



Carlsbad Educational Foundation
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Contact: Valin Brown (760) 929-1555

Carlsbad Educational Foundation Targets Science, Music and Educational Innovation as New Impact Areas for Funding

New Strategic Plan Details Grant-Making Goals to Support Hands-On Science and District-Wide Music Program for All Schools in Carlsbad Unified School District

Carlsbad, CA – [Carlsbad Educational Foundation \(CEF\)](#), a non-profit organization devoted to developing and launching educational and enrichment programs for more than 10,000 Carlsbad students, has announced the results of a six-month strategic planning process to identify the highest impact areas requiring additional financial support. As a result, the foundation is embarking on a highly focused, grant-making effort to accelerate the development of hands-on science programs for students within the Carlsbad Unified School District, the launch of a district-wide music program at all Carlsbad elementary schools and increased investment in innovative educational programs that drive student achievement.

The extensive strategic planning process was spearheaded by Valin Brown, CEO of Carlsbad Educational Foundation, with support from the foundation's staff and board of directors, Superintendent Dr. John Roach and community leaders. Within the broader areas of science, music and educational innovation, the foundation will be working closely with district staff to develop a timeline, budget and list of specific programs to be launched in the fall of 2009.

"The Carlsbad Educational Foundation is thrilled to help the school district fund and design new programs that strive to elevate student achievement and enrichment," says Brown. "In 2003, most elementary students in Carlsbad lost access to core music programs, and while some programs were restored thanks to the diligent efforts of local PTAs, we currently do not have a district-wide music program. The foundation is committed to ensuring that every child throughout the district will have access to a high-quality music program as well as hands-on science programs that bridge the gap between classroom-learning and the real world."

In addition to supporting music, science and educational innovation, CEF's new strategic plan guides the foundation's efforts through 2010. To assist in that effort, the foundation recently held a series of roundtable meetings with district principals and PTA leaders as well as music and science teachers. Additionally, the foundation solicited feedback and program ideas from Carlsbad-based community leaders and experts, including executives from the Museum of Making Music, ViaSat and Life Technologies (formerly Invitrogen).

“The Museum of Making Music is really excited about the direction the Carlsbad Educational Foundation is taking to reinforce the importance of music instruction as a core part of children’s educational experience,” says Carolyn Grant, executive director of the museum. “Their efforts will help foster a generation of well-rounded students who appreciate the arts, which falls squarely within the mission of the Museum of Making Music.”

CEF science roundtable participant and co-founder of ViaSat, Steve Hart, adds, “The Carlsbad Education Foundation’s funding for hands-on science will help prepare tomorrow’s workforce to be more competitive here locally as well as in the global marketplace. We applaud the foundation’s efforts to raise much-needed funds for valuable new programs, and look forward to seeing the impact this additional education will have on Carlsbad students.”

The foundation’s commitment to supporting music, science and educational innovation is just one part of its new strategic plan. The plan, which was approved by the foundation’s board in December, includes some ambitious fundraising goals. Previously, the bulk of the foundation’s funding support has been generated by its licensed childcare business, called Kids’ Care, which is available at each elementary school in Carlsbad. CEF also raises funds through a series of high-profile events, including the annual Celebrate Carlsbad Day at LEGOLAND and telethon. The new strategic plan calls for additional sources of revenue, including local corporations, individual donations and new business ventures such as a summer enrichment program.

Since its inception in 1983, the Carlsbad Educational Foundation has raised significant financial support for schools in the Carlsbad district. In June 2008, the foundation made the largest grant in its 25-year history by donating more than \$600,000 to help the district preserve school librarians and library media technicians while also providing teaching and coaching stipends for the arts, music and sports.

About the Carlsbad Educational Foundation

The Carlsbad Educational Foundation (CEF) is a non-profit 501(c)(3) organization that was founded in 1983 to support the education and enrichment of more than 10,000 students in the Carlsbad Unified School district by developing, conducting and financing innovative, quality programs and projects. Since its inception, the foundation has contributed more than \$4 million in funds to Carlsbad schools, primarily for science, technology, arts and reading. In June 2008, the foundation provided year-end grants totaling \$604,000 to help restore funding for the preservation of the arts, music, sports and libraries within the district. The foundation has just finalized an ambitious strategic plan that will support the development of additional music, science and innovative educational programs.

For more information about the Carlsbad Educational Foundation or to support Carlsbad schools, please call (760) 929-1555 or visit www.CarlsbadEd.org.

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