Building a brighter future.

Supporting Teachers · Empowering Students · Unlocking Economic Potential
Let’s get started.
We’re here to make a difference.
Letter from Leadership

Dear Friends,

One of the things we admire most about the California Council on Economic Education (CCEE) community is how – for almost 60 years – our Board members, teachers, donors, Center Directors, staff and partners have been committed and driven to ensure that all California students gain a real-world understanding of the economy – how the world works, and financial literacy – how they work in the world.

This year CCEE and its partners worked with 1,840 K-12 teachers and beyond to reach more than 180,000 students with economic and financial education. Our goal is to reach every child – especially those in under-resourced communities and schools, through partnering with educators: providing the curriculum tools, pedagogical support, and a community of peers who instruct, inspire and guide.

We couldn’t have done it without you!

This past year brought a lot of firsts. We hosted our first Annual Financial Literacy and Econ Teachers Conference in partnership with Dr. Radha at CSU Fullerton Center for Economic Education; partnered with CA Jump$tart Coalition to host our 2nd Biennial Luncheon on “Advancing K-12 Education in the State of California;” held our first Federal Reserve Bank Institute for Economics Teachers and partnered with CASET to sponsor the first High School Economics Teacher Certification Program; and MORE!

We invite you to review this Annual Report and learn how we deliver on our promise to educate the youth of California and set them up for lifelong financial success. Know that we look forward to continuing to work together with you.

Our collective future depends on it.

Allysunn Walker-Williams, MBA, MPH
CCEE President & CEO

Stephen E. Smith
2017-2018 Board Chair
Senior Executive - Retired
American Honda Finance Corporation
Program Highlights

Our Vision is a financially and economically literate California.

Our Mission is to improve California’s economic future by teaching economics and financial literacy, especially in under-served communities.

CCEE prepares future leaders with a real-world understanding of economics and personal finance.

“...students should learn economics because they will make important decisions in their roles as workers/entrepreneurs, consumers, borrowers, savers, investors and voters. Their futures and the future of our economy and our democracy depend upon their ability to make informed decisions. Economics education shows them how to do that.”

Jim Charkins, PhD
Chief Academic Advisor, CCEE
Director, CSU San Bernardino Center for Economic Education
Our Approach

T.E.A.C.H.

T: Train educators

E: Evaluate programs for efficiency & effectiveness

A: Advocate for financial and economic literacy at the local, regional, and state levels

C: Cultivate partnerships that make it all possible

H: Highlight impact through media, messaging and marketing
In Fiscal Year 2017-2018, we embarked on an ambitious plan and surpassed our goals!

- **Full Years Revenue**: $1.51M (Up 43% from prior year)
- **Teachers Trained**: 1,840
- **Parents Provided Financial Literacy Education**: 629
- **Students Trained**: 184,000

**Cost per Teacher**: $313

**Cost per Student**: $3.13
"Going into my 4th or 5th time teaching Economics, I now finally have a conceptual overview of what high school Economics needs to look like as a result of this training. It’s definitely made me want to keep teaching Economics and make it rock for my students!"

- Participant in CCEE’s Economics Teacher Certification Program
Four Years of Measurable Results

Total # of Trainings
(Workshops, webinars, conferences and student contests)

<table>
<thead>
<tr>
<th>YEAR</th>
<th># OF EVENTS</th>
<th>% INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 - 2015</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>2015 - 2016</td>
<td>43</td>
<td>72%</td>
</tr>
<tr>
<td>2016 - 2017</td>
<td>56</td>
<td>30%</td>
</tr>
<tr>
<td>2017 - 2018</td>
<td>87</td>
<td>55%</td>
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“The (training) simulations are worth their weight in gold. The 5 trainers are amazing, literally the best economics teachers I’ve ever seen.”

- Participant in CASET-CCEE Economics Teacher Certification Program

“I really appreciate the way CCEE’s presenters bring new ways of looking at and teaching economics; they don’t shy away from the financial literacy and are incredibly helpful and friendly.”

- Economics Teacher, San Bernardino City Unified School District
Total # of Training Hours

<table>
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<tr>
<th>YEAR</th>
<th># OF HOURS</th>
<th>INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 - 2015</td>
<td>1,788</td>
<td></td>
</tr>
<tr>
<td>2015 - 2016</td>
<td>4,955</td>
<td>177%</td>
</tr>
<tr>
<td>2016 - 2017</td>
<td>6,285</td>
<td>27%</td>
</tr>
<tr>
<td>2017 - 2018</td>
<td>10,260</td>
<td>63%</td>
</tr>
</tbody>
</table>
Thank You to Our Regional Centers for Economic Education for their leadership in serving students throughout the state of California.

- Cal State University - East Bay
- Cal State University - Fullerton
- Cal State University - San Bernardino
- San Jose State University
- Cuyamaca College
- Cal State University - Los Angeles
- University of Southern California
Total # of Students Impacted

YEAR

2014 - 2015
53,000

2015 - 2016
90,468
69% INCREASE

2016 - 2017
108,937
20% INCREASE

2017 - 2018
183,450
68% INCREASE

# OF STUDENTS
Student Contests

“Participating in this Contest was very telling for what it will be like to manage finances both logically and realistically in the real world, for whatever scenario pops up.”

- Clair Mahon, 12th Grader, Financial Advisors Contest Participant

“I would like to thank CCEE for giving me the tools to value my money. A valuable lesson I learned was to save my money and when something comes up that I really want, I can buy it.”

- Bob, 6th Grader, San Bernardino
2017-18 Teachers of The Year

Two outstanding educators were selected by CCEE and were recognized at the CFA Society of Los Angeles 2018 Annual Forecast Dinner. Both received $500 in cash and $250 worth of classroom materials. Congratulations and thanks for your leadership in the classroom!

Christy Heaton
Economics Teacher
Homestead High School

Christy Heaton teaches Economics at Homestead High School in Cupertino, CA. Christy’s student teams competed and won the David Ricardo Division for the California State Final of the National Economics Challenge and went on to compete in the National Finals in New York City, beating out 10,000 student competitors. Her students also consistently perform well on the AP exams.

Bonnie Maye
Business & Accounting Teacher
El Segundo High School

Bonnie Maye teaches Business, Business Economics and Business Accounting at El Segundo High School and has worked tirelessly to create a Business/Finance and Economics pathway for high school students. She is passionate about teaching her students real-world skills, including economic and personal finance decision-making, entrepreneurial problem-solving and business plan development.
Total # of Teachers Trained

YEAR
2014 - 2015
2015 - 2016
2016 - 2017
2017 - 2018

# OF TEACHERS
518
886
1,062
1,840

INCREASE
71%
20%
69%
Annual Gala

We hosted our 2nd Annual Gala on Saturday, October 14, 2017 at the California Yacht Club in Marina Del Rey. The dinner and program honored leaders who promote economic and financial literacy throughout California.
2017 Gala Award Recipients:

**Excellence Award for Outstanding Board Service**
Barry Patmore, Accenture-Retired, CCEE Board Member

**Excellence Award for Exemplary Corporate Stewardship**
American Honda Finance Corporation

**Excellence Award for Educational Leadership**
Rudy Salas, Principal, Hawthorne Middle School

CCEE’s Annual Gala also serves as a fundraiser whose proceeds enable CCEE to reach more California students and work with more California teachers. Funds raised help to expand opportunities to create the “best in class” training for Economics and Personal Finance teachers and to enhance their ability to become even more effective classroom leaders.
SPONSORS OF THE 2017 ANNUAL GALA

City National Bank
Payden & Rygel
Wells Fargo
Singleton Foundation

Cathay Bank
KPMG
US Bank
CTBC Bank
Olmstead-Williams Communications, Inc.
Torrey Pines Bank
SafeAmerica Credit Union
Total Annual Fundraising

- Total Income: $1,151,398
  - Board: 7% ($75.9K)
  - Business/Corps: 41% ($473K)
  - Foundations: 14% ($159K)
  - Settlement: 35% ($405K)
  - Individuals/Other: 3% ($38.5K)

- Total Expenses: $795,921
  - Programs: 72% ($573.1K)
  - Administration: 17% ($135.3K)
  - Development: 11% ($87.9K)

YEAR
2014 - 2015: $445,301
2015 - 2016: $616,127
2016 - 2017: $805,749
2017 - 2018: $1,151,398
Donors

$100,000+
- American Honda Finance Corporation
- Visa-MC Cy Pres Settlement Funds

$50,000-99,999
- Bank of America
- Confidence Foundation
- ECMC Foundation

$25,000-49,999
- Cathay Bank Foundation
- Chevron USA
- John F. and Patty Nickoll*
- Pacific Western Bank
- Union Bank/MUFG
- US Bank

$10,000-24,999
- Bank of the West
- City National Bank
- CTBC Bank
- First Republic Bank
- KPMG LLP
- Opus Bank Community Foundation
- Payden & Rygel Investments
- Phyllis Thomas
- State Farm Insurance
- Wells Fargo Bank
- Wells Fargo Capital Finance

$5,000-9,999
- Asha B. and Chan Joshi*
- Barry and Carole Patmore*
- CFA Society of Los Angeles (CFALA)
- Comerica Bank
- Deutsche Bank
- Farmers & Merchants Bank of Long Beach
- Singleton Foundation for Fin Lit and Entrepreneurship
- State Bank of India - California
- Stephen E. and Kris Smith*

$1,000-4,999
- Accenture
- Al Keahi*
- Banner Bank
- Bill and Virginia Coffin*
- Cary and Will Singleton
- Council for Economic Education
- Georges and Germaine Fusenot Foundation
- James Parks*
- Jane Wells*
- Dr. J. Mitchell Perry*
- National Association of Economics Educators, Inc.
- Next Generation Personal Finance
- Oscar Montano
- PIMCO Foundation
- Rod and Susan Banks*
- Rohn and Susan Trieglaff*
- SafeAmerica Credit Union
- Simone & Michael Branigan
- TD Securities
- Tracy D. and Mark Hensley*
- Tracy O. and Christian Williams*
Donors

< $1,000
Akila Jones
Alexander Toutant and Alice Newman
Allysunn Walker-Williams*
Amazon Smile
Amy Ferraz
Beatrice H. Mandel*
Beverley Ann Gordon
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Camille M. LaGrange
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Suzanne and David Hampton
Tom and Dolores Meehan
Traci and Scott Davis
Yolanda Jasso

*Denotes CCEE Board Members

Thank you so much! We could not have done it without you.
Partners

Our success is directly linked to the efforts of so many dedicated partners. Through a combination of volunteer hours and donations, CCEE is able to bring its programs and services to a larger audience and subsequently impact the lives of a greater number of students. We want to acknowledge our network of key organizations, groups, and associations who work with us and we are always eager to grow and form new partnerships.

**We partner with the best:**

- Associated Administrators of Los Angeles (AALA)
- Bay Area Financial Education Foundation (BAFEF)
- California Association of African-American Supts and Administrators (CAAASA)
- California Association for School Economics Teachers (CASET)
- California Council for the Social Studies
- California Department of Education (CDE)
- CFA Society Los Angeles
- El Segundo Unified School District
- Federal Reserve Bank System
- Hamilton High School (Los Angeles)
- Harts Academy of Los Angeles
- Hawthorne School District
- Jump$tart Coalitions for Personal Financial Literacy
- Junior Achievement San Diego (JASD)
- Junior Achievement So Cal (JA SoCal)
- LA’s BEST Afterschool Enrichment Program
- Long Beach Unified School District
- Los Angeles Unified School District (LAUSD)
- National Association of Economics Educators (NAEE)
- National Council for Economic Education (CCE)
- Network for Teaching Entrepreneurship (NFTE)
- New Economics for Women (NEW)
- Next Gen Personal Finance (NGPF)
- San Bernardino City Unified School District
- San Diego Unified School District
- SIFMA Foundation Stock Market Game (SMG)

**Centers for Economic Education at:**

- California State University, East Bay
- California State University, Fullerton
- California State University, Long Beach
- California State University, San Bernardino
- California State University, San Jose
- Cuyamaca College, San Diego
- University of Southern California
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Union Bank, Retired
California Jump$tart Coalition

Matt Benidt
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Safe America Credit Union

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University of Southern California
Marshall School of Business

Jim Charkins, Ph.D.
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Director, Center for Economic Edu.
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Rosie Sajak, CFRE
Senior Development & Marketing Associate

Skratchpaper™
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"I am honored to be CCEE’s Board Chair and I am committed to CCEE because our model works – the model of reaching students through working with dedicated and talented teachers has proven to be powerful since each teacher reaches 100 students per year."

Meet Asha B. Joshi, CFA, CCEE’s New Board Chairperson

Asha B. Joshi, CFA, has been a managing principal at Payden & Rygel Investments since 1994. Joshi is a member of the firm’s Investment Policy Committee and Board of Directors. She is a Senior Portfolio Manager serving institutional clients and she chairs the firm’s Best Execution Committee and also serves on the board of Payden & Rygel Global LTD.

Joshi is past president of the CFA Society of Los Angeles and a member of the CFA Institute. She earned an MBA, with an emphasis in Finance, from the UCLA Anderson School of Business.
“...with CCEE you have a collective brain trust of expertise in economics and financial literacy that would rival other networks in the nation. You have these centers, school districts, and teachers and the brightest students.... You have plenty of outcomes (1,800 teachers trained this year). I can appreciate what you’re doing and what difference you’re making.”

– Julius Robinson, Managing Director & Group Head, Corporate Social Responsibilities for the Americas, MUFG Union Bank, N.A.