



HERMOSA BEACH
EDUCATION FOUNDATION

2023 - 2024

ANNUAL REPORT

100% Volunteers | 100% Parents



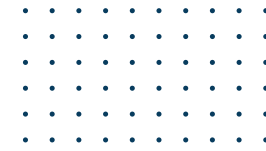


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INTRODUCTION



Dear HBEF Supporters:

The ideal learning environment for the next generation should establish a firm base in essential subjects like STEM, language, and the arts, while also fostering psychological safety.

The Hermosa Beach Education Foundation (HBEF) was established in 1992 as a nonprofit organization dedicated to promoting high-quality public school education in the city of Hermosa Beach. Its main objective is to raise funds for academic programs, filling the financial gap between state funding and the needs of providing excellent education from TK to 8th grade. Operated entirely by volunteers, HBEF is committed to creating an environment where students thrive academically and personally.

We encourage you to explore HBEF's impact and the specific programs it facilitates in this annual report. Your contributions, whether as parents, business leaders, educators, or neighbors, have enabled HBEF to allocate \$1.265 million (almost 6% of our school district's budget) towards enriching the educational experience for all students in the 2023-24 school year.

Thank you for recognizing the importance of our work in empowering students to realize their potential and pursue their dreams. Your investment in our schools is deeply appreciated, and we eagerly anticipate continuing our partnership with you.

With gratitude,

A handwritten signature in blue ink, appearing to read 'Jen Buchsbaum'.

Jen Buchsbaum
President, HBEF

OUR MISSION

The Hermosa Beach Education Foundation (HBEF) is a 100% nonprofit volunteer-led fund-raising organization whose focus is to meet the Hermosa Beach city school district's educational needs by bridging the gap between government funding and providing a high quality education to our students.

OUR VISION

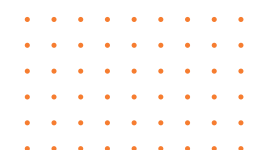
Mobilize the entire community in charitable giving to provide our children with smaller class sizes and a comprehensive education encompassing music, arts, languages, STEM, and social-emotional well-being.



WHY HBEF?

At one point, California held the 5th highest in per pupil funding nationwide. However, this trajectory was drastically altered with the passage of Proposition 13 in 1978. This landmark legislation severely restricted property tax increases, consequently reducing the revenue available for public education. As a result, California's ranking in per pupil funding plummeted, sparking a decades-long struggle to adequately finance our schools and provide students with the resources they deserve. Currently, California ranks below national average in per pupil funding as compared to the other states. However, rankings can fluctuate due to changes in state budgets, funding allocations, and economic conditions.

Decades of inadequate state funding have plagued our schools in California, leaving educators, students, and communities grappling with numerous challenges. Despite being home to innovation hubs and economic powerhouses, California's education system has suffered from chronic underfunding, resulting in overcrowded classrooms, outdated resources, and limited access to essential services. The consequences of this funding shortfall ripple through every aspect of education, impacting student learning outcomes, teacher retention rates, and the overall quality of our schools. Moreover, the inequities exacerbated by this lack of investment disproportionately affect marginalized communities, widening the opportunity gap and hindering efforts to ensure every child receives a high-quality education. As we confront the legacy of neglect in our state's education funding, it becomes increasingly important for HBEF to advocate for raising funds through our parents and community partners to make equitable investments that prioritize the future success of all Hermosa Beach students.



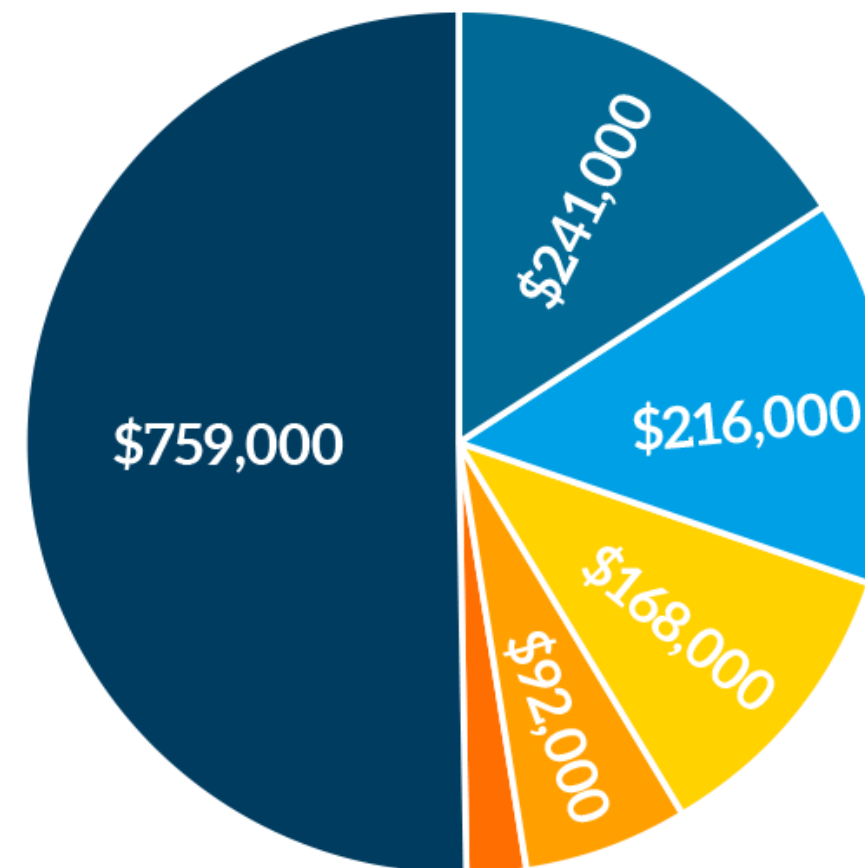
IMPACT HIGHLIGHTS

Our community demonstrates unwavering support for HBEF and its mission through various avenues.

This collective support has evolved into an annual commitment to fund our Hermosa Beach City Schools, significantly impacting student learning. HBEF's Executive Committee, composed of parent volunteers from all walks of life, collaborates with district and school leadership, counselors, and educators to identify parent priorities and align them with school programs. While the majority of HBEF funding sustains successful long-term programs and teaching positions, the organization remains open to adding new programs if funding permits. In the upcoming 2023-2024 school year, HBEF allocated over \$1.265 million to fund exceptional opportunities in our schools, including several new programs and positions benefiting all students.

HBEF Revenue Sources 2023-24

Gross Revenue: \$1,507,000



50.4% Annual Giving

16.0% Skechers Friendship Walk

14.3% Hearts of Hermosa

11.1% Community Partners

6.1% Grants

2.1% Other Income

STATISTICS

100%

Of Hermosa Beach City Schools Students benefit from HBEF

\$3,793,668

Endowment Fund Balance

270

Businesses support HBEF

15,000+

Students supported since inception

10

Educator positions supported by HBEF

2

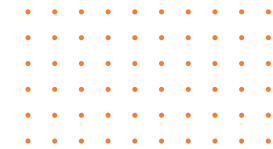
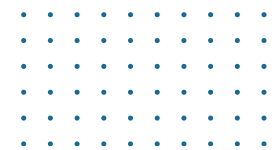
Social Emotional Wellness Staff funded by HBEF

6

Total Programs supported by HBEF

FINANCIAL SUMMARY

HBEF's balance sheet provides a snapshot of its financial position as of June 30, 2024. It outlines the assets, liabilities, and equity, reflecting its ability to meet short- and long-term obligations towards our Hermosa Beach City Schools.



Assets

Total assets amount to \$5.2M indicating the resources owned by HBEF. This includes \$1.4M in cash and cash equivalents, and \$3.8M in endowment assets.



Liabilities & Equity

There were no liabilities as June 30, 2024. Equity was \$5.2M which represents the cumulative profits and capital contributions from invested assets in the endowment fund.

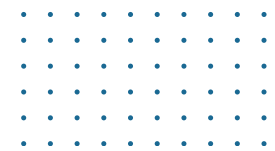


Top 3 Sources of Revenue

HBEF generated \$669K from Annual Giving, \$241K from Skechers Friendship Walk, and \$216K from Hearts of Hermosa.

STATEMENT OF FINANCIAL POSITION

As of June 30, 2024



ASSETS	
Bank Checking Account	\$1,332,588.80
Bank Savings Account	\$21,029.57
Bank Liquid CD	\$36,904.55
Total Cash Assests	\$1,390,522.92
Other Assets	
HSBC Interest Bearing Endowment	\$96,355.11
Vanguard Int-Term Invest-Gr Adm	\$598,341.26
Vanguard Prime Mny Mkt Invst CL	\$207,428.74
Vanguard St-Term Bond Index Adm	\$194,832.88
Vanguard Stock Mkt Idx Adm	\$1,626,617.74
Vanguard Tot Intl Stk lx Adml	\$1,070,091.90
Total Other Assets	\$3,793,667.63
TOTAL ASSETS	\$5,184,190.55

LIABILITIES & EQUITY	
Liabilities	\$0.00
Opening Balance Equity	\$250,667.97
Retained Earnings	\$4,222,989.75
Net Revenue	\$710,532.83
TOTAL LIABILITIES & EQUITY	\$5,184,190.55

REVENUE

Analysis

- HBEF experienced a significant growth in revenue from the pervious year across all revenue streams.
- The majority of revenue was generated through Annual Giving, with a total contribution of \$759,323.35. Annual Giving is comprised of parent donations and company matching donations.
- Significant contributions were also received from fundraising events such as Skechers Pier-to-Pier Walk: \$240,983.00, and Hearts Of Hermosa: \$215,564.93. Hearts of Hermosa revenue was up almost 37% from the previous year.
- Sponsorship income contributed \$167,558.61 to the organization's revenue stream. This is an increase of over 34% from the previous year.
- Other sources of income included grants, Gum Tree Santa Photos, Mom's Night Out, and View Legacy Bricks. Mom's Night Out returned after a four year hiatus. The last event was held in January 2020.

Revenue	Amount	% of Total Revenue	% Change from Previous Year
Annual Giving Revenue			
Annual Giving Campaign	\$668,573.53	44.36%	+10.73%
Company Matching	\$90,749.82	6.02%	+14.60%
Other Revenue			
Hearts Of Hermosa	\$215,564.93	14.30%	+36.90%
Skechers Pier-to-Pier Walk	\$240,983.00	15.99%	+2.82%
Santa Photos at Gum Tree	\$4,848.00	0.32%	-13.66%
Mom's Night Out	\$20,641.70	1.37%	+100.00%
View Legacy Bricks	\$5,230.56	0.35%	-81.90%
Grants	\$92,100.00	6.11%	+1.18%
Sponsorship Income	\$167,558.61	11.12%	+34.14%
Misc. Income	\$1,000.00	0.07%	+100%
Total Revenue/Gross Profit	\$1,507,250.15	100%	+13.51%

EXPENDITURES

Analysis

- HBEF was conservative with its expenses for the year and sought out opportunities for reducing expenses wherever possible.
- Some expenses were higher than the previous year such as Hearts of Hermosa (+\$21,478) and Sponsorship (+\$2,361). However, the increased revenue from Hearts (+\$58,102) and Sponsorship (+\$42,647) outweighed the additional expense and resulted in a significant increase in revenue for HBEF.
- The Bricks expense represents the cost to install bricks from the 2022-2023 campaign.
- HBEF reduced credit card processing fees by changing to a new provider for processing online donations. This resulted in a significantly lower cost for fees even though the dollar amount for donations received online was more than the previous year.
- The \$2,575 consulting expense was the cost to upgrade the HBEF.org website and backend systems. The new website, launched in August 2023, was donated by Deni Lampe, Inc. / [deni.design](#), resulting in no design costs.

Expenses	Amount	Change from Previous Year
Hearts of Hermosa Expenses	\$87,822.57	+32.37%
Skechers Walk Expenses	\$2,862.81	-34.19%
Annual Giving Expenses	\$7,870.23	+5.42%
Sponsorship Expenses	\$3,046.37	+345.06%
Advertising Expense	\$1,712.00	+16.70%
Bricks Expense	\$4,460.37	+100%
Fall Thank You Party Expense	\$2,173.60	-20.79%
Mom's Night Out Expense	\$617.32	+100%
Miscellaneous	\$381.47	+100%
Postage and Delivery	\$7.91	-94.92%
Dues and Subscriptions	\$9,192.90	-8.52%
Liability Insurance Policy	\$1,592.00	+6.13%
Directors & Officers Insurance Policy	\$660.00	No Change
Credit Card Service & Fees	\$25,557.68	-20.90%
Accounting	\$0.00	Previous Year: \$689
Consulting	\$2,575.00	+1.98%
Total Expenditures	\$150,532.23	+14.80%
Net Operating Revenue	\$ 1,356,717.92	+13.37%

ENDOWMENT

Asset Allocation

The HBEF endowment ended the 2023-2024 fiscal year (June 30, 2024) up 16.8%, outperforming our benchmark by over 1.5%. This success is attributed to the Investment Committee's strategic reallocation in October 2022, increasing international equity allocation at the lowest market levels in over 3 years.

In early 2024, the endowment updated its investment policy to include modern best practices and underwent a seamless operational transition from Vanguard to Kinetca. Going forward, the Investment Committee plans to allocate our cash balance into higher-yielding assets that enhance portfolio diversification while remaining responsive to market conditions.

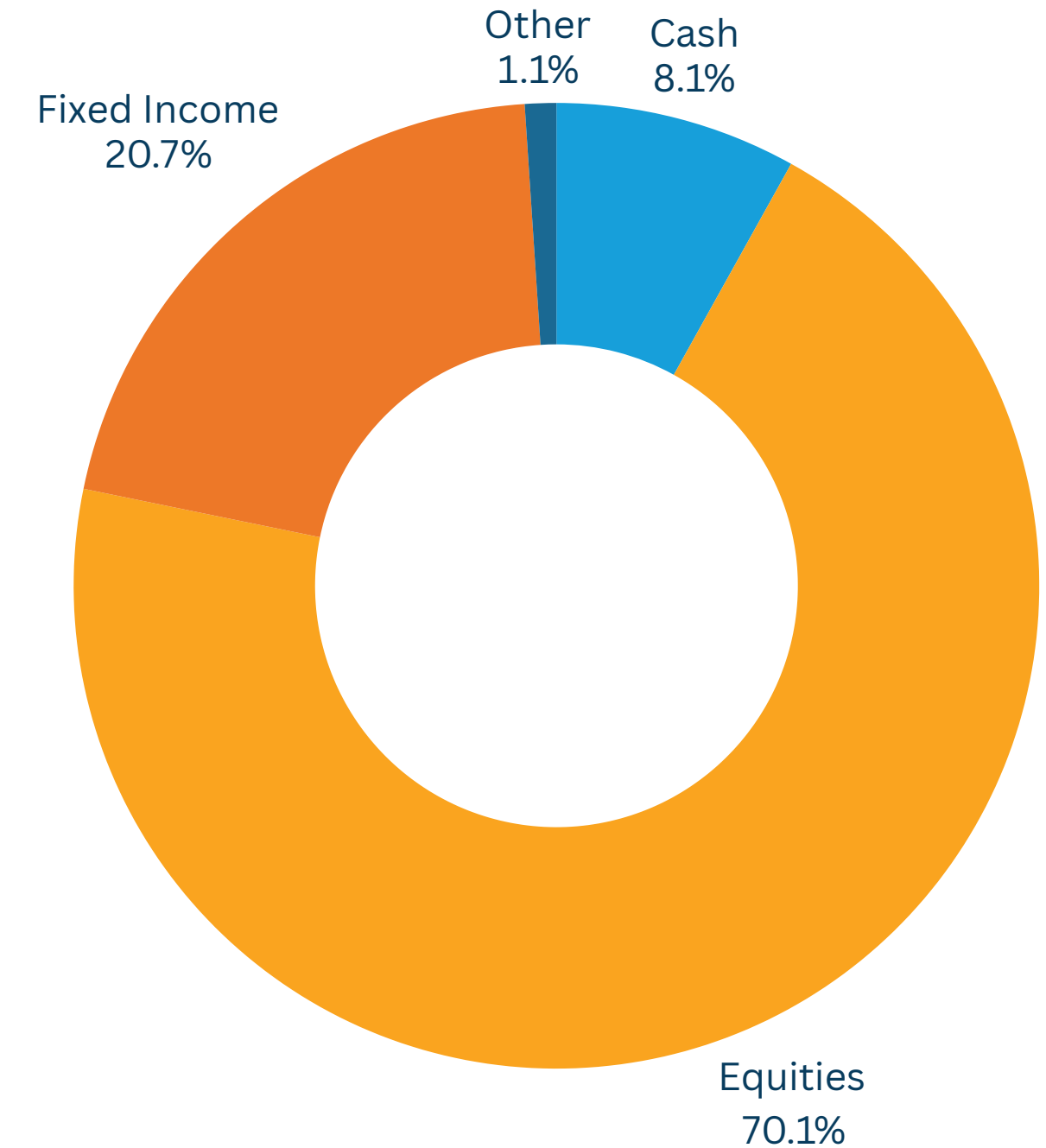
Cash: \$306,562.49

Equities: \$2,660,840.54

Fixed Income: \$786,396.95

Other: \$39,856.27

Undefined: \$11.38



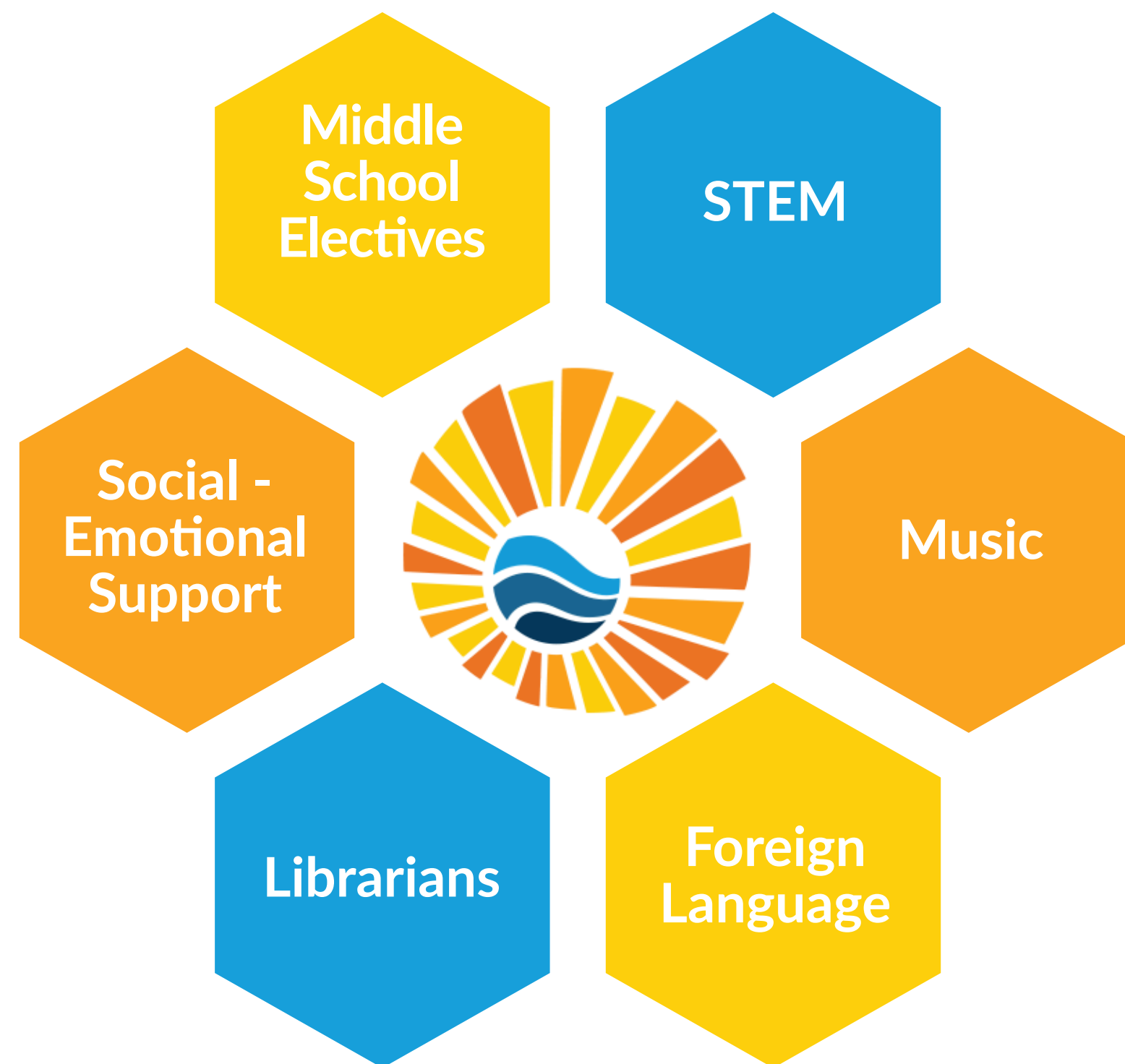
PROGRAMS & INITIATIVES

Ensuring Excellence in Education

While our schools in Hermosa Beach are recognized for their outstanding performance, they do not receive sufficient state funding to maintain the level of excellence we expect for our community. To bridge this gap, the Hermosa Beach Education Foundation (HBEF) collects tax-deductible donations from parents, local businesses, and fundraising events every year. These contributions account for over 5% of our district's budget, enabling us to provide our students with a well-rounded education and remain competitive with neighboring school districts.

HBEF supports the following programs: STEM, Music, Foreign Language, Librarians, Social-Emotional Support, and Middle School Electives.

Thanks to your generous support, we can continue to deliver an exceptional educational experience to our children.



MIDDLE SCHOOL ELECTIVES

Valley



Hermosa Valley Middle School students have a wide range of elective options, thanks to HBEF. A variety of classes are offered providing multiple avenues for personal growth, creativity, and self-expression. HBEF supports the educator salaries for the following electives:

Band, Spanish, Art, Drama, Digital Literacy, Yearbook, Engineering, Video Production, Programming, and Robotics.

STEM PROGRAMS

View & Vista



Our SPARKS program (K-2nd grade) and IDEA Labs (3rd-5th grade) provide students with hands-on opportunities to explore STEM (Science, Technology, Engineering, Math) subjects through collaborative projects. In the SPARKS lab, students engage in creative building activities, programming robots, and coding.

In IDEA Labs, students tackle engineering design challenges, hack computers through circuit building, battle robots, and even design and 3D print projects.

SOCIAL-EMOTIONAL SUPPORT

View • Vista • Valley



We recognize the importance of social-emotional support in our students' lives. In addition to full-time counselors who provide care both inside and outside the classroom, our schools offer various student wellness initiatives.

These include Friendship Lunch Clubs, the Say Something program, a male mentorship program, the Start the Day with Hello program, elementary and middle school wellness centers, and Middle School Spirit Games.

MUSIC INSTRUCTION

[View](#) • [Vista](#) • [Valley](#)



HBEF funds general music classes for students in grades TK-4 at View and Vista schools. Students learn the fundamentals of music and music-making through singing, movement, and use of classroom instruments. Each elementary music class concludes with a concert.

Valley students in 5th grade and middle school students who join the HVS award-winning band program have the opportunity to learn woodwind, brass, or percussion instruments throughout the year. The middle school Band Elective is a yearlong class that culminates in Winter and Spring concerts.

SCHOOL LIBRARIANS

[View](#) • [Vista](#) • [Valley](#)



Our HBCSD libraries serve as the heart of our schools. Our dedicated librarians support students' learning by providing engaging titles and a space for them to explore their interests.

We believe that readers are leaders, and our libraries encourage and support students on their educational journey. Every class has a weekly library visit, and the libraries are open during lunch and after school. Our librarians are a crucial support system for students' academic success.

FOREIGN LANGUAGE

[View](#) • [Vista](#) • [Valley](#)



Thanks to HBEF, Hermosa Schools is introducing a Spanish language exploration program for 4th and 5th grade students for the 2023-2024 school year.

This program will bring a weekly lesson to elementary students that will prepare them for the Spanish electives that are already being offered for the middle school grades.

GRATITUDE & ACKNOWLEDGEMENTS

We have many partners to thank for their donations during our
2023 – 2024 school year:

ANNUAL GIVING DONORS
COMMUNITY PARTNERS
IN-KIND SPONSORS



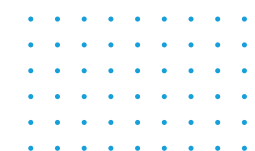
ANNUAL GIVING DONORS

Benefactor Level: \$1,000 per child at HVS + \$1,500

Katie Adams & Jerod Cuza
Jennifer & Richard Alberts
Mitul & Natasha Bisarya
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Jeremy Casner
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Wilber Family



ANNUAL GIVING DONORS

Thrive Level: \$1,000 per child at HVS + \$500

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Alisa & Dennis Mitchell
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Witte Family
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Woodward Family
Wendy & Marcus Zachary
Zaw Family

ANNUAL GIVING DONORS

Educate Level: \$1,000 per child at HVS

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ANNUAL GIVING DONORS

Give Level: up to \$1,000 per child at HVS

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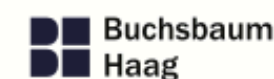
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Utsunomiya Family
Volk Family
Chris Walmer
Ward Family
Watson Family
Amanda & Jeff West
Wilt Family
Yun Family

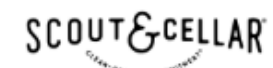
HBEF BUSINESS SPONSORS



NOLAN CAPITAL, INC.



IN-KIND SPONSORS



Thank you for supporting HBEF events—we couldn't do it without you!



BOARD OF DIRECTORS



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Sponsorship



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Co-Director of
Sponsorship

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General Board



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Noriko Zaw
Annual Giving Committee



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Fall Thank You Party Co-Chair



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Graphic Design



Jessie Graham
Graphic Design



Lindsay Gott
Hearts Auction Co-Chair



Kristine Kazanovski
Hearts Auction Co-Chair



Sarah Perahia
Hearts of Hermosa Chair

HOW CAN YOU HELP?

There are many ways you can support HBEF! We encourage every family to consider a gift of \$1,000 per child—at the Benefactor, Thrive, or Educate level. However, every gift makes a difference, and we ask you to give at the level you are able to. Check out all the ways to support HBEF!

HBEF is a registered 501(c)(3) non-profit organization. Contributions are tax-deductible to the extent allowed by law.



Give Online

Ready to give? We've partnered with Kindful for online payments.



Donate to the HBEF Endowment

The HBEF Endowment Fund welcomes any contributions, including donations of appreciated marketable securities.



Become an HBEF Volunteer

Whether you have a little or a lot of time to spare, your contribution will be greatly appreciated.



Give by Check

If you prefer to make a donation by check, please make the check payable to HBEF, and drop it off at any of our schools' offices, or mail it in.



Become an HBEF Community Partner

Join the many other South Bay companies in making a difference with HBEF by becoming a Community Partner. Reach out at sponsorship@hbef.org.



Stay Up to Date

Never miss a thing when you follow us on Facebook and Instagram @hbef90254

CONTACT US



hbef.org



Hermosa Beach Education Foundation
1645 Valley Drive
Hermosa Beach, CA 90254



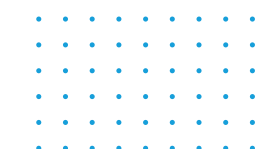
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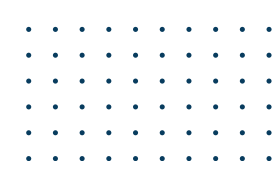


Mailing Address:
P.O. Box 864
Hermosa Beach, CA 90254

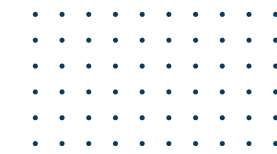


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THANK YOU



HERMOSA BEACH
EDUCATION FOUNDATION