

*Cal*

**ANNUAL REPORT 2023-24**

FEATURING:



**CAMERON  
INSTITUTE**  
FOR STUDENT ATHLETE DEVELOPMENT

# HAAS PAVILION



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PETE NEWELL COURT

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# LETTER FROM THE DIRECTOR OF ATHLETICS

Greetings from Berkeley,

This past year, your support has taken our Golden Bears to new heights. Our student-athletes won national and conference championships, our football team retained the Axe for the third straight year, and we had 59 athletes represent our university at the Olympics while continuing to uphold our highest graduation success rate. These triumphs would not have been possible without the continued support from our Cal community, and we are grateful to have you as part of it!

There must have been something in the water last year as all four of our aquatics programs reached the podium. Our men's water polo team continued their reign as national champions for the third consecutive year, and our women's water polo team was the national runner-up, a program first. Men's swimming & diving were national champion runners-up, and women's swimming & diving clinched the final Pac-12 conference championship. Out of the water, women's gymnastics had a historic season, finishing second in the nation, and track & fields' Rowan Hamilton won the national championship in the Hammer Throw.

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Our championship streak extended with our field hockey program securing their first conference championship in the America East Tournament and sealed their first berth to the NCAA Tournament since 2006. Many of their accomplishments can be attributed to the steadfast support of their community, including a new scholarship established in honor of Donna Fong Head Coach Shellie Onstead, which was made possible by the generosity of three alumni.

The Olympics continue to highlight the incredible student-athletes and alums who have walked the halls of Cal. This past summer, we had 59 athletes compete and secure 23 medals - 5 gold, 10 silver, and 8 bronze. Our presence in the Olympic games every four years is significant - so much so, that if Cal were its own country, we would have ranked 12th in medal count. A truly astonishing feat and a great testament to the strength of our Cal legacy.

In the classroom, our student-athletes continue to excel, posting an overall GSR (graduation status rate) of 93 percent, exceeding the all-time high set by the

department last year. Six teams (volleyball, women's tennis, men's tennis, beach volleyball, lacrosse, and men's gymnastics) achieved a perfect GSR of 100 percent, while 18 teams had a rate of at least 90 percent.

It has been another incredible year for the Cameron Institute. Dr. Marissa Nichols and the team remain an industry-leading student-athlete development unit. The impact on student-athletes, teams, coaches, and our department is immense. As intercollegiate athletics evolves, I feel confident that our foundation of supporting student-athletes will remain steadfast because of the excellent team and services the Cameron Institute provides. I am grateful to C. Bryan Cameron and the many alums, partners, advisory board members, and donors who continue to give back to Cal student-athletes by supporting the student-athlete experience.

This past August we officially became members of the ACC. We are excited to compete at the highest level alongside like-minded academic institutions and are confident that our student-athletes will have an exceptional experience. As you know, intercollegiate athletics has faced many unexpected changes in recent years, and while the landscape continues to evolve, one

thing remains unchanged: our dedication to our student-athletes and ensuring they have the best possible developmental experience at Cal. This commitment is at the heart of our mission, and our department is actively collaborating with the university and the community to fulfill this promise every day.

In order to create an environment to be exceptional academically and athletically requires the best coaches, practice facilities, weight rooms, nutrition programs, academic support, and operational resources. The Cal family's support has made it possible for us to invest in these key areas and enhance the experience we provide our student-athletes. With your help, our student-athletes are prepared for a life after Cal, where they can thrive and be leaders within their communities. It is truly inspiring what they have accomplished and the philanthropic support and generosity of our supporters will leave a lasting impact on the department and future generations of Golden Bears.

I cannot thank the Cal family enough. This annual report showcases the Cal Athletics Fund and highlights the achievements of the department for the 2023-24 year (July 1, 2023 - June 30, 2024). We hope you'll consider renewing your support for Cal and our programs in the coming years!

Thank you and Go Bears!



Jim Knowlton  
Director of Athletics

# CAL ATHLETICS PHILANTHROPIC HIGHLIGHTS OF 2023-24

While the last few years in college athletics has brought about tremendous change, one thing has remained the same – the Cal family’s steadfast commitment to supporting student-athletes and ensuring they have the resources needed to learn and compete at the highest level.

Cal Athletics received \$38M in gifts and pledges throughout the 2023-24 year through 9,926 gifts made by 5,211 donors. The Cal family has consistently given over \$38M the past four years with an increase of 58% of donors giving year after year. It is clear that in an era of unpredictability in intercollegiate athletics, the Cal family remains dedicated to Cal’s mission and the support of Golden Bear student-athletes.

Support of our sports programs operations saw an increase in 2023-2024 as well, with more than \$8M given to ensure all 30 sports programs have the funds to travel, provide resources to their student-athletes, and operate at a competitive level.

Several significant gifts were instrumental in this year’s success. A \$1.75M realized bequest from the J.P. and Dianne T. Sheehan Endowed Fund will support the men’s water polo program - a program that once again saw great success this year as the team captured its third consecutive national championship.

C. Bryan Cameron, who established the Cameron Institute in 2019, once again demonstrated his support with a matching gift challenge. His \$3M matching endowment gift to the Cameron Institute will directly support the incredible staff that impacts the holistic experience for student-athletes and will build

upon the legacy he has helped create. The matching challenge runs through June 30th, 2025, and is in place to motivate and inspire others to join him in creating a sustainable future for the Cameron Institute. In addition to Cameron’s gift, the Cameron Institute also received a \$1 million anonymous gift to help fund an additional mental performance consultant – a resource that is highly impactful to student-athletes.

Additionally, multiple scholarships were added this year through philanthropic support. Tom Shaffer ’79, the Violich family (Paul, Julia ’88 and Mackeller ’13) and Phiroze Nagarvala ’65, ’66 gave in support of a field hockey scholarship. Beach volleyball added a scholarship by an anonymous donor and men’s and women’s soccer were supported by the generosity of Greg ’95 and Natalie Fair and Lexi ’01 and Jess ’00 Viripaeff.

Cal Athletics is excited to share several facility enhancement projects that were philanthropically funded. The late Kent and Pat Newmark’s \$1 million gift will support the renovation of the Cal Athletics Hall of Fame - making it an engaging and experiential space that honors Cal legends.

The women’s basketball team locker room plans to undergo renovation that was made possible by George Miller ’61 and Janet McKinley, and the men’s basketball coaches offices were renovated through a gift from the Koret Foundation in honor of Dick Greene ’60, ’63.

With immense gratitude, Cal Athletics proudly concluded the Campaign for Cal Athletics Excellence as part of the campus-wide campaign in December 2023. In all, supporters gave \$350.2M in support with \$334.5M in gifts and pledges directly

supporting the Light the Way Campaign. This historic milestone marks a transformative chapter for Cal Athletics, setting the stage for advancements in facilities, scholarships, and the overall student-athlete experience.

We would like to acknowledge those who have supported in generous ways, directly impacting our football and men's basketball programs. Over the past two years, the generosity of Championship CALiber has been astounding, providing \$3.8M in support to Cal Football. These investments supported the following areas: support staff, recruiting & student-athlete experience enhancements, assistant coaches salaries, and technology enhancements.

Men's basketball also received immense support through the Men's Basketball Excellence Initiative. Head Coach Mark Madsen and staff were able to reinforce the foundations of the program through the following enhancements: facility upgrades, enhanced nutrition and wellness, supplemental fueling, and comprehensive health. These

programs are crucial to Cal Athletics and will continue to be a priority moving forward.

In this new era of collegiate athletics, support of Cal student-athletes not only includes philanthropic gifts, but contributions to student-athletes' Name, Image, and Likeness (NIL) as well. Cal Athletics would like to acknowledge those who have been generous to the California Legends Collective this past year. While the way we support student-athletes continues to evolve, their health & wellbeing, academic success, and ability to compete at the highest level remain at the core of Cal's mission.

"Despite the many changes and ever-evolving landscape of intercollegiate athletics, our Cal family remains committed to our mission of providing our student-athletes with the best experience possible and have made that a reality through philanthropy", Director of Athletics Jim Knowlton said. "As we look to the future, and the many unknowns that are ahead, I feel confident that we can weather any storm with the generosity of our supporters and we cannot thank them enough for what they have already made possible."



# ACADEMIC HIGHLIGHTS

## Newmark Awards

The Newmark Awards are presented annually to Cal teams with the highest cumulative grade-point averages from the previous academic year. Established in 2007 by Pat and Kent '60 Newmark, each winning team receives a stipend to support its operating budget.

In the 2023-24 academic year, men's rowing claimed the men's large team award (for rosters of 25 or more) for the seventh consecutive year, achieving a cumulative GPA of 3.441. Women's swimming and diving captured the women's large team award with a cumulative GPA of 3.503

Additionally, women's tennis earned the women's small team honor for the second straight year, with a GPA of 3.686—the highest of all Cal teams. Men's golf earned the men's small team honor with a cumulative GPA of 3.498.

## Graduate Success Rate

The Golden Bears recorded an overall Graduation Success Rate (GSR) of 93%, matching the department's all-time high set last year. Nine Cal teams achieved a perfect 100% GSR, while 18 teams posted rates of 90% or higher. The GSR measures graduation rates over a six-year cohort.





# OLYMPIC SUCCESS



Hunter Armstrong

Cal's contingency of 59 Olympians made its mark on the 2024 Summer Games – amassing a collective 23 medals while competing in nine different sports. This ties the Cal record for most medals accrued during a single Olympics and was the second-most of any school in the country. Golden Bears also accounted for almost one-quarter of the 98 total medals accumulated by ACC institutions.

## Medal Count



5x



10x



8x

Jack Alexy

Camryn Rodgers  
'22

Abbey Weitzeil  
'20

Ryan Murphy  
'17

# CAMERON INSTITUTE \$3M MATCHING ENDOWMENT GIFT CHALLENGE

Cal Athletics is fortunate to have amazing supporters who consistently embody the spirit of community, leadership, and excellence that defines the University of California, Berkeley. One of those individuals is C. Bryan Cameron, who established the Cameron Institute in 2019, has once again demonstrated his support with a matching gift challenge. His \$3M matching endowment gift to the Cameron Institute will directly support the incredible staff that impacts the holistic experience for our student-athletes and will build upon the legacy he has helped create.

The Cameron Institute for Student-Athlete Development is a world-class model for the holistic development of student-athletes within intercollegiate athletics. Utilizing the original framework, *The California Way*, Cal student-athletes receive high impact specialized services across three pillars - Career Development, Community Engagement, and Mental Performance.

Cameron has generously offered to use this as a matching gift in hopes of inspiring others to come alongside him and Cal Athletics to create a sustainable future for the Cameron Institute. To date, Cal Athletics has received \$350k towards this matching gift challenge, which ends on June 30, 2025.

"Bryan Cameron continues to demonstrate why he is in a league of his own," Senior Associate Athletics Director & Director of the Cameron Institute Dr. Marissa Nichols said. "His vision, generosity, and support allow Cal to design and deliver a holistic athlete development infrastructure that is second to none. We are incredibly grateful for his continued belief in our mission and aim to be the model within intercollegiate athletics."

Since its inception, the Cameron Institute has grown from a team of one to a dynamic and comprehensive staff of 11 individuals. Continuing to grow and enhance the Cameron Institute team is a key priority, and two Cameron Institute positions were recently named, providing the essential funding needed to sustain and grow the institute and its programs.

"In just four years, the Cameron Institute has contributed much to so many of Cal's outstanding student-athletes in terms of their experience at the University and their preparation for life after graduation" Cameron reflected. "I credit Dr. Nichols and the exceptional staff for much of the success and progress of the Institute, and I want to continue to invest in their work. I encourage others to join me through this matching gift program, as we build the endowment towards the goal to make the Institute fully sustainable. In the midst of so much change in college athletics, this is a program which is unique to Cal and makes a profound impact on the lives of student-athletes. We can all be proud of the Cameron Institute and I want to thank all who have and will continue to contribute their time, talent and treasure to this worthy endeavor."

Today, the Cameron Institute's resources and offerings to Cal student-athletes are vast. A comprehensive overview of the institute's impact can be found on page 11 with a few key highlights from each of the pillars, including:

## CAREER DEVELOPMENT

- **1,500+** alums and professionals on *The Golden Bear Network* ([goldenbearnetwork.com](http://goldenbearnetwork.com)) willing to help Cal student-athletes.
- **50** student-athletes enrolled in the Career Readiness Seminar: a hands-on, 2-credit course designed to help student-athletes learn about their career path, the world of work, and create polished career tools.
- **100** student-athletes benefited from the insight and knowledge of professionals and alums within mentorship programs.

## COMMUNITY ENGAGEMENT

- Nearly **500** student-athletes contributed **3,000+** hours of service across **40+** reciprocal and sustained equity-focused organizations that increase access to opportunity in the East Bay.
- **16** student-athletes earned credit through the newly launched Community Engagement class in partnership with Berkeley School of Education and contributed **nearly 800** hours in school-based service collaborations.
- **95%** of graduating seniors report their intent to continue contributing to their communities in time, talent, or treasure.

## MENTAL PERFORMANCE

- **337** student-athletes actively engaged with the Calm App – supported sleep, reduced stress, and offered mindfulness practices for daily mental health support.
- **284** coach consultation sessions conducted, focused on enhancing coaches' mental performance and leadership effectiveness.

"I love the Cameron Institute and everyone involved! All staff and professionals have made my time at Cal even better and I really appreciate their investment in our progress as individuals and as a team."

**Volleyball Student-Athlete, Sophomore**



Cameron, who attended UC Davis and Stanford for undergraduate and graduate school, respectively, has always had a passion for education. Through establishing his Bryan Cameron Education Foundation, he has been able to support scholarships and invest in those pursuing higher education. Cameron is also heavily involved in the community, serving on nonprofit boards and advisory councils throughout the Bay Area. At Cal, he serves as a UC Berkeley Foundation Trustee, Cameron Institute Advisory Board Chair, and was also a past president for Bear Backers.

"Bryan Cameron's impact on the University of California, Berkeley, is monumental", Cal Director of Athletics Jim Knowlton said. "His vision for the Cameron Institute, an idea back in 2018, has turned into the best student-athlete development program in the country. He continues to be a special thought partner and leader in the higher education space and we are lucky to have him as part of the Cal family."



**CAMERON  
INSTITUTE**  
FOR STUDENT-ATHLETE DEVELOPMENT

Empowering student-athletes and teams to achieve peak performance, unlock their full potential, and thrive throughout their lifetime.

At the Cameron Institute, we aim to set the golden standard in collegiate athletics by developing student-athletes through “The California Way”, which is a unique blend of art and science in holistic development that empowers student-athletes to become:

1. An impactful leader who influences others to work toward a collective purpose
2. Committed to excellence with a high-performance mindset
3. Inspired and equipped to make critical contributions to the community
4. Positioned to land a *golden opportunity* upon graduation and flourish in a chosen career

Our specialized team delivers top-tier service through data-informed and evidence-based practices, offering customized approaches tailored to the diverse needs of the student-athletes we serve.

## THE *California* WAY



CAMERON INSTITUTE TEAM 2023-24



STUDENT-ATHLETE ADVISORY COMMITTEE 2023-24

### Advisory Board 2024-25

C. Bryan Cameron | Shareef Abdur-Rahim '12 | Arnaldo Avalos '93 | Eric Berridge '90 | Dana F. Bisconti '89 | Dr. Panos Papadopoulos '87, '91 | Dr. Jennifer Prah-Ruger '88 | Staci Slaughter '89 | Mark Stephens '85

“

Year four was a milestone as we proudly supported the first cohort of student-athletes who began their college journeys alongside the launch of the Cameron Institute. This remarkable journey would not have been possible without the visionary leadership and dedication of our exceptional staff and founding directors of our three pillars—Dr. Graig Chow, Dr. Bineti Vitta, and Jessie Stewart. Their contributions have been nothing short of transformative. I am also deeply grateful for the ongoing support of Jim, C. Bryan Cameron, and our dedicated advisory board members, whose commitment continues to drive the growth and success of the Cameron Institute. I am honored to advance student-athlete development in college athletics and am energized to continue building on our impact and momentum here at Cal.”

**Dr. Marissa Nichols**, Senior Associate Athletics Director,  
Director of the Cameron Institute

“The Cameron Institute is an incredibly helpful resource. I only started engaging with this tool in the Spring, but have already grown and seen impacts throughout the Fall. I will absolutely continue to use and engage with the endless resources the Cameron Institute has to offer.”

**Men’s Rowing Student-Athlete**, Junior

“Coming in as a transfer student was scary at first, but the resources and help provided by the Cameron Institute helped me achieve my personal and athletic goals.”

**Field Hockey Student-Athlete**, 5th-year

”

# SERVICES BY NUMBERS

Across All Pillars

**1,941** one-on-one sessions with student-athletes representing all 30 teams.

245 career advising sessions | 1,384 mental performance sessions | 267 community engagement & student-athlete leadership sessions

**100%** of teams participated in a Cameron Institute team-based service across the pillars.

Student-athletes who have a relationship with at least one Cameron Institute staff member.

A relationship is defined as: feel comfortable connecting with, would go to for support.

**71%**

n=620 FALL '23

**75%**

n=481 SPRING '24

**78%** of student-athletes who met with the Cameron Institute during their recruiting trip stated that their visit played a factor in their decision to become a Golden Bear. (n=224)



“Dr. Graig Chow [Director, Mental Performance] is amazing at his job and helped transform me as a player. All the accolades I have earned are because of my mental transformation that I worked on with him.”

Cal Student-Athlete

# IMPACT & OUTCOMES

The following highlights the significant impact and outcomes achieved through the strategic utilization of each respective area.

## Career Development

“They care that you are making the most of your experience while also leaving an impact and a legacy that you are proud of... As a freshman, you are so intimidated by everything. Imposter syndrome is raging through you...and you wonder how to create your own legacy here [at Cal]? With the support of the Cameron Institute, they can help you create that, and they can help you leave an impact no matter what you want to do in whatever realm you want to do that in. At the end of the day, if you ask, they will help you. And I think that’s super special.”

**Elise Byun '24**, Women's Gymnastics Alum  
Big 10 Network, Programming Coordinator  
Division I SAAC, Ad Hoc Member

“The Cameron Institute is one of our department’s most valuable resources. Their dedicated staff helps guide our student-athletes from the moment they step foot on campus, so that they leave Cal feeling confident and prepared for their next step in life.”

**Justin Howell**, Co-Head Coach, Women's Gymnastics



### Examples of where 2023-24 Cal graduates landed their *golden opportunities*:

**Employers:** Accenture, Atlassian, Inc., Big Ten Network, Deloitte, Ernst & Young, Fanatics, JPMorgan, McGuire and Hester Construction, Merrill Lynch, Microsoft, Proteus Athlete, Quantum Metric, Stifel - KBW, Swimming World Magazine

**Continuing Education Schools:** Boston College, Cal Poly - San Luis Obispo, ETH Zurich, Fresno State, Georgetown University, Harvard University, Imperial College London, Loyola Marymount University, Saint Leo University, Santa Clara University, University of California - Berkeley, University of Cambridge, University of Chicago, University of Hawaii, Vanderbilt University

**Professional Sports Team:** SD Huesca, Cleveland Cavaliers, Smash It Sports Vipers

## Mental Performance

Student-athletes reported increased improvement after one-on-one and team/group sessions.

One-On-One Data		Percentage	Team/Group Data		Percentage
Performance		50%	Team performance		36%
Mindset		78%	Individual performance		29%
Sport well-being		52%	Team mindset		50%
Leadership		38%	Individual mindset		39%
Life well-being		53%	Team culture		35%

# Community Engagement

4,300+ elementary and middle schoolers report having a positive early college experience with Cal Athletics.

"I have had the privilege of working with student-athletes for about a year, and it has made a huge difference in my classroom. With their support, my students have shown growth in critical literacy skills. In addition, the student-athletes serve as role models. They look like my students and demonstrate how hard work and perseverance can result in getting a great college education and playing sports in college. My students and I always look forward to the days when they join us, and they fight for which tutors they get to work with!"

**Literacy Teacher, KIPP Bridge Academy**

"Because of my critical service-learning experience [in the EDUC 144 Community Engagement Practicum in Education Class], I am now a more confident and authentic community contributor, equipped with the skills and determination to challenge societal norms and create inclusive spaces for all individuals to thrive."

**Women's Basketball Student-Athlete, Senior**



FOOTBALL SUMMER READING CHALLENGE

**88% of student-athletes report they have the knowledge and belief in their ability to make a positive difference in their communities. (n=514)**

**Student-athletes self-report the following learnings, behaviors, and benefits as they reflect on their engagement experience:**

- Strengthened team culture
- Felt closer to teammates and coaches
- Learned about issues of equity within our East Bay community
- Gained a deeper sense of perspective and understanding
- Exercised collaboration and communication skills
- Gained a desire to continue to contribute to their community



WOMEN'S SOCCER YOUTH CLINIC

**Support the Cameron Institute!**



**FOLLOW:** @CalCameronInst (Instagram & X)

**WEBSITE:** CalBears.com/CameronInstitute

**EMAIL:** CameronInstitute@berkeley.edu



**2023 HALL OF FAME**



**2023 AWAY GAME FESTIVITIES**





2024 SCHOLARSHIP BANQUET



2024 THANK YOU LUNCHEON



## CAL COMMUNITY SHOWS HISTORIC GENEROSITY

With an outstanding demonstration of unwavering support by the Cal community, Cal Athletics successfully concluded the Campaign for Cal Athletics Excellence as part of the campus-wide campaign. In all, supporters gave \$350.2M in support with \$334.5M in gifts and pledges directly supporting the Light the Way Campaign. This historic milestone marks a transformative chapter for Cal Athletics, setting the stage for advancements in facilities, scholarships, and the overall student-athlete experience.

The Cal community's generosity throughout the 10-year campaign, especially during the pandemic, was inspiring. In all, 19,914 donors gave, with 64% of them being alumni. Of those alumni, 17% were former Cal student-athletes. In total, 109,894 gifts were made, demonstrating the power of the Cal community coming together. Everyone played a role in the success of the campaign - whether it was through crowdfunding campaigns, a gift made on Big Give, a legacy gift, establishing

an endowment, scholarship contribution, or annual fund commitment. Every gift mattered.

The Campaign for Cal Athletics Excellence was focused on three priorities - the student-athlete experience, competitive success, and attracting and retaining the best people. Significant strides were made in all three areas - ensuring Cal Athletics remains a leader in the intercollegiate athletics space.

"To create the environment to be exceptional academically and athletically requires the best coaches, practice facilities, weight rooms, nutrition programs, academic support, and operational resources," Director of Athletics Jim Knowlton said. "The Cal family's support of our three bold goals has made it possible for us to invest in these key areas and enhance the experience we provide our student-athletes. With your help, our student-athletes are prepared for a life after Cal, where they can thrive and be leaders within their communities. It is truly inspiring what



has been accomplished and the philanthropic support and generosity of our donors will leave a lasting impact on the department and future generations of Golden Bears. I cannot thank the Cal family enough."

## EXCEPTIONAL STUDENT-ATHLETE EXPERIENCES

Cal strives to be the first-choice destination for student-athletes who value the pursuit of academic and athletic excellence, and who will passionately pursue their professional aspirations. To attract these elite student-athletes, Cal aspires to be exceptional in the support provided to all those who juggle rigorous course loads and balance intense training and competitive demands while they represent the university. During the campaign and in partnership with the department, our supporters made it possible to increase the number of scholarships available to student-athletes by 26. By working towards the NCAA maximum number of scholarships, Cal increases access and retention of student-athletes and ensures their ability to have a world class experience at the #1 public institution in the world.

The Cameron Institute, founded in 2019, was made possible by a generous \$12.5M gift from C. Bryan Cameron, and is one of the hallmark achievements during the campaign. The Cameron Institute is an innovative program that prepares Cal student-athletes for life after graduation by supporting their overall growth and development as undergraduates. It takes a holistic approach to their development, by providing support with career development, mental performance, and connecting student-athletes with community engagement opportunities. In December 2023, Bryan once again showed his commitment to Cal Athletics by providing a \$3M matching endowment gift to inspire others to support the ongoing growth, development and sustainability of the Cameron Institute.

In addition, the Athletics Director's Excellence Fund, Championship CALiber (football), the Golden Way (women's basketball) and Men's Basketball Excellence Initiative were all established during the campaign, with the intention of providing flexible funding to key priority areas, which could include nutritional offerings, enhanced facilities, or operational support to teams.

## TEAM AND INDIVIDUAL COMPETITIVE SUCCESS

Cal's long history of winning national and conference championships attracts the best and brightest student-athletes in the United States and abroad. The Bears have won at least one national championship for 46 straight years and have been more successful than many countries at the Olympics, garnering 246 total medals (126 gold). Cal is committed to enhancing the ways our programs support our student-athletes to provide premier opportunities to achieve success on the national level. During the campaign, numerous facility upgrades and capital projects contributed to the competitive success of our programs.

Legends Aquatics Center was completed in 2016, providing the environment for three national championships for men's swimming and diving, four national championships for men's water polo and consistent top 10 rankings for our women's swimming and diving and water polo programs. The men's rowing program, propelled by the continued generosity of the Rogers Family Foundation, has won three national championships since the start of the campaign. These successes would not be possible without the support of the Cal family.

Additional facility projects included The Paul F. White Wellness & Innovation Center, which opened in January 2023, the Gender Equity Campaign, and Stu Gordon Stadium. The Paul F. White Wellness & Innovation Center provides football student-athletes with a dedicated space for refueling and recovery which attributes to on-field success. The Gender Equity Campaign, driven by key leadership from Lynda Brothers '68, Brad Brian '74 and Bill Ausfahl '61, will create an upgraded softball facility and the Banatao Family Beach Volleyball Stadium that meet the needs of our student-athletes. These upgraded facilities will offer the practice and competition spaces necessary to allow these

programs to compete at the elite level. Cal Baseball's stadium was officially named the Stu Gordon Stadium in recognition of Stuart M. Gordon's generosity and commitment to the Cal Baseball program. An upgraded entry, new scoreboard, and ongoing enhancements to the facilities were made possible by Stu and the Cal baseball community.

## ATTRACT AND RETAIN THE BEST PEOPLE

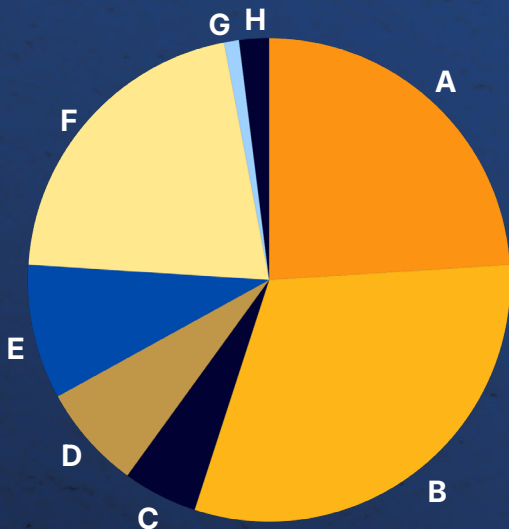
Cal aims to hire elite coaches, staff, and administrators to lead our student-athletes while demonstrating an unwavering commitment to diversity, equity and inclusion, belonging and justice. We look to surround our student-athletes with coaches and staff who will help them maximize their full athletic and academic potential, while growing as individuals prepared for post-graduation success. Retaining elite coaches is critical to the long-term success of sports programs and the overall experience for student-athletes. During the campaign, four head coaching positions were endowed including the Travers Family Head Football Coach, the Alex & Marie Shipman Director of Men's Golf, the Donna Fong Director of Field Hockey, and the Peter Wright Director of Men's Tennis position. In addition, the Cameron Institute was also able to add two positions through generous named endowments.

"Our Cal family is incredible and they have had a tremendous impact on the trajectory of our sports programs," Chief Development Officer Beth Tafolla-Voetsch said. "Their generosity demonstrates a deep commitment to ensuring the long-term success of our 30 sports programs. Every single gift had a positive impact on our student-athletes and their experience."

# CAL ATHLETICS FINANCIAL OVERVIEW

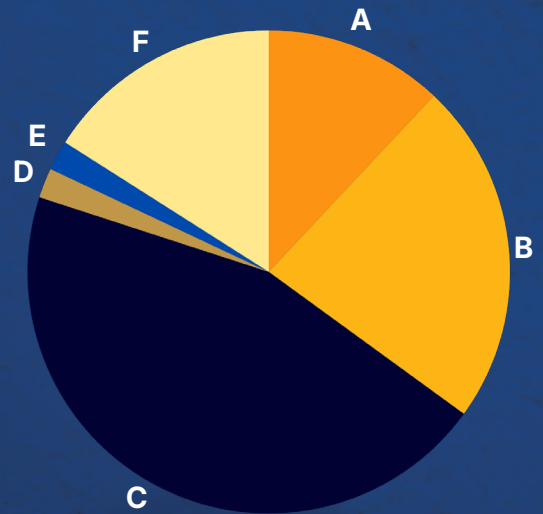
## Revenues

- A. 24% Philanthropic Contributions, Endowments and Investment Income, And Gifts-In-Kind
- B. 31% Transfers from UC Berkeley
- C. 5% NCAA And Pac-12 Conference Distributions
- D. 7% Royalties, Licensing, Advertising, and Sponsorships
- E. 9% Ticket Sales And Game-Day Related Sales
- F. 21% Media Rights
- G. 1% Program, Novelty, Parking And Concessions Sales
- H. 2% Other



## Expenses

- A. 12% Athletic Student Aid
- B. 23% Sport-Specific Costs
- C. 45% Coaching, Support Staff, Administrative Compensation, and Severance Payments
- D. 2% Medical Insurance
- E. 2% Campus Fees
- F. 16% Other Athletic Department Expenses





**Scan to view our 2023-24 donor honor roll!**

195 Haas Pavilion, Berkeley, CA, 94720 | (510) 642-2427 | [CalAthleticsFund@berkeley.edu](mailto:CalAthleticsFund@berkeley.edu)  
Instagram: [@calathleticsfund](https://www.instagram.com/calathleticsfund) | X: [@CalAthFund](https://twitter.com/CalAthFund) | Website: [CalAthleticsFund.com](http://CalAthleticsFund.com)