitted a record-high enrollment of 14,749 students, each of whom will reap the benefits of a Cal State East Bay education — one that is both broadly accessible and uniquely practical, as well as academically distinguished. I am deeply grateful to the entire University community, including you and our many other friends, for your continuing dedication to our mission and our students, which has helped make these successes possible.

The California state budget has begun to restore support for higher education, recognizing its critical importance to the state's economic recovery and future social and economic health. But even in the best of times, state support provides only a basic foundation for our work. It is private giving that allows us to strengthen and expand our academic programs, enhancing the Cal State East Bay student experience and elevating the University's role and profile in our region. Most importantly, with the contributions of supporters and friends like you, the University can be even more responsive to the rapidly changing needs of our extraordinarily diverse students and the regional communities we serve.

As many of you know, 2009 marked the beginning of a landmark University fundraising effort, The University of Possibilities campaign. This is Cal State East Bay’s first comprehensive campaign. Its priorities are to enhance our academic excellence and distinction, increase student access to higher education, support student achievement and success, and provide the means to pursue new opportunities.

In addition to funding scholarships, programs, and facilities, our University of Possibilities campaign seeks to transform the University for the new century. The most significant goal is to support Cal State East Bay’s initiative to reinvent science, technology, engineering, and mathematics (STEM) education not only for this University but also for the entire cradle-to-career education pipeline.

The social and economic health of our entire region is central to our mission, and our campaign priorities are fundamentally connected to and inspired by the workforce, economic, and social needs of our communities. This campaign will be a catalyst for change, reinvention, and expansion at Cal State East Bay that will allow us to offer a truly transformative educational experience with broader opportunities for student access and achievement than ever before.

Thank you for supporting Cal State East Bay and our vision of a 21st century university — where all students major in solutions for tomorrow.

Mohammad H. Qayoumi
President, California State University, East Bay
Dear Friends,

Each year, the Cal State East Bay Educational Foundation is honored to report on the University’s continuing progress in building a stronger culture of philanthropy, while also recognizing and highlighting what the support of friends and supporters has helped us accomplish. As the University’s philanthropic base of support grows, our institution grows stronger, helping bring even more possibilities into view for our students and the region we serve.

In the 2009-10 fiscal year, friends of the University contributed $5.1 million in private gifts and pledges to reinforce our academic mission. This growth in giving coincided with the first year of Cal State East Bay’s University of Possibilities comprehensive fundraising campaign, demonstrating growing support for the University’s vision to redefine and recast higher education to meet changing academic and professional needs.

Your contributions supported deserving students in our undergraduate and graduate programs — helping with tuition and fees, textbooks and course materials, and housing costs. You supported our dedicated faculty as they guided their students in and outside the classroom. And your commitments made it possible to reach future college students in our region, improving their chances to earn a college degree with expanded pathway programs.

The name of every donor who made a gift of $100 or more this year is listed here — representing almost 1,200 individuals, corporations, and foundations. We also recognize longtime friends and supporters, members of the President’s Circle, sponsors of our Presidential Scholars Benefit and Awards Gala, and those who made early leadership commitments and gifts to our University of Possibilities campaign.

In a comprehensive campaign, every gift is counted and all contributions make a real difference. Although we are not able to include each of our donors by name in this report, we recognize and deeply appreciate all those who gave what they could.

On behalf of the entire University community — students, faculty, staff, and alumni — we thank you all for your shared commitment to our mission and your generous support for California State University, East Bay.

Richard Sherratt, BS ’70
Chair, Cal State East Bay Educational Foundation

Bob Burt
President, Cal State East Bay Educational Foundation

Vice President, University Advancement

Prince Jackson
Scholarship recipient

Sophomore, art major, graphic design option

“I love the art department, I love being here. Thank you for supporting so many students.”

PHOTO SAM WILLARD

[Image 398x134]Richard Sherratt, BS ’70
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PHOTO SAM WILLARD
A FOUNDATION OF GIVING

Cumulative Giving Exceeding $100,000

We extend special recognition to those donors whose cumulative support of the University has exceeded $100,000.

INDIVIDUALS

• Al Coyle and Joan Nunez
• Joanne and Jonathan Opler
• Robert and Betty Kass
• Daniel and Monica Carbon
• Alexander and Brigitte Stavros
• Mary and Frank Oster
• Altman and Karen Burdick
• Malcolm and Susan Reisman
• William and Brenda Sindowsky
• Jodie and Stuart O’Rourke
• John and Michelle O’Hara

ORGANIZATIONS

• Alfred P. Sloan Foundation
• Bank of America
• Bay Area School Reform Collaborative

University of Possibilities Campaign Leadership Gifts

Special thanks to those who made major gifts and pledges to the University of Possibilities comprehensive campus fundraising campaign.

$1 Million and Above

Jack and Susie Aver

$500,000 – $999,999

State of California – Escondido

$250,000 – $499,999

Genentech, Inc.

$100,000 – $249,999

Estate of Fournaise Babladelis

$50,000 – $99,999

Joan Sieber and Ric Tombari

$25,000 – $49,999

Bill and Linda Miller

$10,000 – $24,999

Bruce and Elizabeth N. Smith

$5,000 – $9,999

Darren and Debra Smith

$2,500 – $4,999

James and Kim Klescewski

$1,000 and Above

Terry and Tommie Berry

$500,000 and Above

Estate of Georgia Babladelis

$100,000 and Above

Kaiser Permanente Northern California Fund for Health Education

$50,000 and Above

Kaiser Permanente Northern California

$25,000 – $49,999

Janet and Fred Kozel

$10,000 – $24,999

Robert and Karen Burt

$5,000 – $9,999

Sukla De

$2,500 – $4,999

Douglas Highsmith

$1,000 – $2,499

John Gilles

$500 – $999

Janet Mitchell

$100 – $499

Richard and Susan Sherratt

$50 or More

Richard and Annette Warren

A FOUNDA TION OF GIVING

The 2009-10 academic year was a record high enrollment of 14,749 at Cal State East Bay’s three campuses. The incoming freshman class was also the largest ever at 5,444 students.

Cal State East Bay received more than $16,500 applications for Fall 2010 — the highest volume of applications ever. Of those applications, 9,700 were from current high school seniors and 6,800 from community college students.

In the 2010-11 academic year, the University graduated more than 2,000 students, awarding 7,313 bachelor’s degrees and almost 1,400 master’s degrees.

The Princeton Review recognized Cal State East Bay as a “Best in the West” university for 2011, as well as the top-ranked public school on the West Coast in the Times Higher Education Supplement’s “Times University Rankings.”

The University received the President’s Civic Engagement Honors Award from the Carnegie Foundation.

The University of Possibilities Foundation is a public, non-profit organization with 501(c)(3) status. Contributions are tax deductible to the extent allowed by law.

For more information, please visit www.csueastbay.edu/development
"This is a way for my late partner and I to be remembered at a place that meant something to us."

David Hudson
Professor Emeritus, political science, CSUEB

"..."
ATHLETIC ACHIEVEMENTS

Pioneer Athletics completed the first full season of competition in the NCAA Division II.

The California Collegiate Athletic Association (CCAA) designated 25 Pioneer student-athletes All-Conference in 2009-10. CCAA All-Academic Award winners.

Pioneer Athletics awarded the first Heritage Award to Rodney Moore, former football and basketball star, who also served as the school’s founding President in 1992.

Pioneer Athletics announced a new logo during the fall 2009 season, building on years of tradition and uniting teams during the fall 2009 season, building a network of tradition and uniting teams during the fall 2009 season, building a network of tradition and uniting teams.

Pioneer Athletics announced the first Pioneer Athletics Hall of Fame inductees, including Ernie Moulton, former football and basketball player, and Mary Lou Schell, former volleyball and basketball player.

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Regional Impact

A 2010 study commissioned by the CSU system showed that Cal State East Bay has a total regional economic impact of $415 million with $266 million of direct spending annually. The University supports more than 3,200 jobs in the region. More than $23.8 million in local and $26.8 million in state tax revenue flow from Cal State East Bay’s operation.

“Your support helped me make the transition from community college to university life. I couldn’t have done it without your help.”

Amanda Madrid
Scholarship recipient
Junior, nursing major
Memorial & Honorary Gifts
Gifts were made in memory or honor of the following individuals:

- Georgia Babladelis
- Perryman Ducreay
- Frank Gilliard
- Ernst Gloe
- Lawrence Granger
- Alvin Howe
- Grant Inouye
- Lawrence Riche
- Mildred Sabath
- Joan Taam
- Eloise Thomas

Heritage Society
Members of this honorary society have included the University in their estate plans.

- John Abbey
- Estate of Julia Abrott
- Simone Amirkhas
- Estate of Georgia Babladelis
- Alan Beach Nelson and Daren Beach Nelson
- Stephen and Sandy Benson
- James Boutos
- Robert and Karen Burt
- Oscar Carlson
- Stanley and Nadine Clark
- Diana Colburn
- Hale Conklin and Susan Schaefer Conklin
- Stanley Hebert
- Susan Heiss
- Judy Huey and Leland Levy
- Estate of Carol Inberg
- Virginia Ireys Anderson and Henry Anderson
- Edward and Sharon Jay
- Sylvia Jesuit
- Bruce and Teri Kern
- Karl and Maureen Klausner
- James and Kim Klescewski
- Leland Levy and Judy Huey
- Roger Lipman
- Joanne and Rajinder Loomba
- Richard and Sally Lopez
- David Madson
- Kenneth and Joanne Mansfield
- Lindy Mark
- Hilda McCune
- Louis and Kristi Miramontes
- Janet Mitchell
- David and Claris Moore
- Wade Morehouse
- Jeffrey Nelson
- Motty and Deena Olcha
- Anh Phan
- James and Melissa Phillips
- Mo Qayoumi and Najia Karim
- Ruth Rhodes
- Marie Rosenblatt
- Betty Sauer
- Roger and Diana Schaufler
- Mike and Lisa Schneider
- Jodi and Brian Servatius
- Richard and Susan Sherratt
- Joan Sieber
- Estate of Beth Snow
- Judith Stanley
- Marin Tucker
- Gary and Deborah Wallace
- First Republic Bank
- Richard and Susan Sherratt '70
- Department of Statistics and Biostatistics
- Josephine and John Hunter
- Teresa Swartz
- Arthurlene Towner
- Gina and Vincenzo Traversa
- Bruce Trumbo
- Dianne Rush Woods
- Jim Zavagno

Matching Gift Companies
These companies generously matched gifts made by individual donors:

- 4Charity Foundation, Inc.
- Aetna Foundation
- Alcoa Service Corporation
- AT&T
- Applied Biosystems
- Bank of America
- C.M. Capital Foundation
- Charles Schwab Corporation
- Chevron Corporation
- Cisco Systems
- Covidien
- Devon Energy Corporation
- Ernst & Young Foundation
- Genentech, Inc.
- Google Matching Gift Program
- Hexcel Foundation
- IBM Corporation
- Intel Corporation
- John Wiley & Sons, Inc.
- KPMG Foundation
- LexisNexis
- Mass Mutual Financial Group
- McKesson Foundation
- Microsoft Corporation
- Northern Trust
- Oracle Corporation
- Pacific Gas & Electric
- Procter & Gamble
- Roche
- Scitor Corporation
- Siemens Medical Solutions USA, Inc.
- Sun Microsystems Foundation
- Truist
- Varian Medical Systems, Inc.
- Verizon Foundation
- Wachovia Foundation
- Wells Fargo Foundation

“I’m planning not to let anything hold me back!”

Chelsea Ingram
Sophomore, criminal justice administration major

PHOTO SAM WILLARD

The Honor Roll of Donors acknowledges gifts and pledge payments of $100 or more received between July 1, 2009 and June 30, 2010. We have made every effort to ensure the accuracy of all listings of 2009-10 donors. To correct an error in the listing of your gift amount, change the way your name is shown, or have your gift recorded anonymously and not included in future honor rolls, please contact Eileen M. Mello, Donor Relations Manager, at the Office of University Advancement, 25800 Carlos Bee Blvd., SA 4800, Hayward, CA 94542, 510.885.3724.
CAMPUS IMPROVEMENTS

• The new Student Services & Administration building opened on the Hayward Campus in July.
• The student-funded Recreation and Wellness Center opened in late 2010.
• Renovations to Pioneer Stadium debuted at June’s commencement ceremonies.
Mathematics Achievement Academies bring algebra to life

College pathway programs designed to increase student access to higher education are a key element of the University of Possibilities campaign. Math in particular is a key area for predicting college entrance and success — 80 percent of students who pass Algebra I and Geometry by the 10th grade successfully go on to college. Underserved students, however, generally do not perform well in algebra. To address that disparity, Cal State East Bay developed Mathematics Achievement Academies, a joint program with the Alameda County Office of Education and ACCLAIM (Alameda County Collaborative for Learning and Instruction in Mathematics). The program targets students in regional middle schools and high schools, aiming to strengthen math skills and emphasize the importance of math to college and career readiness.

Chevron Corporation announced in May that it would partner with CSUEB with a three-year, $1.5 million grant through its California Partnership initiative. The San Ramon-based energy company sponsored 12 academy sections, and several Chevron employees served as volunteer classroom mentors.

The Academies also received corporate support from AT&T, Bank of America, Union Bank of California, and Lam Research, as well as funding from the CSU Chancellor’s Office and school districts in Alameda County. Educational Foundation Trustee Henry Salvo also made an individual contribution. In summer 2010, 20 five-week sections were held in Alameda and Contra Costa counties. Most were in traditionally underserved districts and in areas identified by supporters as key locations for outreach. Each had approximately 25 students. The curriculum includes intense instruction, field trips to see math and science careers in action, and academic mentoring from adults and college students.

Chevron’s support will sponsor the academy program’s expansion in 2011 and 2012 to include sections in geometry and algebra II as well as algebra I. Taken together, the classes cover the traditional college preparatory curriculum and will help students meet the CSU system’s math requirements for freshman application and pass the Entry Level Math exam.

In the initial year of its first comprehensive fundraising campaign, Cal State East Bay significantly increased annual private support for the University in 2009-10, raising $5.1 million in gifts and pledges for scholarships, college pathway programs and faculty excellence.

"It is clear that our campaign priorities — increasing access, supporting student success, and establishing a STEM education initiative — are resonating with our supporters and community," said President Mohammad Qayoumi. The campaign is expected to run for seven to eight years, with the first few years in the “leadership phase.” The goal will be to raise $40 million to $50 million during that time to support the campaign priorities and triple the University’s endowment. Early leadership gifts came from notable alumni creating endowments for faculty excellence and scholarships. Contributions from corporations and foundations also increased over the previous year, most notably in support for the Mathematics Achievement Academies (see page 18). Other significant gifts came from Kaiser Permanente, the Gordon and Betty Moore Foundation, and the Packard Foundation.
Endowments for student and faculty achievement

Former Alumnus of the Year Louis Miramontes ’76 and his wife, Kristi, made the first major private gift to the University of Possibilities campaign, establishing the Louis and Kristi Miramontes Scholarship Fund for undergraduates majoring in business administration.

Miramontes began working at the global accounting firm KPMG after earning his bachelor’s degree from CSUEB, and served as managing partner of the Bay Area office. Sixty percent of the Miramontes’ scholarship awards will be earmarked for students in the accounting option.

Miramontes was also named co-chair of the President’s Campaign Steering Committee, sharing duties with trustees and fellow alumni Allen Warren ’71 and Carolyn Aver ’82.

Alumnus Richard Sherratt ’70, a former CSUEB baseball player, and his wife, Susan, established The Richard and Susan Sherratt Athletic Scholarship Endowment, Cal State East Bay’s first scholarship fund for student-athletes. Sherratt, the founder and CEO of Ballena Technologies, played baseball for the Pioneers in 1968 and 1969, pitching as both a starter and a reliever and earning an honorable mention on the 1969 All-Far West Conference team. In 2002, he was inducted into the Cal State East Bay Athletic Hall of Fame. He is also Chair of the Cal State East Bay Educational Foundation.

With the Pioneers’ move to competition at the NCAA’s Division II level, CSUEB gained the ability to distribute athletic scholarships to student-athletes, allowing coaches to recruit and attract high-caliber players.

Jack Acosta ’75, MBA ’78 and his wife, Susan, pledged $1 million to the College of Business and Economics to support faculty and student excellence with several new endowments.

The commitment from the Acostas, longtime advocates for the University, will create endowments for three professorships, as well as undergraduate scholarships and graduate fellowships in the business school. The balance of the donation will support faculty and students until the endowments are fully funded.

Acosta is a former high tech executive and a well known philanthropist. He serves as vice chair of the Cal State East Bay Educational Foundation and is a member of the advisory boards for the College of Business and Economics and the Concord Campus.

The Acostas’ gift is the largest from individuals to the University of Possibilities campaign to date. “Cal State East Bay is already known as one of the best in the west,” Acosta said. “This campaign is a major step forward, a way to help the University move to the next level.”

“I considered other universities, but receiving my scholarship made me choose CSUEB — and I am glad I did!”

Jesse Ashcraft ’10
Scholarship recipient
B.A. English, British and American literature option
### Charitable Commitments Received

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### Charitable Contributions Received

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### Sources

- Alumni: 1.7%
- Parents: 0.2%
- Other Individuals: 13.1%
- Foundations: 14%
- Corporations: 57%
- Other Organizations: 10%

### Purposes

- Unrestricted: 3.4%
- Programs: 85.8%
- Property, Buildings and Equipment: 0.02%
- Endowment: 10.4%
- Deferred Gifts: 0.26%
“My time here has given me so many valuable skills, as a musician and in so many other aspects of my life. Without my scholarship, I wouldn’t have been able to attend CSUEB.”

Lexie Primitto-Britton
Scholarship recipient
Junior, music major