



EVERY DAY.



EVERY DOLLAR.



EVERY STUDENT.



FOR EL SEGUNDO.

# Ed!

El Segundo Education Foundation

## 2014 - 2015 Annual Report

July 1, 2014 - June 30, 2015

# Message from the Chairman

On behalf of the El Segundo Education Foundation (Ed!), I would like to thank the citizens, businesses, students and their families who supported Ed! and the El Segundo community throughout the 2014-2015 school year.

With your generous donations, we were able to grant another \$1,000,000 to the El Segundo Unified School District in support of an invaluable curriculum for our students. This grant bridges the financial gap between what California funds and the actual cost of programs in our public schools. We are grateful that the students of ESUSD have the support of a dedicated community. Your support ensures that all ESUSD students enjoy an enhanced education every day of the year. This year's grant funded critical programs such as the Biomedical Sciences, Literacy, Math, Robotics, Music, Physical Education, Engineering, and International Baccalaureate to name a few. I invite you to visit the Foundation's website at [www.ESEdF.org](http://www.ESEdF.org) to get up-to-date information on Ed!'s current events, programs, and successes.

The El Segundo Education Foundation will continue to fund curriculum and critical programs, which will maintain a high standard of excellence for the betterment of our students, our schools, and our community.

Sincerely,



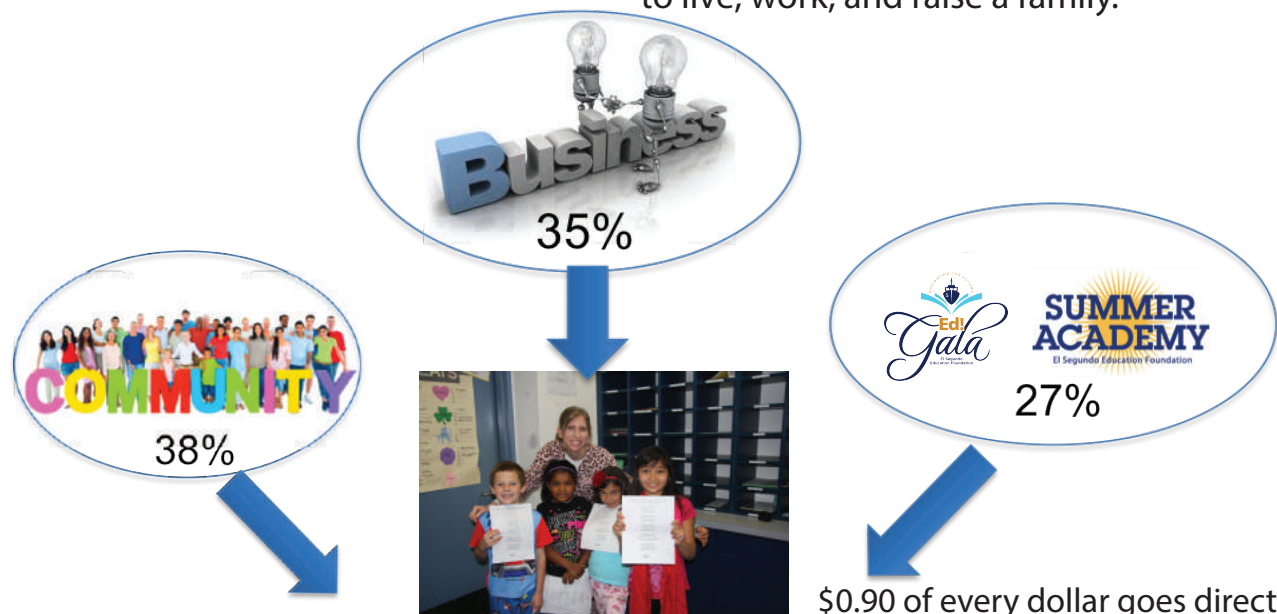
Alex Abad  
Chairman  
El Segundo Education Foundation

## Mission

The El Segundo Education Foundation represents a partnership of businesses, individuals, and families organized to support and enhance programs of the El Segundo Unified School District and to promote excellence in Education.

## Vision

The El Segundo Education Foundation will lead our community partners, businesses, families, and individuals in recognizing the value of contributing time, talent, and resources to local public schools as the cornerstone of a productive and vibrant community, making El Segundo a desirable place to live, work, and raise a family.

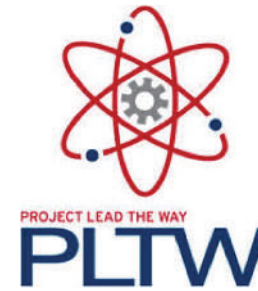
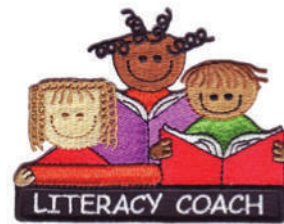
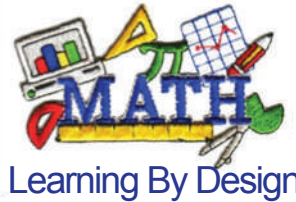




# Successes

## Your Dollars At Work

Ed!'s FY15 grant to ESUSD successfully funded the following programs:



For the comprehensive list of programs and a funding breakdown, visit our website.

**Ed! had a lot to celebrate during it's 32nd year in service to ESUSD. Here are just a few successes:**

Community Appeal raised over \$400K

5th Annual Ladies Night Out raised over \$18,000

4th Annual Gala raised over \$200,000

Ed! & Murad funded the third year of Biomedical Science

2nd Annual Guys Night Out raised nearly \$12,000

Skechers P2P Friendship Walk brought in \$80,000

Partnered with elementary PTAs to enhance the total quality of education

Launched the third year of Seaside Strings

# Ed!



# FY15 At a Glance

## Statement of Financial Position

### ASSETS

Current Assets	2015	2014
Cash and cash equivalents	\$616,245	\$388,183
Certificates of deposit	105,143	104,567
Other current receivable	-	5,900
Prepaid expenses	2,865	2,218
Total current assets	724,253	500,868
Endowment	2,355,143	2,290,264
Total assets	<b>\$3,079,396</b>	<b>\$2,791,132</b>

### LIABILITIES AND NET ASSETS

Current Liabilities		
Deferred revenue	\$265,146	\$224,260
Total current liabilities	265,146	224,260
Unrestricted net assets	2,814,250	2,566,872
Total liabilities and net assets	<b>\$3,079,396</b>	<b>\$2,791,132</b>

# FY15 At a Glance

## Statement of Activities

Revenues	2015	2014
Contributions	\$996,318	\$947,477
Program income	266,067	234,393
Fundraising event income	356,527	286,070
Donated goods and services	47,605	42,605
Investment earnings	84,974	321,733
<b>Total revenues</b>	<b>1,751,491</b>	<b>1,832,278</b>
<b>Expenses</b>		
Program services	1,351,955	1,323,909
Management and general	84,626	78,720
Fundraising	67,532	69,662
<b>Total expenses</b>	<b>1,504,113</b>	<b>1,472,291</b>
<b>Increases in net assets</b>	<b>247,378</b>	<b>359,987</b>
<b>Net assets, beginning of year</b>	<b>2,566,872</b>	<b>2,206,885</b>
<b>Net assets, end of year</b>	<b>\$2,814,250</b>	<b>\$2,566,872</b>





# Programs

Ed! is proud to fund programs supporting all aspects of our students' education

## Summer Academy



The 2014 Summer Academy offered a diverse selection of classes, including advancement, remedial, and enrichment options for students grades 3 - 12.

The Young Americans partnered with Ed! for their second summer workshop, and raised over \$12,000 to go towards music programs K-12.

## Young Americans



## Seaside Strings



Seaside Strings was founded in 2012 to offer affordable strings instruction to the students of El Segundo.

# Fundraisers

## Ed! Ladies Night Out

El Segundo Education Foundation



### Ladies Night Out

The 6th annual Ladies Night Out - formerly called Mom's Night Out - was once again hosted by Hacienda Hotel. Over 275 women enjoyed an evening of fun, fashion, and fundraising all while raising over \$18,000 for the students of ESUSD.

## Guys NIGHT Out



### Guys Night Out

The 2nd annual Guys Night Out, hosted by Beach City Baseball Academy, was held on March 6, 2015 and brought in nearly \$13,000.



### Gala

Our 4th annual Ed! Gala, hosted by Chevron, El Segundo Refinery, was held on May 15, 2015. Over 650 of our El Segundo neighbors attended this signature event focused on "Navigating the Future," and enjoyed food and beverage tastings from over 30 local restaurants, live and silent auctions, music and dancing, and more. The 2015 Ed! Gala raised over \$200,000.





# Friends and Supporters

Throughout the year, Ed! is honored as a beneficiary of various other community events and programs. Thank you to:

Amazon Smile  
Commissions for Education - Alex Abad, Founder  
Community Wellness Day  
Mayor's Good Friday Breakfast  
Ralph's Community Contribution Program  
Skechers Pier to Pier Friendship Walk



## Volunteers



Ed! is proud to be a volunteer-run organization. Volunteers assist with essential operations, including sitting on committees, working at events, coordinating mailing and marketing efforts, and mentoring students.

## Community Business Partners

Ed!'s Community Business Partners understand how important today's public education is to tomorrow's future business leaders. Our 2014-2015 Business Partners have committed themselves to Funding the Future for the students of El Segundo. Visit our website for a complete list of the local businesses and corporations we partner with!



# Gifts & Donors

It takes a lot of supporters to raise \$1,000,000 - thankfully, we've got an involved community to help us out!

## Matching

AI G Matching Grants Program  
Alliance Data  
AXA Foundation  
Bank of America Charitable Foundation  
The Boeing Company Gift Match Program  
Chevron Humankind Matching Gift Program  
Chubb & Son Inc.  
DIRECTV Matching Gift Center  
Edison International  
Eli Lilly and Company Foundation, Inc.

FM Global Foundation  
Global Impact  
JPMorgan Chase Foundation  
LindQuest Corporation  
LPL Financial  
Mattel Children's Foundation  
Northrop Grumman Foundation  
The PIMCO Foundation  
Raytheon Matching Gifts for Education  
The Seattle Foundation

Silicon Valley Community Foundation  
Sony Pictures Entertainment  
Tampa Bay Rays Baseball, LTD.  
Toyota Financial Services  
Toyota Matching Gifts to Education  
US Bank Foundation  
Verizon Foundation  
Washington Iron Works  
Wells Fargo Community Support  
Wells Fargo Foundation

## In-Kind

Aloft  
Beach Cities Baseball Academy  
CDC  
Chevron Products Company  
Erika Mull  
Fantastic Sam's  
Gold Camera  
The Jewelry Source  
Mattel Inc.  
Murad, Inc.  
Ole Smoky Moonshine  
The Powder Room  
Roger and Michelle Nieves  
The Tipton/McLain Family

## Superintendent's Roundtable

Donors who contribute \$1,000 or more a year are a part of our Superintendent's Roundtable.  
Visit our website for a complete list of our 2014-2015 SR Members.



## Community

If it takes a village to raise a child, our El Segundo students receive the best support possible. Visit our website for a complete list of our 2014-2015 donors.



# Board of Directors

## Officers

Alex Abad <i>Chairman</i>	Joseph Harding <i>Vice Chairman</i>	Chris Powell <i>Chief Financial Officer</i>	Duane H. Conover <i>Secretary</i>
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## Community Representatives

Alex Abad Rupesh Bhakta Barbara Briney Neil Cadman Duane H. Conover	Suzanne Curtin Joseph Harding Linda Johnson Tammy Long Shannon Magid	Joyce Mann Brenda Newman Michelle Nieves Jayne D. Pimlott Chris Powell	Michele A. Rogers, O.D. Christine Sherrill Elizabeth Tobias
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## Business Representatives

<i>Bank of Manhattan</i> Rick Sowers  <i>Chevron El Segundo Refinery</i> Lily Craig	<i>Citizens Business Bank</i> Rich Heisen Anthony Gouche, Alternate	<i>Continental Development Corporation</i> Richard Lundquist Sherry Kramer, Alternate	<i>El Segundo Power, LLC</i> Ken Riesz Steve Odabashian, Alternate  <i>Northrop Grumman</i> Laura Kirkpatrick
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## Liaisons

<i>Mayor, City of El Segundo</i>	<i>ESUSD Board of Education Representative</i> Laura Gabel	<i>Superintendent, ESUSD</i> Dr. Melissa Moore
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## Staff Members

Carol Pirsztuk <i>Executive Director</i>	Andi Edgett <i>Communications</i>	Heidi Wang <i>Controller</i>
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