



CSULB
49ER
FOUNDATION



2019-2020
ANNUAL REPORT



OUR MISSION

A message from the Chief Executive Officer

Cal State Long Beach is by its very nature a student-centered entity.

Driven by the firm belief that it is both possible and essential to offer broad access to high-quality education, we continuously seek out new and enhanced ways to recruit, retain, and graduate individuals with collegiate promise who face physical, educational, financial, cultural, or personal barriers.

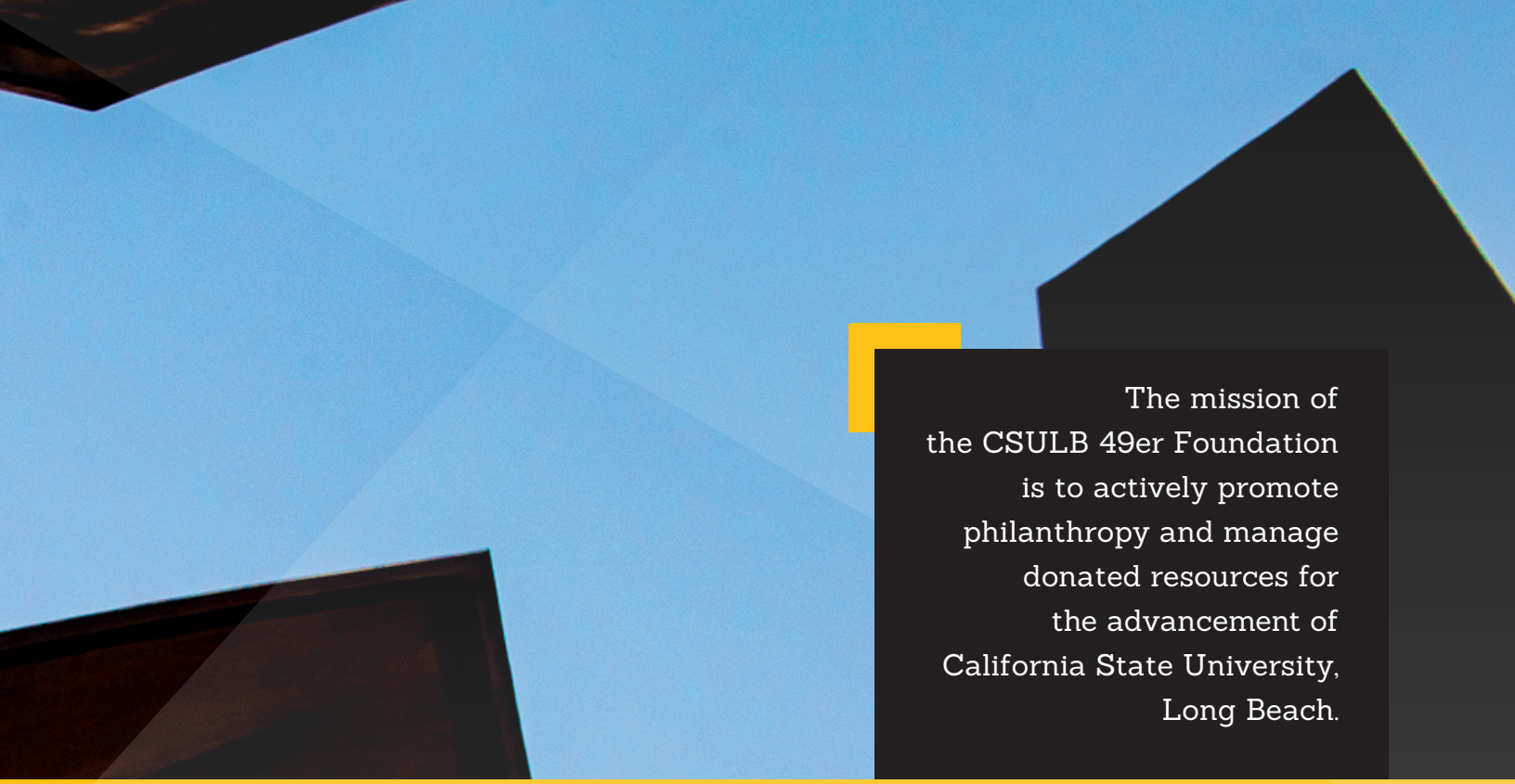
We understand and embrace the shift in traditional notions of the “typical” college student. Students who have historically been referred to as “non-traditional” — including veterans; low-income and first-generation students; and students with physical and learning disabilities, mental-health concerns, and food and housing insecurities — are increasingly becoming the norm on U.S. college campuses. And Cal State Long Beach is way ahead of the curve in successfully meeting the needs of this highly diverse student population, as our featured stories will attest.

Thousands of students who might have gone away empty-handed in previous generations now hold highly valued college degrees, thanks in large part to the support and ingenuity of donors, faculty, staff, and other partners who recognize the transformative power of college access.

The CSULB 49er Foundation is deeply grateful to all of those who have invested so generously in the success of our students and, in the process, helped Cal State Long Beach achieve back-to-back record-setting fundraising years in FY19-20 and FY20-21. Thank you for taking the time to get to know us a little better — and for all you do for our students and university.

Sincerely,

Michele M. Cesca
Chief Executive Officer



The mission of
the CSULB 49er Foundation
is to actively promote
philanthropy and manage
donated resources for
the advancement of
California State University,
Long Beach.

A message from the Chair

I am honored to have been appointed the third chair of the CSULB 49er Foundation Board of Directors, and I am proud to share our 2019-20 annual report with you.

First, I would like to thank and acknowledge my predecessor, Jim Gray, for his outstanding service to our board, university, and community. Under Jim's skilled and perceptive leadership, we posted the two best fundraising years in university history (in 2018-19 and 2019-20), secured a transformative gift for the Carolyn Campagna Kleefeld Contemporary Art Museum, and successfully completed fundraising for the Anna W. Ngai Alumni Center.

My fellow board members and I look forward to building on this tremendous momentum, even in the midst of unprecedented disruptions caused by the COVID-19 pandemic. As I write this message, Cal State Long Beach remains primarily in virtual-instruction mode, with the vast majority of faculty and staff working safely, productively, and creatively from home. Likewise, our Board of Directors continues to work actively and enthusiastically — albeit, mostly virtually — on behalf of our wonderful students and campus.

Each and every day, members of the Beach family are rising to the occasion. The CSULB 49er Foundation was created to facilitate and support their remarkable contributions and to help ensure that students and faculty have the resources they need to be successful — whatever the circumstances may be.

Thank you for supporting these vital efforts. Be safe. Be well. Be BEACH.

Sincerely,

Bob Murphy
Board Chair



TRANSFORMATIONAL
GIFT FOR
STUDENT SUCCESS
**LEADS TO
A RECORD
YEAR**

CSULB ENJOYS
ITS BEST
FUNDRAISING
EFFORT TO
DATE, TOPPING
\$39 MILLION
FOR 2019-20

A transformational gift to Cal State Long Beach, the largest in the campus' 70-year history to directly support student success, headlined a record year for philanthropy at The Beach.

The gift establishes the Shakarian Family LEADS (Leading, Educating, and Developing Students) Endowment Fund and is designed to "level the playing field," helping some of the university's most at-risk students, including those with disabilities, foster youth, students experiencing food and housing insecurity, students with learning challenges, students with mental-health concerns, and low-income first-generation students. Among the specific programs that will benefit are the Bob Murphy Access Center, Mental Health and Wellness, Autism Services-LIFE Project, Basic Needs and Guardian Scholars.

In establishing the fund, the university committed to raising an additional \$5 million for these programs with the intention that CSULB become a model for others to emulate through national dissemination of best practices -something of great importance for the Shakarian family. To date, the university has raised nearly \$4.3 million toward that challenge.

"The Shakarian Family's investment in our students could not come at a more necessary time," said Michele Cesca, vice president for University Relations and Development. "This era of the coronavirus crisis has resulted in a marked increase in emergency and other basic needs of our students, as well as concerns about the mental and physical health of our community. I cannot overstate the impact of their leadership and that of other investors in these programs in the lives of our students."

In recognition of the gift, the Student Success Center building now bears the name Shakarian Family Student Success Center.

Joined by other gifts to the university, Cal State Long Beach posted its best year for philanthropy, raising more than \$39.1 million in outright gifts and commitments during the fiscal year ending June 30, 2020.

Among the additional donations, the College of Engineering received \$7 million in two major gift commitments, while over a half-million dollars were raised to help students who need assistance with food, rent and other essential needs. Since the pandemic began, the university, through donor support, has provided students with 1,008 warm meals, 326 nights in safe housing and \$10,700 in gift cards.

This fall, Cal State Long Beach business students could enroll in the John & Helen Apostle Incubator & Enterprise Lab, a new two-course entrepreneurial training experience funded by a \$1.5 million gift. A \$500,000 donation was directed to the University Library and \$436,000 from SchoolsFirst Federal Credit Union will fund student-teaching boot camps, a Master Teacher Institute, and ongoing calibration trainings for student observation and assessment.

The Brotman-Skoff Family challenged donors to join them in their effort to increase social justice and put an end to police brutality. Nearly \$50,000 was raised to support students who are committed to studying and working on behalf of social justice.

"For yet another year, we have seen investors step up because they believe in our students and the transformative power of this University," Cesca said. "We have been in unprecedented times, but students are still benefitting from a Beach education that is made possible in no small part to our alumni and friends who continue to help propel us forward."

FUNDRAISER
GENERATES
MORE THAN
\$260,000
TO HELP
STUDENTS
WITH
NECESSITIES

Rose's* life was moving along as planned. Graduate from Cal State Long Beach in the spring, move into a new apartment, get married in June and continue teaching music to children at a local preschool.

As plans go, it seemed unshakable.

Then the COVID-19 pandemic hit, and Rose found herself struggling to finish school and to find a place to live. Her living situation held the key to the rest. She thought that if she could find a quiet, safe place to study and sleep, she could accomplish the rest.

After Rose's mother and siblings moved from San Gabriel to Florida two weeks before the fall semester, she moved in with her 73-year-old grandmother in Azusa. Family issues, coupled with the safer-at-home orders, caused tension between the two and Rose's grandmother eventually asked her to leave.

Without a place to go, Rose often spent nights at her teaching job or slept in her car. Her schoolwork began to suffer, and she realized she needed help. She had seen on the university social media feeds about the Student Emergency Intervention and Wellness Program, which helps students in need.

"I knew that I needed help and I knew it wasn't going to be a good semester if I didn't do something," Rose said. "So, I reached out. I didn't know what was going to happen, but I knew if I could just get help with housing or a scholarship that they were giving, maybe I could go in the right direction."

Courtesy of Associated Students Inc



Members of Associated Students Inc. meet the needs of students by giving away groceries at pop-up events during COVID-19 crisis.

The Student Emergency Intervention and Wellness Program benefited from a fundraiser and the program's Student Emergency Fund raised \$161,357. Thanks to a generous donor, gifts were matched dollar-for-dollar up to \$100,000. Those funds have helped hundreds of students, such as Rose, who received a \$500 grant that she could use for food, rent and essential needs according to Kenneth Kelly, director of the Basic Needs Program.

Kelly said the decision to earmark much of the money for emergency grants was "because we had been overwhelmed."

Applications to Basic Needs doubled quickly in the spring as hundreds of students sought help through the Basic Needs Program, which includes CalFresh Outreach, Student Emergency Intervention and Wellness and ASI Beach Pantry. They had either



MEETING THEIR BASIC NEEDS

lost jobs or housing because of the coronavirus. Grants can be used for food, rent or medical bills, and donations continue to be needed.

"I am filled with gratitude toward all who stepped up to support a fund that serves our most-vulnerable students," said Michele Cesca, Vice President of University Relations & Development. "The OneBeach spirit was powering this effort, and our students will benefit in so many ways at this critical time."

Rose also requested and received emergency housing at the Hillside dorms and meal assistance, where she received 15 meals on her student ID card to use at the dining halls. In addition, she received \$500 from the Coronavirus Aid, Relief and Economic Security (CARES) Act disbursement.

And she was granted a housing extension through Basic Needs' partnership with Jovenes, a nonprofit that provides solutions for young adults who will

be transitioning to long-term housing. The dorm room gave Rose a place to study, practice piano and continue to plan for her future.

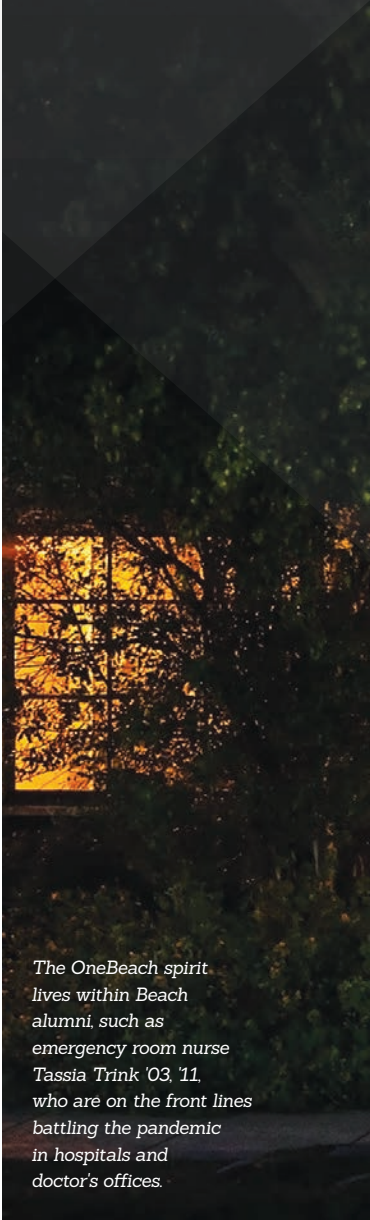
"I feel they (Basic Needs staff) were fighting for me to get out of the situation. ... It's been more than enough. I didn't expect the school to come through like this, in ways that my own family hasn't," she said.

Before COVID-19 hit, Rose was on track to complete the final 16 units she needed to graduate this spring with a Bachelor of Arts degree in music with a minor in child development. With her uncertain living arrangement, she dropped two classes and will now graduate in fall 2020.

"This semester definitely would have been a nightmare without this, and I don't believe I would have been able to pass my proficiency exam. I did. Hallelujah," she said.

* The identities of those receiving assistance are protected, therefore, the student is identified by a pseudonym.

UNIVERSITY FINDS STRENGTH, ADAPTABILITY IN “ONEBEACH” SPIRIT



The OneBeach spirit lives within Beach alumni, such as emergency room nurse Tassia Trink '03, '11, who are on the front lines battling the pandemic in hospitals and doctor's offices.

The pandemic hit and higher education took a tumble. Students had to adjust to distance learning, watching professors on a computer screen, and teaching became virtual reality for professors.

Still, the Cal State Long Beach community didn't falter. Professors accepted the challenge, some even going so far as driving miles to deliver art supplies. Students excelled, earning degrees and posting celebratory graduation photos on their social media channels.

President Jane Close Conoley said in a video message earlier this year that she was grateful for the “innovative and creative approaches our teams are taking to ensure student success.”

It's what Conoley has described as the “OneBeach spirit.”

The OneBeach attitude reflects the university's attitude toward today's challenging world: from dealing with COVID-19 to meeting students' basic needs to grappling with racial unrest, which resulted in an action plan to ensure more equitable opportunities for on-campus diversity.

And President Conoley stood with The Beach's undocumented student population – denouncing the current administration's rejection of new applications for the Deferred Action for Childhood Arrivals (DACA) program and promised to continue to advocate for the rights of Dreamers.



This work is seen not only as the role of a university, but something that has marked Cal State Long Beach as a leader in the community.

Conoley wrote in a community-wide message earlier this year that OneBeach is a “unifying refrain that, only together, we can tackle tough issues and do the hard work before us.”

There are many examples of how the OneBeach attitude has been seen on and off campus during this unprecedented time: Dr. Suzanne Marshall, an associate professor in Family and Consumer Sciences, made soup for her community, donors gave more than \$260,000 to the Student Emergency Fund, and Associated Students Inc. provided groceries for students in-need by way of pop-up food drives.

CSULB alumni in the healthcare field could, and still can be, found on the front lines helping those suffering from COVID-19, and the Innovation Space created needed face masks for hospital workers.

“Our campus has a wonderful reputation for its Science and Nursing faculty members and their graduates are highly valued at researchers, nurses, physicians and others in a wide array of health fields,” Conoley said in another video message. “What they learned at The Beach is proving invaluable in the fight to overcome COVID-19.”

According to Conoley, “OneBeach isn’t just a saying, it’s the only way we move forward.”



CSULB
49ER
FOUNDATION

BOARD OF DIRECTORS

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Treasurer

Gary Van Arnam '83
Chair, Audit Committee

Marilyn Bohl
Director

Michele Cesca
Chief Executive Officer

Kevin Crowe
Chief Operating Officer

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University President

Jireh Deng
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Said S. Hilal '72, '76
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Ken Miller '69, '71
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Anna W. Ngai '74
Director

Jim F. Normandin '73
Chair, Development
Committee

Jessica Pandya
Faculty Representative

Christopher Reese
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Robert Schack '70, '72
Director

Jon Storbeck '82
Director

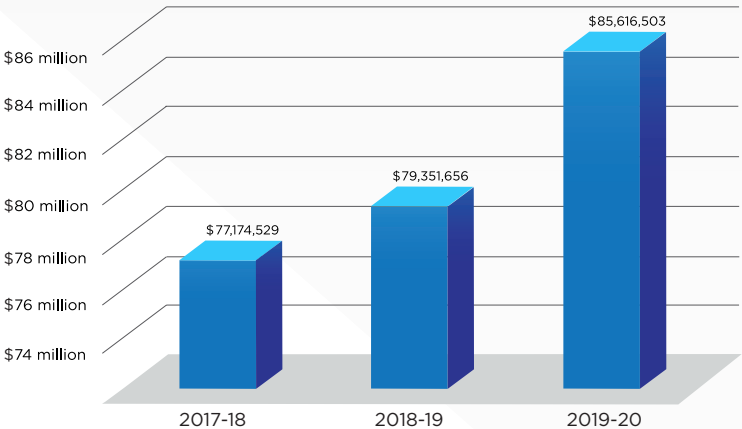
Robert Summers '83
Director

Louise Ukleja
Director

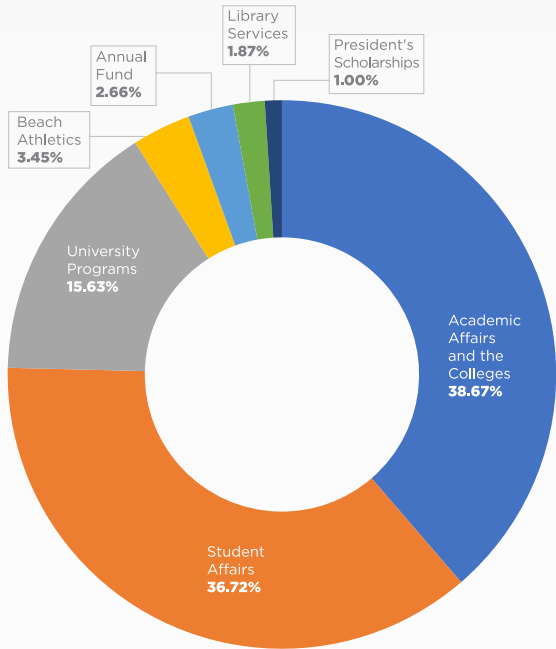
Taryn Williams
Student Representative

PHILANTHROPY BY THE NUMBERS

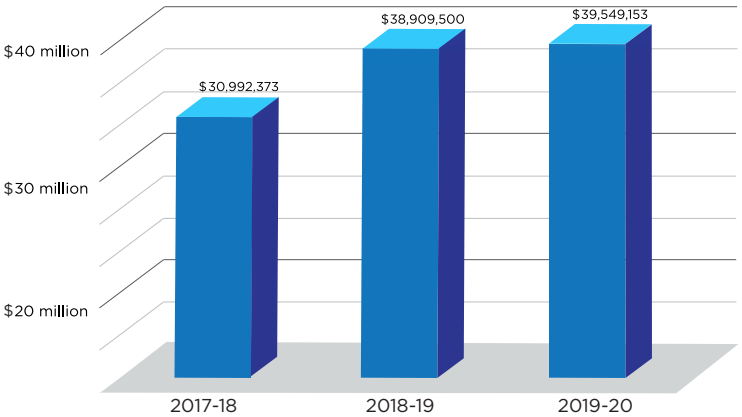
ENDOWMENT MARKET VALUE



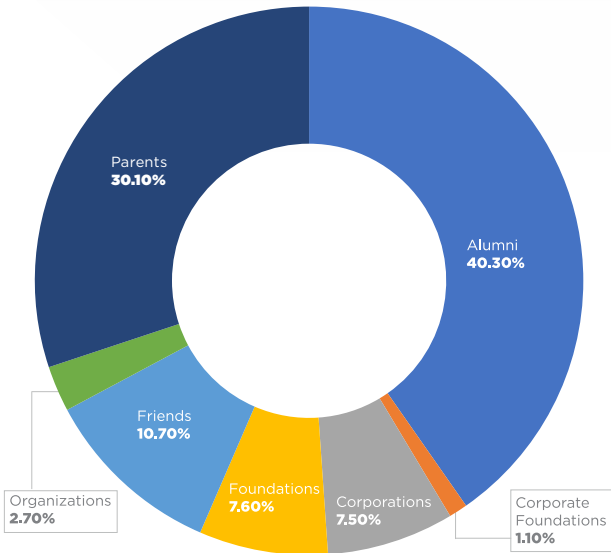
DESIGNATION OF NEW GIFTS



TOTAL GIFT COMMITMENTS



SOURCES OF NEW GIFTS



**STATEMENT OF
NET POSITION**

ASSETS

	June 30,	
	2020	2019
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 1,864,501	3,486,112
Short-Term Investments	35,037,001	24,233,162
Accounts Receivable, Net	1,184,892	238,998
Pledges Receivable, Net	3,064,489	7,281,038
Prepaid Expenses and Other Assets	21,077	78,129
Total Current Assets	<u>41,171,960</u>	<u>35,317,439</u>
NONCURRENT ASSETS		
Receivable - Split-Interest Agreements	14,166	103,064
Pledges Receivable, Net	4,172,844	3,406,728
Long-Term Investments	22,857	22,052
Endowment Investments	85,609,003	79,351,657
Total Noncurrent Assets	<u>89,818,870</u>	<u>82,883,501</u>
TOTAL ASSETS	<u>130,990,830</u>	<u>118,200,940</u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accounts Payable	258,337	117,642
Other Liabilities	687,971	998,885
Total Liabilities	<u>946,308</u>	<u>1,116,527</u>
DEFERRED INFLOW OF RESOURCES		
Split-Interest Agreements	14,166	103,064

NET POSITION

NET POSITION		
Restricted for:		
Nonexpendable:		
Scholarships and Fellowships	38,966,295	36,785,363
Instructional Department Use	28,136,835	26,502,109
Other	8,380,713	4,652,938
Expendable:		
Scholarships and Fellowships	7,125,425	9,563,669
Instructional Department Use	14,423,693	13,191,157
Other	21,662,826	15,319,548
Unrestricted	<u>11,334,569</u>	<u>10,966,565</u>
Total Net Position	<u>130,030,356</u>	<u>116,981,349</u>
Total Liabilities, Deferred Inflows of Resources	\$ <u>130,990,830</u>	<u>118,200,940</u>

STATEMENT OF REVENUES, EXPENSES AND CHANGES IN NET POSITION

		For the Year Ended	
		June 30,	
		2020	2019
REVENUES			
Operating Revenues	\$	798,470	902,089
EXPENSES			
Operating Expenses:			
Public Service		59,624	26,202
Academic Support		3,737,127	3,567,024
Student Services		854,629	2,044,215
Institutional Support		4,633,341	3,402,881
Student Grants and Scholarships		3,971,918	4,116,504
Total Operating Expenses		13,256,639	13,156,826
OPERATING LOSS		(12,458,169)	(12,254,737)
NON-OPERATING REVENUES			
Gifts, Noncapital		13,538,811	14,307,628
Investment Income, Net		611,823	869,235
Endowment Income, Net		2,293,628	3,910,515
		16,444,262	19,087,378
INCOME BEFORE OTHER ADDITIONS		3,986,093	6,832,641
ADDITIONS TO NONEXPENDABLE ENDOWMENTS		7,993,299	2,113,770
INCREASE IN NET POSITION BEFORE SPECIAL ITEM		11,979,392	18,946,411
SPECIAL ITEM			
Transfer of Net Position from CSULB Alumni Association		1,069,615	558,454
INCREASE IN NET POSITION		13,049,007	9,504,865
Net Position - Beginning of Year		116,981,349	107,476,484
NET POSITION AT END OF YEAR	\$	130,030,356	116,981,349

**STATEMENT OF
CASH FLOWS**

	For the Year Ended June 30,	
	2020	2019
CASH FLOWS FROM OPERATING ACTIVITIES		
Payments to or on Behalf of the University Departments	\$ (6,084,425)	(6,275,241)
Payments to Employees	(3,313,463)	(2,075,834)
Payments to Students	(3,971,918)	(4,116,504)
Other Receipts	(147,424)	590,406
Net Cash Used In Operating Activities	<u>(13,517,230)</u>	<u>(11,877,173)</u>
CASH FLOWS FROM NONCAPITAL FINANCING ACTIVITIES		
Gifts Received for Other than Capital Purposes	16,989,244	10,251,107
Transfer from the CSULB Alumni Association	-	558,454
Net Cash Provided By Noncapital Financing Activities	<u>16,989,244</u>	<u>10,809,561</u>
CASH FLOWS FROM CAPITAL AND RELATED FINANCING ACTIVITIES	-	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Sales and Maturities of Investments	44,909,561	20,777,149
Investment Income, Net	611,823	869,235
Endowment Income, Net	2,293,628	3,910,515
Additions to Nonexpendable Endowments	7,993,299	2,113,770
Transfer from the CSULB Alumni Association	1,069,615	-
Purchase of investments	(61,971,551)	(30,016,053)
Net Cash Used by Investing Activities	<u>(5,093,625)</u>	<u>2,345,384</u>
NET CHANGE IN CASH AND CASH EQUIVALENTS	<u>(1,621,611)</u>	<u>3,412,996</u>
Cash and Cash Equivalents - Beginning of Year	<u>3,486,112</u>	<u>6,899,108</u>
CASH AND CASH EQUIVALENTS AT END OF YEAR	<u>\$ 1,864,501</u>	<u>3,486,112</u>
RECONCILIATION OF OPERATING LOSS TO NET CASH USED BY OPERATING ACTIVITIES		
Operating Loss	\$ (12,458,169)	(12,254,737)
Adjustments to Reconcile Operating Loss to Net Cash Used by Operating Activities:		
Accounts Receivable, Net	(856,996)	(282,608)
Prepaid Expenses and Other Assets	57,052	(29,075)
Accounts Payable	140,695	(25,382)
Other Liabilities	(399,812)	714,629
Net Cash Used In Operating Activities	<u>\$ (13,517,230)</u>	<u>(11,877,173)</u>





CALIFORNIA STATE UNIVERSITY
LONG BEACH

49er Foundation

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CSULB Equity and Diversity Statement:

In addition to meeting fully its obligations of nondiscrimination under federal and state law, CSULB is committed to creating a community in which a diverse population can live, learn and work in an atmosphere of tolerance, civility and respect for the rights and sensibilities of each individual, without regard to economic status, ethnic background, veteran status, political views, sexual orientation or other personal characteristics or beliefs. An EEO/AA/Title IX Employer.

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