From the Chairman

“From the Chairman

Dear Friends of the Catholic Education Foundation,

This is a banner year for our Catholic Education Foundation, as we celebrate our 25th Anniversary.

CEF has played an important role in the Church’s mission over the last quarter century. And the Foundation has had a truly extraordinary influence on the life of our Archdiocese, providing more than $128 million in funding for some 126,000 students.

I’m truly honored and inspired by the hard work of our CEF students. Every student — 100% — go on from 8th grade to 9th grade. And 98% graduate from high school in four years! After graduation, 98% go on to higher education.

These are remarkable numbers and even more remarkable when we consider that these are students who live below the threshold of poverty and live in communities where gangs, violence and drugs are the norm.

Through the work of CEF, these students find in their Catholic school a sacred space and a place where they can learn leadership skills and develop the character and virtue they need to succeed in society and fulfill the dignity and purpose for which God made them.

This year we welcomed two new Board members – Kristi Frey and Stephen Page. We bid farewell to Kathleen Aikenhead and Stephen Keller, who are going off the board after many years of service. They go with our gratitude for their dedication to the future of our young people and our communities.

The CEF is a lifeline to families who want a Catholic school education for their children. It is our privilege and responsibility to serve the poorest among us to ensure they have this opportunity. As you read the pages of this report, I hope you will come to appreciate even more how CEF achieves this important mission for our Church in the Archdiocese of Los Angeles.

Most Reverend José H. Gomez
Archbishop of Los Angeles

“I have deep appreciation for the CEF because it is a great service to God, to the community, and to our Archdiocese.”
— Archbishop José H. Gomez
Dear CEF Supporters,

I can hardly believe it was 25 years ago that we began the Catholic Education Foundation. In my retirement years, I’m continuing to work with the Archbishop and the CEF staff to cultivate new donors for this important mission.

Today, one in three students attending a Catholic school in our Archdiocese is living near or below the poverty level. For this fall school year, the average income for a family of four receiving a CEF tuition award is $23,400.

At that level, how can these families afford to pay anything for Catholic school tuition? But they do. They sacrifice so much so their children can learn in a safe and faith-filled learning environment, where failure is not an option. Yet, they cannot pay enough to cover the average tuition bill of $3,500 at the elementary schools or $7,000 at the high schools that serve our poorest families.

We receive letters of gratitude throughout the year from these families that often begin with “Thank God for the CEF and its donors!” That’s why we must continue to build up the CEF’s endowment, so we can serve the generations to come, and why we must set higher annual fundraising goals, so we can meet the needs of all students who want to attend our schools.

Assuring you of my prayers and deepest appreciation for all of you who support the CEF through your volunteer time, your annual giving, and your estate planning, I am,

Gratefully Yours in Christ,
Cardinal Roger M. Mahony

Thomas H. Barron chaired CEF’s Finance Committee from 2004 until 2010, when Cardinal Roger M. Mahony appointed him President. Mr. Barron has a unique perspective on the financial resources that make up CEF’s endowment and operating accounts.

Over the course of its 25-year history, CEF has built a $140 million endowment while continuing to raise millions of dollars annually for program expenditures. In spite of the difficult economic times for CEF families, as well as the unpredictable nature of the financial markets, particularly over the past five years, CEF experienced growth in both current-use fundraising and the endowment. Each of these sources of funds—annual cash donations and endowment disbursements—is critical to providing tuition assistance to between 8,000 and 9,000 students each year.

None of this would be possible without a strong and dedicated Board of Trustees, chaired by Archbishop José H. Gomez, the support of the Board of Regents, chaired by Cardinal Roger M. Mahony, and a dedicated and enthusiastic staff. Under Mr. Barron’s direction, CEF operates from a business model that values the principles of customer service for all stakeholders, operating efficiency, financial controls and accountability, and recruitment of a skilled staff empowered to get the job done. These guiding principles will lead CEF through this 25th Anniversary year and beyond.

In this report, you will read about the strategy to strengthen the donor pyramid and to add to the prospects for the grant funnel. The Board of Trustees stands behind these efforts, which will enable the CEF to expand and more effectively reach across the five regions of the Archdiocese.

Mr. Barron and the Board are truly grateful for the generosity and dedication of CEF’s core donors as well as that of the thousands of new donors who have joined over the years, particularly those who have provided for CEF’s endowment in their estate planning.

“CEF’s mission answers our call as Catholics to provide a quality education to the most vulnerable in our society. In our Archdiocese, over one-third of all 80,000 students attending Catholic schools rely on tuition support, and 27,000 of these students are eligible for a CEF tuition award. We are funding 8,000, so there’s so much more we can do to impact our Church and the communities we serve.”
—Thomas H. Barron, President, CEF
The chart below depicts 10 years of annual budgets. The dark green area at the bottom represents expenditures on operations, which are funded from CEF’s endowment. The program budget is funded from a combination of the endowment and annual fundraising.

This chart illustrates the recovery made since the financial market collapse in late 2008, which had an impact on the amount of endowment spending. With the uptick in annual giving, coupled with careful attention to operating costs, CEF’s budget is approaching the record level achieved before the economic downturn.

This chart illustrates that applications for the Tuition Awards Program (TAP) have more than doubled since 2007. Prior to 2009, the schools were limited in the number of applications they could submit based on a school’s financial situation and its ranking in relation to other schools in the Archdiocese. During the period between 2005 and 2008, CEF noticed an increase in the student attrition—students who had received a TAP commitment but did not enter school in the fall due to relocation, financial hardship, or other circumstances.

In order to quickly distribute funds due to attrition, in 2009 CEF advised principals to submit all qualified applications for the TAP, and a waitlist was established. The waitlist had multiple purposes: to encourage families to work with the schools on tuition payment plans, to provide a backup list to compensate for the student attrition, and to demonstrate the need for TAP.

Awarding and Funding By Pastoral Region

<table>
<thead>
<tr>
<th>Pastoral Region</th>
<th>Total Awards</th>
<th>Total Funding (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Lady of the Angels</td>
<td>2,800</td>
<td>$3.03</td>
</tr>
<tr>
<td>San Fernando</td>
<td>1,552</td>
<td>$1.10</td>
</tr>
<tr>
<td>San Gabriel</td>
<td>2,240</td>
<td>$2.90</td>
</tr>
<tr>
<td>San Pedro</td>
<td>1,722</td>
<td>$2.13</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>386</td>
<td>$2.54</td>
</tr>
<tr>
<td>Grand Total</td>
<td>8,000</td>
<td>$9.30</td>
</tr>
</tbody>
</table>

Archbishop José H. Gomez poses with a group of Catholic school leaders.
Over 90% of CEF’s program budget is used to provide tuition assistance to low-income families. This is CEF’s core mission; yet, throughout the years, donors have approached and worked with CEF to provide additional curriculum-related services such as art classes, field trips, performing arts courses, and college counseling, plus critical resources such as sports and physical education equipment and books. Collectively known as Designated Non-Tuition-Based Programs, these opportunities are made available to CEF schools that lack the budget to provide them. Designated Programs are designed to enhance and round out a student’s overall educational experience.

The Big Yellow Bus Program, funded by the Steinmetz Family Foundation, celebrates its seventh year of transporting students from inner-city Catholic schools to places they have never been before, such as the California Science Center, the Getty Museum, the Museum of Tolerance, and the Aquarium of Pacific in Long Beach. Many schools also use the buses to visit local college campuses.

The Art Trek Program, primarily funded by the Porteous Family Foundation, provides 10 inner-city elementary Catholic schools with monthly art classes. The program was expanded last year under “Teacher Trek” to train teachers at 10 other inner-city schools in the Art Trek style. The two programs now cover 20 schools, providing art supplies and the mentoring necessary to give students a meaningful experience in their classrooms.

Many CEF supporters joined forces this year to help fund the Performing Arts Program at Transfiguration School in Los Angeles, including the Cusumano Family Foundation, Loyola Marymount University, the J.F. Shea Foundation, and the William H. Hannon Foundation. This program offers dance instruction, incorporating confidence-building leadership skills into the curriculum.

CEF also worked with Austin Beutner, founder of Vision to Learn, to provide free eye exams and eyeglasses to students with previously undetected impaired vision. Students in eight inner-city Catholic schools have been tested and received glasses; 12 more schools will join Vision to Learn this year.

TAP is the cornerstone of CEF’s mission. Principals at pre-Kindergarten, elementary, and high schools identify students who qualify for TAP and then work with the families to complete CEF application process. CEF issues tuition awards three times during the school year: in the fall to CEF 8th graders applying to Catholic high schools, in the winter to all students attending Catholic high schools, and in the spring to all students attending elementary schools. This system provides time for families to review their budgets and determine whether they can afford to send their children to Catholic schools.

TAP Facts and Highlights:
• CEF’s three-person TAP office processed 15,000 applications for FY 2013.
• 8,000 students received a TAP commitment letter; 6,000 students were placed on a waitlist for funding, and 1,000 students were declined.
• The average annual income for a family of four receiving a tuition award in the 2011–2012 school year was $21,500.
• 84% of TAP recipients are Hispanic/Latino.
• 449 CEF TAP seniors graduated in June 2012; 98.2% will attend college in the fall.
• In 2012, CEF increased the 8th grade tuition award from $1,500 to $2,000 for each student planning to attend a parish or archdiocesan Catholic high school.
• CEF increased the elementary school tuition award from $800 to $1,000 per student for all subsidized schools and for those schools that adopted the Archdiocese’s 200-day school year plan.
These are truly exciting times at CEF, as momentum is building for this 25th Anniversary year. Close attention and controls on operating expenses resulted in about 90% of every budget dollar going to fund the programs. This remarkable accomplishment is due to our commitment to increase efficiency, to stay on top of individual- and team-training objectives, and to maintain focus on the mission. The Program Office works closely with the Development Team in telling the CEF story to donors and identifying areas of need.

CEF begins each year with a fixed budget based on endowment spending, targets for cash fundraising, and need. Each year, the staff takes on a “stretch” goal to fund students who are waitlisted for a CEF tuition award.

During this fiscal year, CEF increased per-student tuition award amounts to help students at schools that have adopted a 200-day school year, and to provide more assistance to CEF 8th-grade graduates going on to Catholic high schools. Donations raised each year, plus the Legacy and estate gifts, have been crucial to these program enhancements, allowing CEF to change the destiny of thousands of students who have demonstrated financial need.

CEF completed FY 2012 in a strong financial position, with a balanced budget, while continuing to direct about 90% of all spending to the programs. This stewardship of the funds entrusted to us by the donors is a result of CEF’s attention to monthly budget analysis, maintaining exceptional levels of productivity, and focus on the mission.

The Board-led strategy focuses on increased tuition support, and that means having an active fundraising board so that any student who wants to attend a Catholic school can do so, regardless of financial status, ethnicity, or religious background.

All stakeholders are able to access CEF’s financial position, which is posted on the CEF’s website. The Finance Committee meets four times per year, and it receives monthly “scorecard” results from the staff.

“CEF is extremely proud of its exceptional stewardship over the funds entrusted to us by our donors, and grateful to all who have helped us make one more child’s dream of a Catholic school education come true.”

—Theresa Fragoso, Director of Operations and Programs

“CEF remains committed to maintaining excellent internal controls, continued enhancements, and an internal audit process that provides the assurance of accountability and transparency.”

—David R. Misch,
Treasurer, Board of Trustees,
Chairman, Finance Committee
This year, CEF’s spending guidelines were positively affected by the $11 million Legacy endowment gift received last year from the estate of Frank and Blanche Seaver, as well as a 22% increase in the valuation of the Watson Land Company stock. Endowment spending is based on the trailing three-year average of financial assets at year-end. Early in the school year, the Board of Trustees approved additional endowment spending of $1.1 million to help clear nearly 1,000 students from CEF’s wait-list.

CEF Development Team also raised $4.4 million in current-use funds, including a special $250,000 gift from the Fors Family Trust to fund “at risk” students in the Save Our Students (SOS) program. This effort exceeded the current-use fundraising goal of $3.7 million, although it was below last year’s record-breaking $5.1 million, the result of three extraordinary gifts.

The CEF has a staff of 11 employees committed to the vision and strategy of the Foundation. Operating more like a business than a non-profit, CEF measures and evaluates its results by tracking monthly budget reports. Each employee sets individual goals based on CEF’s annual strategy and is accountable for the end result. The team shares in the vision and in the overall success.

In three separate application cycles for the 2012–2013 school year, the CEF program office reviewed and processed in FY 2012 more than 15,000 applications from financially qualified students. This process was facilitated by an initial financial screening conducted by school principals, who submitted to CEF their students’ applications along with the principals’ written recommendations. A new database enables CEF to efficiently manage the allocation, funding, and tracking of the TAP as well as the outcomes of the students served.

Listed below are CEF’s sources and uses of funds, compared to the prior two years (in millions of dollars):

<table>
<thead>
<tr>
<th>Sources</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current-Use Cash Raised in FY 2012</td>
<td>$ 3.0</td>
<td>$ 5.1</td>
<td>$ 4.4</td>
</tr>
<tr>
<td>Spending from the CEF Endowment (Includes Income Dividend)</td>
<td>$ 6.0</td>
<td>$ 5.6</td>
<td>$ 6.0</td>
</tr>
<tr>
<td></td>
<td>$ 9.0</td>
<td>$ 10.7</td>
<td>$ 10.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Uses</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Awards and Other Programs</td>
<td>$ 8.0</td>
<td>$ 9.5</td>
<td>$ 9.3</td>
</tr>
<tr>
<td>Operations</td>
<td>$ 1.0</td>
<td>$ 1.2</td>
<td>$ 1.1</td>
</tr>
<tr>
<td></td>
<td>$ 9.0</td>
<td>$ 10.7</td>
<td>$ 10.4</td>
</tr>
</tbody>
</table>

Financial assets on June 30, 2012, compared to the prior two years (in millions of dollars):

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash in Bank and Unrestricted Investments</td>
<td>$29.03</td>
<td>$32.78</td>
<td>$28.78</td>
</tr>
<tr>
<td>Watson Land Company Securities</td>
<td>$64.95</td>
<td>$74.23</td>
<td>$90.53</td>
</tr>
</tbody>
</table>

In addition, the CEF has six significant restricted accounts given to the CEF for tuition awards. These accounts are detailed below and compared to the prior two years:

<table>
<thead>
<tr>
<th>Sources</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Msgr. Hawkes Memorial Fund</td>
<td>$ 4.23</td>
<td>$ 5.24</td>
<td>$ 5.21</td>
</tr>
<tr>
<td>Wm. Randolph Hearst Fund</td>
<td>$ 0.41</td>
<td>$ 0.51</td>
<td>$ 0.51</td>
</tr>
<tr>
<td>Whittier Family Fund</td>
<td>$ 0.56</td>
<td>$ 0.70</td>
<td>$ 0.69</td>
</tr>
<tr>
<td>Sister Mary Jean Meier Fund</td>
<td>$ 0.54</td>
<td>$ 0.67</td>
<td>$ 0.67</td>
</tr>
<tr>
<td>20th Anniversary Riordan/Shea Fund</td>
<td>$ 0.59</td>
<td>$ 0.73</td>
<td>$ 0.73</td>
</tr>
<tr>
<td>Msgr. Hawkes Memorial Fund</td>
<td>$ 0.00</td>
<td>$11.10</td>
<td>$11.05</td>
</tr>
</tbody>
</table>

Further, there are certain designated endowment funds that are used for tuition and other programs. These accounts are detailed below and compared to the prior two years:

<table>
<thead>
<tr>
<th>Sources</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Barbara Funds Held in Trust</td>
<td>$ 4.73</td>
<td>$ 5.49</td>
<td>$ 5.12</td>
</tr>
<tr>
<td>Urban Peace and Racial Tolerance Awards</td>
<td>$ 0.11</td>
<td>$ 0.13</td>
<td>$ 0.11</td>
</tr>
<tr>
<td>SOS Program Fund</td>
<td>$ 0.00</td>
<td>$ 0.40</td>
<td>$ 0.17</td>
</tr>
<tr>
<td>Other</td>
<td>$ 0.05</td>
<td>$ 0.12</td>
<td>$ 0.12</td>
</tr>
</tbody>
</table>
Each year, CEF looks forward to recognizing its graduating classes. This year, 449 graduates from 32 high schools throughout the Archdiocese were CEF TAP recipients. The morning began with Mass celebrated by the Most Reverend Oscar A. Solis, Auxiliary Bishop, San Pedro Pastoral Region, at the Blessed Sacrament Church in Hollywood.

CEF President Thomas H. Barron addressed the graduates. Expressing his gratitude for their hard work in achieving this personal milestone, Mr. Barron told them, “CEF donors are proud of your accomplishments and expect you to continue to do well in your life and the careers you choose.” Fellow trustees, CEF donors, volunteers, and staff were on hand for the celebration.

Following Mass, the students were treated to a luncheon in the parking lot, accompanied by a disc jockey and music. Hundreds of students participated in an exuberant line dance. One student, Lisa Jimenez of Sacred Heart of Jesus High School, summed it up best: “It was nice interacting with our brother and sister schools. The environment was welcoming and very lively.”

CEF graduates were given a CEF backpack as well as information on how to join the Catholic School Alumni Network (CSAN), a donor envelope, and details on how to stay connected to CEF on Facebook.

“CEF’s Class of 2012 Demonstrates a High Return on Investment

LMU Study of CEF Students Measures Return of Investment

A team of researchers from Loyola Marymount University is engaged in the third phase of a longitudinal study analyzing the return on charitable investment (ROCI) for students attending a Catholic school. The study is focused on the success of Los Angeles Archdiocese Catholic school students who are receiving tuition awards from CEF through the TAP.

The study has so far found out that these students, who are economically disadvantaged and from ethnic minority backgrounds, are succeeding in these Catholic schools with a 98% graduation rate from a four-year high school, which is significant when compared with neighborhood public high school graduation rates.

The current phase is a mixed-method study that examines quantitative data in the form of test scores, GPA, achievement, SAT/ACT sitting rates, SAT/ACT scores continuation rates, graduation rates, UC/CSU course completion rates, [and] college acceptance for students receiving scholarship money from CEF to attend Catholic high school. Further, qualitative interviews with graduating high school students and their parents/families are being conducted to understand the reasons why families make decisions to attend Catholic high school. The study will look at a number of quantitative data variables and qualitative data to continue the story of Catholic education in Los Angeles.”

—Dr. Shane Martin, Dean, Loyola Marymount University School of Education

CEF students continue to excel:
• 98.2% high school graduation rate
• 98% college attendance rate
* for a listing of colleges and universities CEF graduates will be attending, see page 42

St. Matthias student Yasmine Harb studies in the school’s library.
As founding president, former Los Angeles Mayor Richard J. Riordan called upon his friends in business and politics to draft what was then called the Education Foundation’s governing documents and develop the necessary operating plan to meet the fundraising goals initially set by Cardinal Roger M. Mahony. During Mayor Riordan’s term, the fundraising effort netted approximately $88 million in gifts and pledges from 168 private individuals, 56 corporations, and 14 foundations. Of that amount, the Foundation committed $65 million to the endowment and allocated the balance to tuition support and funding for various school projects.

“Every child has a God-given right to a quality education.”
—The Honorable Richard J. Riordan, Founding President Emeritus

Robert A. Smith III, President Emeritus
2003–2010
The Annual Growth Years

Fourth president Robert A. Smith III created an internal structure of specific goals and systems of accountability for the staff to hold each other and the Board of Trustees accountable. During Mr. Smith’s tenure, CEF awarded more than $50.1 million in tuition support to more than 50,000 recipients. CEF also implemented the Planned Giving Program to raise Legacy gifts to support the endowment.

“Helping students who are living at the threshold of poverty with a Catholic school education is how the Gospel messages are lived out in our communities today.”
—Robert A. Smith III, President Emeritus

Richard M. Ferry, President Emeritus
2000–2003
The Branding Years

Richard M. Ferry, the Foundation’s third president, was responsible for solidifying its identity and expanding its profile in the community. Part of this early branding campaign included the slogan “Invest in Children” and the introduction of the now-familiar oak sapling logo. Under Mr. Ferry’s leadership, the Foundation changed its name to the Catholic Education Foundation, linking it directly to the network of Catholic schools. Mr. Ferry also worked closely with the Board of Trustees to recruit advocates and implement the “Give or Get” policy, which required every trustee to either give a gift or solicit a gift.

“The phrase ‘Invest in Children’ demonstrates that giving a child the opportunity for a quality education in the nurturing, faith-filled environment of a Catholic school represents an investment not only in the student but also in the family, in the community, and in the Church.”
—Richard M. Ferry, President Emeritus

William T. Huston
President Emeritus, In Memoriam
1993–2000
The Strategic Planning Years

At the Foundation’s second president, William T. Huston focused on its long-term future, working with the Archdiocese to implement the concept that a Catholic education is an “Advantage for Life.” With this approach, the Foundation provided financial assistance to low-income families through grants then known as Advantage Awards.

“If you provide a child living in poverty with a Catholic school education, you begin to educate the entire family.”
—William T. Huston, President Emeritus

Richard M. Ferry
President Emeritus
2020–2023
The Branding Years

Thomas H. Barron, President
2010–Present
The Business Model Years

The fifth, and current, president, Thomas H. Barron has produced record annual results through his and CEF’s efforts to enhance school and donor relationships, operating efficiency, staff training and development, and improved financial transparency.

“What matters most is providing children with an education that carries them through life. No one does this better than our Catholic schools.”
—Thomas H. Barron, President

Richard M. Ferry
Robert A. Smith III
Thomas H. Barron
William T. Huston

Robert A. Smith III

Thomas H. Barron

William T. Huston, with wife Susanna

Richard M. Ferry with Cardinal Roger M. Mahony

Richard M. Ferry

Thomas H. Barron

Robert A. Smith III

Richard M. Ferry

William T. Huston

The Honorable Richard J. Riordan
Founding President Emeritus
1987–1993
The Beginning Years

The phrase ‘Invest in Children’ demonstrates that giving a child the opportunity for a quality education in the nurturing, faith-filled environment of a Catholic school represents an investment not only in the student but also in the family, in the community, and in the Church.”
—Richard M. Ferry, President Emeritus

Richard M. Ferry

Robert A. Smith III

Thomas H. Barron

Richard M. Ferry

Robert A. Smith III

Richard M. Ferry

Robert A. Smith III

Thomas H. Barron
CEF hosts a biennial retreat for the Board of Trustees. In March, the newly established Board of Regents also attended the half-day retreat, which had been planned by Board of Trustees committee members Thomas H. Barron, David R. Misch, Mark Hurst, and Timothy J. Smith, along with CEF executive director Kathleen H. Anderson. CEF worked with Rob Eskridge, president of business consulting firm Growth Management Center, Inc., who volunteered to facilitate the meeting.

Archbishop José H. Gomez opened the meeting by stating his commitment to the CEF mission, calling on the retreat’s participants to set goals to help fund more CEF-qualified students. In his closing remarks, the Archbishop expressed his gratitude for the work accomplished during the retreat, while emphasizing the importance of keeping open all Catholic schools in the Archdiocese and encouraging all Catholic families to enroll their children.

The retreat focused on medium- and long-term growth strategies for CEF, given its current limited staff size and operating space. Six goals were identified:

- Complete the $100 million Legacy Campaign by June 1, 2013
- Increase the endowment to $1 billion over the next 10 years
- Meet the current-year $3.7 million fundraising goal
- Initiate a $1.5 million stretch goal to fund waitlisted students
- Develop a plan to raise $15 million annually to fund waitlisted students
- Increase and strengthen the donor base

Group discussions yielded a number of new initiatives:

- Cultivate the Hispanic Leadership Advisory Board
- Develop sister-school relationships for the poorest parish schools
- Create public service announcements featuring Archbishop Gomez
- Enhance the CEF’s web presence for social networking and online giving
- Consider funding technology programs for CEF students
- Continue to put resources into the Catholic School Alumni Network (CSAN) to encourage CEF programs such as “Adopt a Student” and “Text 2 Give”
- Implement a task force to analyze CEF’s efficiency, space, and staff needs

With leadership from the trustees, work has progressed on all of the initiatives. Additionally, every trustee and regent, with support from the staff, is working on a prospective donor list for annual and Legacy gifts.
In September, at the home of former Los Angeles Mayor Richard J. Riordan, more than 100 guests were welcomed to honor Cardinal Roger M. Mahony and the founding members of the recently created CEF Board of Regents. Archbishop José H. Gomez welcomed the regents and expressed his appreciation to Cardinal Mahony for his vision in establishing CEF.

The Board of Regents was created by CEF to advise Archbishop Gomez about matters pertaining to CEF’s mission and fundraising activities. The 13 regents are each longtime CEF supporters and most are founding trustees. As such, they are active supporters of CEF’s mission and are dedicated to the success of its $100 million Legacy Campaign.

Mayor Riordan, CEF’s founding president, took the opportunity to have a little fun with the group, doing a stand-up comedy routine with Cardinal Mahony about making provisions for CEF in their estate planning. Mayor Riordan encouraged all his guests to join the CEF Legacy Society.

Students from St. Bernard’s High School and St. Mary’s Academy were on hand to greet guests and tell their personal stories about how CEF tuition awards have helped them and their families.

In addition to the regents and trustees, invitees included many of the Mayor’s close friends, CEF donors and donor prospects, and neighbors.

“...I think providing children and young adults with a solid Catholic education is the single most important and effective thing the Church does for the families we serve. We are helping our students get a good set of values and principles, teaching them respect and consideration for others, how to get along with all peoples, and how to become leaders, both in our Church and in their communities.”

— Cardinal Roger M. Mahony
CEF’s staff takes time each fiscal year to refocus on the vision and mission of CEF in order to plan for the upcoming year. In April, the staff held its annual retreat in scenic Long Canyon Ranch, Utah, at the home of Board of Regents member Allen Lund and his wife, Kathleen. The sessions established CEF’s programs and development objectives for the year, providing opportunities for in-depth discussions related to work environment, culture, and communication, all acknowledged as critical to CEF’s overall success.

For FY 2013, the team agreed to focus on building a high-quality staff and the systems needed to evaluate performance and track measurable goals. An enhanced version of the balance “scorecard,” the monthly cash tally presented to the Board of Trustees to track fundraising for year-to-date, was introduced to measure team and individual performance in the following areas: customer service, efficiency, staff development, and financial results. Based on CEF’s overall objectives, each team member developed a personal balance scorecard to measure accountability and follow-up.

Business planning was not the only focus of the retreat. In addition to such team-building activities as hiking, biking, and visiting Native American ruins, the ranch has a beautiful chapel, which provided opportunity for spiritual renewal.

Dear Stakeholders,

During my nine years with the Catholic Education Foundation, our staff team quickly learned that working at a non-profit is an opportunity to create organizational value in a way that is very different from the for-profit world. For CEF, it all comes down to Return on Charitable Investment (ROCI). It’s not about producing a bottom line for profitable success. It’s about balancing a budget while measuring the return on investment in other parameters, such as:

- Our customers—whom do we serve? Donors, students, schools—are they connected to us and better off because of our mission?
- Our efficiency—can we do more with less? How can we ensure that the funds raised and entrusted to us are going to the success of our mission?
- Our staff—can we attract the best professionals to work here who are mission driven, customer focused, efficiency minded, and pay attention to our budget line?
- Our stewardship of the funds entrusted to us—how can we be better at exceeding our fundraising goals, maintaining financial transparency, and creating value in terms of ROCI?

For every assignment we took on, we looked at three variables: cost, time, and quality. As a team, we made the determination that we would never give up on the quality of our work, so we had to be focused on setting and meeting realistic deadlines and finding the lowest price for the assignment.

We are extremely proud of our accomplishments—keeping our operating and staff expenses at about 10% of our total budget, while continuing to fund more students with a bigger program budget. We are equally proud of the strategies that came from the Trustees and Regents retreat this year, which were addressed at the staff retreat in order to identify a clear path forward to continue this operating style.

None of this would be possible without a dedicated and forward-thinking Board of Trustees, the continued commitments of the Board of Regents, and the enthusiasm and professionalism of the staff. What a blessing this combination has been and continues to be in achieving such success for CEF.

With gratitude,

Kathleen H. Anderson
The trustees, regents, committee members, and invited guests assembled in the quiet enclave of St. Vibiana’s Chapel located on the lower level of the Cathedral of Our Lady of the Angels for an Advent Mass celebrated by Archbishop José H. Gomez. The intimate setting brought CEF faithful together to honor the 8,400 CEF students who were experiencing a special Christmas season because they were attending Catholic schools.

Mass was followed by a combined Board of Trustees and Board of Regents meeting chaired by Archbishop Gomez at the Cathedral Conference Center. Theresa Fragoso, CEF’s Director of Operations and Programs, presented a report comparing the growth in TAP applications and tuition awards over the past 10 years to the overall decline in Catholic school enrollment during the same period. The report demonstrated that tuition cost is the entry barrier for low- and middle-income families considering Catholic school education for their children. That cost has a direct correlation to the low enrollment trend. School superintendents Monsignor Sabato Pilato and Dr. Kevin Baxter followed her remarks with presentations on potential strategies to combat this trend that the Archdiocese’s Catholic schools can employ.

Stephanie Amaya from St. Paul High School was the featured speaker. She shared her story and thanked CEF for making her Catholic high school education possible. Classmates from St. Paul were on hand to greet guests and assist CEF staff.

These were the words of Thomas H. Barron, president of the Board of Trustees, at the CEF’s annual Donor Appreciation lunch held this leap year on February 29. “It is especially important for us to recognize each of you,” he continued, “the individuals and organizations in this room who have given so generously of your time, talent, and treasure to the Catholic Education Foundation.”

“A Quarter Century of Giving” was the theme for the event, in which the founding donors and all “milestone donors” of 15, 20, and 25 years of sustained giving were recognized. Legacy Society members were honored for their long-term commitments to the CEF’s endowment. Guests received a CEF logo oak tree sapling pin designating their years of support.

In his keynote address, Archbishop José H. Gomez stated his belief that educators and businesses across the country should be studying the amazing accomplishments of Catholic schools as part of a national conversation about education reform.

The Archbishop emphasized that, during its 25-year history, CEF has awarded more than $120 million in tuition grants to help nearly 120,000 low-income students and their families, making a significant contribution not only to the success of the students but also to the sustainability of the Catholic schools. He added that each student supported by CEF is “given hope and a chance to think about new possibilities for their lives, in turn making a huge difference in their lives and in the communities in our Archdiocese.”

Special speaker Amado Carino, a 2008 graduate of the University of California, San Diego, with a bachelor’s degree in structural engineering, addressed the audience. Mr. Carino attended Cathedral High School and St. Turibius School in Los Angeles, aided every year by a CEF tuition award. He shared his personal story about how CEF helped his parents provide a quality Catholic school education for each of their five children. In gratitude for the sacrifices they made for him, Mr. Carino now shares his home with his parents—a home he was able to buy thanks to the rewards an excellent education can bring.
In anticipation of CEF’s 25th Anniversary, the Development Committee, chaired by Mark Hurst, and the Planned Giving Committee, chaired by the Hon. Richard J. Riordan, focused on the launch of the $100 million Legacy Campaign to increase the endowment and to address new ideas for annual fundraising. These ideas included Adopt-a-Student, the Catholic Schools Alumni Network (CSAN), enhancements to the CEF website, and new social media endeavors. These included the donation of videos and audio created by Casey Communications, in Spanish and English, for local television and radio outlets, featuring Archbishop José H. Gomez, to raise awareness of the beneficial role of Catholic schooling and the availability of tuition support.

To track results and create a monthly cash scorecard of year-to-date fundraising, CEF uses the pyramid model for individual donors and the funnel for organization donors. These efforts resulted in $4.4 million in new cash raised—$2.5 million from the individuals tracked on the donor pyramid and $1.9 million from organizations that filtered through the grant funnel process.

Buoyed by these results, the Board-led fundraising committees have increased the annual goal by 10% to $4.8 million for 2013, in addition to the $100 million Legacy Campaign goal of June 1, 2013.

**Development Committee**

Mark Hurst  
Chairman

Thomas H. Barron  
Linda Beaven  
Antonia Carpenter  
Julie H. Condon  
Kevin Deetzka  
Christine Foster  
Sr. Mary Elizabeth Galt, B.V.M.  
Steven Gomez  
Ryan Knoll  
Katie Majcher  
Kathy McCaffery  
David R. Mitch  
John C. Morrissey  
Kieran Nolan  
Paul Pease  
Susan F. Rice, Ed.D.  
Colleen Roohan  
Dorothy Shea  
Charles W. Steinmetz  
Mark Sullivan  
Renee D. Valdes  
Harriet Welch  
Felix Whittaker  
Jill C. Wondries  
Brian Woram

**Planned Giving Committee**

The Hon. Richard J. Riordan  
Chairman

Joseph P. Brown  
Janice Burrill  
H. Richard Clashon  
Thomas Condon  
Carol Golbranson  
Julia Sanchez  
Norman A. Slaught, Ch.F.C.  
Robert A. Smith III

“I’m proud of the work of our Board committees and staff to achieve this level of fundraising success. But we must do more. There are so many students who live below the poverty line in our schools and need tuition support. We support the CEF because Catholic schools are the most effective at educating the poor and providing the path forward for success.”

—Mark Hurst, Trustee  
Chairman, Development Committee

Former Los Angeles Mayor Richard J. Riordan answered the call from Cardinal Roger M. Mahony 25 years ago to be CEF’s first president. His first assignment was to build an endowment for CEF. Today, he is still working on that important initiative, but in a new way.

In CEF’s first five years, Mayor Riordan and his team raised more than $80 million for the endowment. Since then, the endowment has grown mainly from estate gifts and appreciated assets, plus occasional gifts from organizations. Today, the endowment is worth approximately $140 million.

In the years following that first endowment campaign, CEF focused on raising cash from annual giving that could be applied immediately to fund students in need. In 2007, CEF’s 20th anniversary, Board of Regents member Thomas E. Larkin, Jr., took the lead in raising $20 million in Legacy gifts. In this year, marking CEF’s 25th Anniversary, Mayor Riordan has agreed to chair the $100 million Legacy Campaign.

“Every child deserves a quality education. I’ve made a substantial commitment to the Legacy Campaign because our Catholic inner-city schools are providing an essential service to students of poor and marginalized families who have limited options for a quality education. I’m a lifelong believer in the power of a Catholic school education, and that’s why my estate gift will be there to help the generations to come.”

—The Hon. Richard J. Riordan, Chairman, Legacy Campaign

Through a focused campaign, information sharing, and small gatherings, successful fundraising for this next generation of Legacy gifts will result in endowment growth for years to come.
As part of CEF’s fundraising strategy, the Board of Trustees Development Committee has promoted events in each of the five archdiocesan regions. These events allow Board members, staff, and clergy to have an opportunity to tell the CEF story to donors and potential donors. This year, CEF prepared data specific to each region, demonstrating—and assuring donors—that their gifts would be allocated to schools and students within their respective regions.

These events were held in the San Pedro and San Gabriel pastoral regions during FY 2012, and more are planned throughout FY 2013. As Mark Hurst, trustee and chair of the Development Committee, explains, “Regional events directly tie into the individual donor strategy to broaden the base of support through concentrated outreach and cultivation.”

CEF takes pride in putting on unique and memorable events for donors and potential contributors. The goal is to inspire each person to make CEF one of his or her charities of choice, and to bring friends and family to future events. Ultimately, these regional events result in greater awareness of the work of the CEF and Catholic schools, identify potential leaders in the regions, and enhance CEF’s ability to realize its 25th Anniversary dream of “Building the Next Generation of Support.”

In an effort to connect with the schools, parishes, and supporters in the eastern area of Los Angeles County, CEF held its first golf tournament at the Pacific Palms Resort Industry Hills. The event had to be rescheduled due to rain, though the tournament still attracted more than 120 golfers.

Several CEF-supported high schools sent student foursomes to play, effectively introducing CEF beneficiaries to adult golfers able to provide financial and other support to the CEF. Student representatives from Pomona Catholic High School and Damien High School were on hand to welcome golfers and assist CEF staff throughout the day.

Following a silent auction at the evening party, Monsignor Aiden Carroll, president of Bishop Amat High School, offered the dinner blessing. Later on, Bishop Amat senior David Betancourt shared what a difference a Catholic education has made in his life, and how CEF assistance helped his family provide him with that education. He expressed appreciation for the fact that he feels well prepared for the future and plans to attend Loyola Marymount University.

**Bishop Oscar A. Solis Meets with CEF Supporters in the San Pedro Region**

Supporters Dave and Ann Tomblin graciously opened their Palos Verdes Peninsula home to CEF and invited their South Bay friends and neighbors to hear CEF story.

Bishop Oscar A. Solis described the mission of CEF and its importance to schools within the San Pedro Region, which receive 23% of CEF’s annual program funding. Of the five pastoral regions CEF serves, the San Pedro Region receives a larger proportional share of program resources. Noting that point, Bishop Solis told the gathering, “It’s our obligation to learn more and get involved with CEF to keep the Catholic schools in this region available to all who want a Catholic school education.”

CEF President Thomas H. Barron was on hand to introduce Kathy Fernandez, a student at Mary Star of the Sea High School, who shared her personal story and her feelings about what a Catholic school education has done to change her life.

The evening concluded with the Tomblins making the case for CEF and announcing they would be joining CEF’s Legacy Society. As Mr. Tomblin explained, “A Legacy gift is something you can do now that does not impact your cash flow but says a lot about what’s important in your life.”
One of CEF's key strategies this year was to develop its use of social media to provide additional opportunities for online fundraising. These efforts included a website-based quarterly series of videos about the mission and the benefits of Catholic schooling, produced and donated by Casey Communications.

Casey Communications also produced, edited, and donated video and audio recordings in both English and Spanish featuring Archbishop José H. Gomez discussing the value of Catholic schools and the need for tuition support for underprivileged students. These recordings were distributed to television and radio outlets.

CEF staff also launched Facebook and Twitter accounts, taking advantage of offers from two trustees to donate $2 for every CEF “friend” up to 10,000 followers, for a total gift of $20,000. This challenge ends December 2012. Once they are connected through Facebook and Twitter, these new online “friends” will receive up-to-date information on events and donation opportunities.

With the addition of the latest social media tools and consistent updating of content, the CEF’s website experienced a significant boost in traffic.

The Hispanic Leadership Advisory Board (HLAB) was the brainchild of Dr. Frank M. Sanchez, who began working with a small group of local Latino leaders in building a philanthropic support network for Archbishop José H. Gomez to reach out to the Archdiocese’s Hispanic community. HLAB’s creation echoes a time 25 years ago when Cardinal Roger M. Mahony called together a small group of local civic and business leaders to establish CEF.

HLAB will advise the Archbishop and CEF on ways to increase fundraising from the Hispanic community to support new enrollment with CEF tuition awards.

HLAB has been challenged to develop leadership for CEF and to raise $1 million during the 2013 fiscal year for CEF students currently waitlisted for funding support. HLAB members are asked to make a significant annual donation and to provide for CEF in their estate planning.

“IT IS OUR RESPONSIBILITY TO SERVE OUR LOCAL COMMUNITIES WITH QUALITY CATHOLIC SCHOOL EDUCATION. THE FORMATION OF THE HISPANIC LEADERSHIP ADVISORY BOARD IS A MAJOR STEP TOWARD ACHIEVING THIS GOAL, ESPECIALLY FOR THE URBAN FAMILIES WHO KNOW THAT EDUCATION IS THE KEY TO CYCLING OUT OF POVERTY. IT’S ALSO THE WAY TO CONTINUE TO INSTILL OUR CULTURAL VALUES OF FAITH AND FAMILY TO BENEFIT CHILDREN TODAY AND THE GENERATIONS TO COME.”

—Frank M. Sanchez, Hispanic Leadership Advisory Board
The Funnel is the Way of Managing the Grant Writing Process

Requesting funding or a financial grant from an organization is different than soliciting donations from individuals. Grantors have particular processes and cycles for applications. Some require a Letter of Interest and an invitation to submit a grant, others may only ask for a short summary letter. Many offer online applications.

The process begins at the top of the funnel. It is up to CEF to identify potential grantors and match the needs to their respective requirements. One fact has become clear: CEF must expand its efforts to reach a larger network of organizational funders. To do so effectively, CEF added a grants coordinator to its Development Team in FY 2012.

Once the appropriate grantors have been identified, the work begins. At the CEF’s weekly Development Team meeting, the approach to and responsibility for the grant requests are discussed. This strategy resulted this past year in $1.9 million in new cash. Some of the organizations solicited provided multiyear grants in response to CEF’s request, but for its “scorecard,” the monthly tally of fundraising efforts given to the Board of Trustees, CEF measures only cash received in that year.

Organizations Gave a Total of $1.9 Million

Donor Honor Roll of Organizations

|$100,000 +
Anonymous
Capital Group Companies, Inc.
Fors Family Trust Fund
Porteous Family Foundation
John H. and Cynthia Lee Smet Foundation
Steinemetz Family Foundation

|$99,999–$50,000
Anonymous (2)
Patricia Duque Byrne Charitable Foundation
Fairchild Martindale Foundation
Conrad N. Hilton Foundation
Liberty Mutual
Ralph M. Parsons Foundation

|$49,999–$25,000
California Community Foundation
Carrie Estelle Doheny Foundation
Guadalupe Radio–HOMBRE Nuevo
William R. and Virginia Hayden Foundation
May and Stanley Smith Charitable Trust
Wells Fargo Foundation

|$24,999–$10,000
Banamex (USA)
Bimbo Bakeries USA
Eli and Edythe Broad Foundation
Fama Family Charitable Fund
Ferry Family Charitable Foundation
William H. Hannon Foundation
MM & O Miller Charitable Trust
Occidental Petroleum Corporation
Selders Foundation
Donald T Sterling Charitable Foundation
Von Der Ahe Foundation

|$9,999–$1,000
Adams-Mastrovich Family Foundation,
Mary Adams Balmat
American Business Bank
Amgen Foundation, Inc.
Cars 4 Causes
Chelsea Management
Coca-Cola Company
L. Crain Foundation
Richard Dunn Family Foundation
Family Care Specialists
William and Katherine Garland Charitable Foundation
Goldman Sachs & Co. Matching Gift Program
Francis D. and Irene D. Griffin Foundation, Inc.
Bill Hannon Foundation
George and Mary Ann Leal Foundation

Lowe’s
New Green Day
PACCAR Foundation
Preferred Meal Systems Inc.
R.W. Zant Company
William E. Simon Foundation
Society of St. Vincent de Paul
Norman F. Sprague Jr. Foundation
Wells Fargo Educational Matching Gift Program

|$999–$200
DirectTV Matching Gift Center
Law Offices of Juan J. Dominguez
J. Arthur Greenfield & Co., LLP
McDonald’s Corporation
Stanislawski & Harrison, Certified Public Accountants
Verizon
Wittler-Young Co., Inc.

Donor Honor Roll of Parishes/Schools

American Martyrs Catholic Church
Assumption of the Blessed Virgin Mary Church
Bishop Amat High School
Bishop Crony High School
Bishop Mora Salesian High School
Cathedral High School
Cathedral High School Alumni Association
Damien High School
Holy Family High School Preparatory
Junipero Serra High School
La Reina High School
Our Lady of Guadalupe School–Rose Hills
Our Lady of Perpetual Help Church
Our Lady of the Assumption Catholic Church
Pomona Catholic High School
San Gabriel Mission High School
St. Bartholomew Church
St. Catherine Labouré Catholic Church
St. Denis Catholic Church
St. James Catholic Church
St. Joseph Catholic Church
St. Lawrence Brindisi School
St. Louis of France School
St. Mary’s School-LA
St. Mary’s School-Palmdale
St. Paul High School
St. Paul the Apostle Parish
St. Peter Catholic Church
St. Philomena School
St. Robert Bellarmine Church
St. Turibius School

Managing the Grant Writing Process

$1.65M Awarded
$0.26M Unsolicited
$1.91M Total Foundation/Organizations

Submitted
88 Grants
Researched
120 + Leads
Requested
$3.25 M
CEF surpassed its FY 2012 goals at each level of the donor pyramid and set higher goals for FY 2013. With staff-supported research, the Board of Trustees, Board of Regents, and committee members made calls and helped present proposal letters to achieve this level of success. Major asks by these volunteers will move donors up the pyramid while the social media strategy will be used to broaden the base of the pyramid by adding new donors.

In the asking process, CEF must consistently deliver the message of a high return on charitable investment to each and every donor. Benefactors need to know their gifts of tuition assistance have a lasting impact on the student, the school, the community, and our Church.
Donor Honor Roll of Individuals

$9,999–$1,000 cont.

Mr. and Mrs. Lawrence P. Glasscott, Jr.
Mr. and Mrs. Art Glassman
Mr. and Mrs. John Gordon
Mr. and Mrs. Edward C. Greene
Mr. and Mrs. Thomas F. Grejean
Mr. and Mrs. Franklin D. Halladay
Mr. and Mrs. Robert G. Harper
Mr. and Mrs. Norman K. Harris
Mr. and Mrs. J. M. Hennigan
Mr. and Mrs. David P. Henson
Mr. and Mrs. Enrique Hernandez, Jr.
Mr. and Mrs. William F. Highberger
Mr. Ivan J. Houston
Mr. and Mrs. Stephen L. Hubbs
Mr. and Mrs. James H. Hugar
Mr. Juan Jasso
Mr. and Mrs. Thomas Jones
Mr. and Mrs. James P. Kelly
Nancy C. Kelsey
Mr. Ernest Khoughar
Mr. and Mrs. Anthony A. Kinninger
Mr. and Mrs. Jacob Kostyzak
Mr. and Mrs. Klaus Lifebit
Mr. and Mrs. Edward W. Loftus
Mr. and Mrs. Michael F. Luongo
Mr. and Mrs. Stanley Machier
Mr. and Mrs. Frederick W. Manak, Jr.
Mr. and Mrs. William S. Martin, Jr.
Mr. and Mrs. Martin C. May
Mr. Angelo M. Mazzone III
Mr. and Mrs. Kenneth O. Olsen
Mr. and Mrs. Edward W. Otis
Mr. and Mrs. Gregory L. Givvin
Mr. and Mrs. Gregory L. Gravin
Mr. and Mrs. Lawrence C. Gray, Jr.
Mr. and Mrs. Lawrence B. Hulbert
Ms. Patricia A. McNamara
Mr. and Mrs. William F. Mills

Reverend Monsignor Peter C. Moran
Ms. Louise Moriarty
Mr. and Mrs. James R. Mulally
Mrs. Walter Muller
Mr. and Mrs. Sam L. Navarro
Mr. and Mrs. David J. O'Keefe
Mr. and Mrs. John P. O'Keefe
Mr. and Mrs. Kenneth O. Olsen
Mr. Jack O'Neill
Reverend Jerry O'Neill
Mrs. Ruth J. Orford
Mr. Stephen F. Page
Mr. Joseph A. Perricone
Mr. and Mrs. Gerald E. Perronne
Mr. and Mrs. Donald A. Canning
Mr. and Mrs. Roberto P. Patino, Jr.
Mr. and Mrs. John J. Cameron
Mr. and Mrs. Harold J. Cullum
Mrs. Marye D. Cullum
Mr. and Mrs. Jacob Kostyzak
Ms. Leocadia Lucero
Mr. and Mrs. Daniel Stillwell
Mr. and Mrs. John Welsh

Donor Honor Roll of Individuals
MARGARET AND ROBERT AUTH
Mr. Stephen E. Auth

PAUL BERGER
Mrs. Gretchen Berger

PHILIP BRADY
Ms. Debra Van Decker

PATRICIA BURSCHINGER
Dr. Daniel R. Burschinger

JORENZ CAMPO
Mr. and Mrs. Howard Anderson

DOROTHY DUQUE GRANT RUSSELL
Dr. and Mrs. Guilford Babcock

Mr. John J. Bessolo
Patricia Duque Byrne Charitable Foundation

Ms. Patricia Duckett
Dr. and Mrs. John W. Given

Mr. and Mrs. Terrill Gloege
Mr. and Mrs. Frederick N. Halverson

Mr. and Mrs. William Horton
Mr. and Mrs. Richard A. Hotting
J. Arthur Greenfield & Co., LLP

Ms. Melba Macneil
Mr. Alexander Mendivil
Mr. and Mrs. George B. Stoneman
Mr. and Mrs. James Sutherland
William and Kathryne Garland Charitable Foundation

CATHERINE M. KENNEDY
Mr. Matthew Holzmann

GEORGE KROLL
Mr. and Mrs. Joe C. Kennedy

JOAN MAYNARD
Mrs. Betty Bucher

ANNE MARIE McSWEENEY
Mr. Kevin McSweeney

SISTER MARY JEAN MEIER
Ms. Janice Burrell
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Mr. Adolfo Reyes

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ELAINE BREWER
Mr. James H. Brewer

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Ms. Elizabeth Brewer

JOAN DAWSON
Dr. Bronwyn Dawson, D.V.M.

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Mr. and Mrs. Peter J. Eichler

NANCY HAMMETT BIRTHDAY
Mr. and Mrs. Paul G. Haaga

LYNNE HOOK
Mr. and Mrs. Jack L. Hook

JOHN KOLESAR
Mr. and Mrs. Frank A. Kolesar

FRANK KOTZMAN
Ms. Mary K. Kotzman

AGNES AND RAY KURZEKA
Ms. Mary A. Kurzeka

DEH LEE
Mr. and Mrs. Joel Chen

GRACE MARY LUCERO
Miss Leonadia Lucero

CARDINAL ROGER MAHONY
55 YEARS AS A PRIEST
Mrs. Gretchen A. Wayne

SR. BERNADETTE MARIE, S.N.D.
Ms. Marie Flowers

MARION AND THOMAS McNAMARA
Ms. Patricia M. McNamara

RUDOLF MUNSON
Mrs. Laury H. Munson

STEPHEN PAGE
Liberty Mutual

SAM PERRICONE
Mr. Joseph A. Perricone

CINDY QUANE
The Eli and Edythe Broad Foundation

CHARLES REEVES
Mr. and Mrs. Charles A. Reardon

SUSAN RICE
Mr. and Mrs. Anthony Sciacca

NANETTE SALAMUNOVICH GOODMAN
Mr. and Mrs. Paul Salamunovich

SISTERS OF NOTRE DAME
Mr. and Mrs. Stanley Benson

JOHN SMET
Mr. and Mrs. Paul G. Haaga

TIM SMITH
Mr. Matthew Andrews and Mrs. Catherine Smith Andrews
Mr. and Mrs. Brendan J. Boland
Mr. John Burch
Ms. Megan Jacoby
Mr. Joe Kelly
Mr. Jeff Kline
Mr. Gerard Marra
Ms. Natalie Nouskajian
Mr. Ian Simms
Saxon Siska
Mr. Matt Smith
Mr. Salman Tareen

REVEREND MONSIGNOR
ROYALE M. VADAKIN, P.A.
Mr. and Mrs. Robert F. Erburu

GEORGE WEEKES
Ms. Monica Weekes

GERRI WENDEL’S SIBLINGS
Mr. and Mrs. Peter Wendel
In an effort to broaden the base of support for TAP and to provide donors with monthly payment options, CEF introduced the Adopt-a-Student program for CEF students enrolled in pre-Kindergarten through high school.

Colleen Roohan, trustee and a member of the Board of Trustees’ Development Committee, started the program because she believes “it is important to give people the option to give online, in an affordable way, and to feel they are really making a difference in the life of a person. That connects with our mission as a Catholic Church to help the poor and less fortunate.”

The Adopt-a-Student program has a dedicated “Donate” option on CEF’s website, allowing donors to adopt an elementary school student for $83 a month or a high school student for $125 a month. The website also lists Catholic schools with waitlisted CEF students, enabling donors to adopt online a student at the school of their choice.

Realizing there are many Catholics in the Archdiocese who have had a Catholic school experience, CEF developed a strategy to connect them to the mission in a unique way. Julie H. Condon, trustee and a member of the Development Committee, led the effort to create the Catholic Schools Alumni Network (CSAN).

Available on the website to all individuals with a Catholic school experience, CSAN provides a way for all Catholic school alumni to stay connected with schools linked to the CEF website. The CSAN membership, currently numbering 1,400 receives monthly email updates about the activities of CEF.

The Adopt a Student program matches the donor with a deserving child attending a Catholic School and helps build the next generation of support.
In 2006 the Alumni Endowment Fund was established to educate CEF students about the value of philanthropy and how even small personal contributions from alumni can help students in situations similar to their own.

When CEF issues a TAP commitment letter, the student is asked to do three things: to study and do well in school; to share his or her personal story and gratitude in a thank-you letter, which can be shared with donors; and to “pay it forward” to new generations of CEF students.

TAP recipients have responded generously, with nearly 4,000 gifts totaling $46,000—enough to fund 46 elementary school students who would not otherwise have been helped without the Alumni Endowment Fund. Plans are underway to expand the program to encourage even higher levels of participation.

Working with Casey Communications, CEF selected 12 archdiocesan schools for a pilot project launched by Student TV Central, a program that provides video hubs linked to school websites with the purpose of promoting the school, communicating with the school’s community, and raising funds.

Each of the 12 pilot schools was provided at no cost with easy-to-use video cameras, a customized video hub linked to the school’s website, and professional video-editing services.

The first phase of the program, which ran from April to June 2012, exceeded expectations. More than 200 videos were created and posted online in the 2½-month launch period, drawing 25,000 visits to school video hubs. One school reported selling more than $1,200 in sponsorship advertisements to neighborhood businesses.
CEF Seniors Attending Universities and Colleges Across the Country

Antelope Valley College
Arizona State University
Azusa Pacific University
California Lutheran University
California State Polytechnic University, Pomona
California State Polytechnic University, San Luis Obispo
California State University, Channel Islands
California State University, Dominguez Hills
California State University, Fullerton
California State University, Long Beach
California State University, Los Angeles
California State University, Monterey Bay
California State University, Northridge
California State University, San Bernardino
California State University, San Marcos
Cerritos Community College
Citrus College
College of the Canyons
Columbia University
Cypress College
East Los Angeles Community College

El Camino College
Fashion Institute of Design & Merchandising
Florida Institute of Technology
Glendale Community College
Gonzaga University
Humboldt State University
Iowa State University
Le Cordon Bleu
Long Beach City College
Los Angeles Harbor College
Los Angeles Trade-Technical College
Los Angeles Valley College
Loyola Marymount University
Marymount College, Palos Verdes
Mount St. Mary's University, Los Angeles
Mount St. Mary's College, Chalon Campus
Mount St. Mary's College, Doheny Campus
Mt. San Antonio College
National Polytechnic College
Northeastern University
Northern Arizona University
North Platte Community College

Notre Dame de Namur University
Occidental College
Oregon Community College
Pasadena City College
Pierce College
Rio Hondo College
Riverside Community College
Saint Louis University
San Diego State University
San Francisco State University
San Jose State University
Santa Barbara City College
Santa Monica College
Stanford University
St. Mary's College
Southwestern Oregon Community College
Texas Southern University
The Art Institute of California
United States Military Academy
United States Naval Academy
University of California, Berkeley
University of California, Davis
University of California, Irvine
University of California, Los Angeles
University of California, Merced
University of California, Riverside
University of California, San Diego
University of California, Santa Barbara
University of California, Santa Cruz
University of La Verne
University of Redlands
University of San Diego
University of San Francisco
University of Southern California
University of Southern Mississippi
University of Utah
West Coast University
West Los Angeles College
Westmont College
Whittier College
Woodbury University

• We apologize for any errors, misspellings and/or omissions•
Join us in honoring Kathleen McCarthy and Peter Mullin as we celebrating 25 years of making a difference in the lives of the children of the Archdiocese of Los Angeles.

Saturday, June 1, 2013
The Lot in Hollywood

Please Contact T Scinaca for more information
213-637-7606
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