

TIAA-CREF SOCIAL CHOICE EQUITY FUND

RETIREMENT CLASS

EQUITIES | DOMESTIC

AS OF 3/31/2010

Portfolio Net Assets \$834.82 Million	Inception Date 10/01/2002	CUSIP 87244W755	Symbol TRSCX	Benchmark Index Russell 3000® Index	Expense Ratio ¹ Gross 0.49% Net 0.47%
---	-------------------------------------	---------------------------	------------------------	---	--

PORTFOLIO STRATEGIES

The fund seeks a favorable long-term total return that reflects the investment performance of the overall U.S. stock market, as measured by the Russell 3000 Index, while giving special consideration to certain social criteria. It primarily invests in U.S.-based companies that are screened to meet or exceed certain environmental, social and governance criteria. The evaluation process seeks out companies that are: strong stewards of the environment; devoted to serving local communities and society in general; committed to high labor standards; dedicated to producing high-quality, safe products; and those managed in an ethical manner. The fund may also invest in U.S. government securities and may hold up to 15% of its assets in foreign securities.

MORNINGSTAR CATEGORY

Large Blend

MORNINGSTAR RATING™

Overall	3 Years	5 Years	10 Years
★★★★	★★★★	★★★★	—
1,785	1,785	1,402	N/A

The Overall Morningstar Rating is based on risk-adjusted return, and is a weighted average of the applicable 3-, 5-, and 10-year Ratings.

MORNINGSTAR STYLE BOX™

	Value	Blend	Growth
Large			
Medium			
Small			

The Morningstar Style Box™ reveals a fund's investment strategy. For equity funds, the vertical axis shows the market capitalization of the stocks owned and the

horizontal axis shows investment style (value, blend or growth).

LEARN MORE ABOUT OUR INVESTMENTS

For more information please contact:
800 TIAA-CREF (800 842-2273)
Weekdays 8 a.m. to 10 p.m. ET,
Saturdays 9 a.m. to 6 p.m. ET,
or tiaa-cref.org

PERFORMANCE

	TOTAL RETURN		AVERAGE ANNUAL TOTAL RETURN ²				
	3 Months	YTD	1 Year	3 Years	5 Years	10 Years	Since Inception
TIAA-CREF Social Choice Equity Fund	5.56%	5.56%	55.26%	-3.06%	2.90%	0.16%	1.01%
Russell 3000 Index	5.94%	5.94%	52.44%	-3.99%	2.39%	-0.07%	1.06%
Morningstar Large Blend Average	5.07%	5.07%	50.08%	-4.35%	1.82%	0.21%	—

The returns quoted represent past performance, which is no guarantee of future results. Returns and the principal value of your investment will fluctuate. Current performance may be higher or lower than that shown above, and you may have a gain or a loss when you redeem your mutual fund shares/annuity account accumulation units. For current performance information, including performance to the most recent month-end, call 800 TIAA-CREF (800 842-2273).

TIAA-CREF Social Choice Equity Fund performance fluctuates and currently may be lower than the exceptional performance noted here.

¹ The net annual expense reflects a contractual reimbursement of various expenses by the fund's adviser. Fee Waiver Expiration Date: January 31, 2011. Had fees not been waived and/or expenses reimbursed currently or in the past, returns would have been lower.

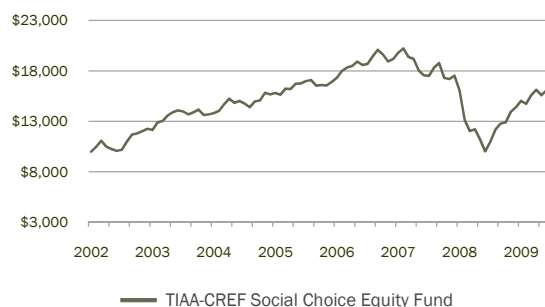
² The fund's Institutional Class began operations on July 1, 1999. Performance shown prior to the inception of the Retirement Class is based on the performance of the fund's Institutional Class. Performance has not been restated to reflect the higher expenses of the Retirement Class. If the expense differential had been reflected, performance for these periods would have been lower.

ABOUT THE BENCHMARK

The Russell 3000 Index measures the performance of the stocks of the 3,000 largest publicly traded U.S. companies, based on market capitalization. The index measures the performance of about 98% of the total market capitalization of the publicly traded U.S. equity market. You cannot invest directly in any index.

HYPOTHETICAL GROWTH OF \$10,000

An investment of \$10,000 on October 1, 2002 would have been worth \$17,022 on March 31, 2010, including the reinvestment of dividends and distributions.



The chart illustrates the performance of a hypothetical \$10,000 investment made in the account on the date indicated. The account total returns are not adjusted to reflect sales charges or the effects of taxation, but are adjusted to reflect actual ongoing fund expenses, and assume reinvestment of dividends and capital gains, net of all recurring costs.



TIAA-CREF FUNDS
TIAA-CREF SOCIAL CHOICE EQUITY FUND

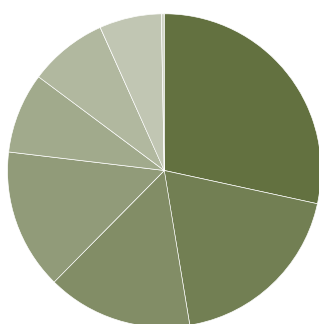
RETIREMENT CLASS

EQUITIES | DOMESTIC

AS OF 3/31/2010

PORTFOLIO COMPOSITION (As of 3/31/10)

Sector	% of Portfolio Investments
Consumer Products & Services	28.4%
Technology	19.0%
Financial	15.0%
Manufacturing & Materials	14.5%
Health Care	8.3%
Energy	8.1%
Utilities	6.4%
Other Assets & Liabilities, Net	0.3%



TOP 10 HOLDINGS³ (As of 03/31/10)

Issuer	% of Net Assets
Microsoft Corp	2.25%
Procter & Gamble Co	1.94%
Johnson & Johnson	1.91%
IBM Corp	1.83%
Wells Fargo & Co	1.68%
Cisco Systems Inc	1.67%
Google Inc	1.51%
Hewlett Packard Co	1.46%
Intel Corp	1.45%
Merck & Co Inc	1.32%

HOLDINGS BY COMPANY SIZE

	Portfolio	Benchmark
LARGE		
Over \$15 Billion	63.81%	-
MID		
\$4 Billion-\$15 Billion	23.32%	-
SMALL		
Under \$4 Billion	12.87%	-

PORTFOLIO STATISTICS

	Portfolio	Benchmark
P/E Ratio (1 Yr Forecast)	15.1	-
EPS Growth (1 Yr Forecast)	17.1%	-
R Squared (3 Yr Previous)	1.00	-
Beta (3 Yr Previous)	1.00	-
Sharpe Ratio	-0.23	-
Standard Deviation (3 Yr Previous)	21.09	-

Please refer to Portfolio Statistics Definitions section.

IMPORTANT INFORMATION

³The top 10 holdings are subject to change and may not be representative of the fund's current or future investments. The holdings listed only include the fund's long-term investments. Money market instruments and/or futures contracts, if applicable, are excluded. The holdings do not include the fund's entire investment portfolio and should not be considered a recommendation to buy or sell a particular security.

TIAA-CREF Individual & Institutional Services, LLC, and Teachers Personal Investors Services, Inc., members FINRA, distribute securities products. You should consider the investment objectives, risks, charges and expenses carefully before investing. Please call 877 518-9161 to obtain both the contract and underlying funds' prospectuses, which contain this and other information. Please read the prospectus carefully before investing.

MORNINGSTAR DISCLOSURE

The Morningstar Category classifies a fund based on its investment style as measured by underlying portfolio holdings (portfolio statistics and compositions over the past three years). If the fund is new and has no portfolio, Morningstar estimates where it will fall before assigning a more permanent category. When necessary, Morningstar may change a category assignment based on current information.

To determine a fund's star rating for a given time period (three, five, or 10 years), the fund's risk-adjusted return (including the effects of sales charges, loads and redemption fees) is plotted on a bell curve. The top 10% of funds in each category receive 5 stars, the next 22.5% receive 4 stars, the next 35% earn 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. Morningstar RatingTM is for individual share classes only. Other classes may have different performance characteristics.

A NOTE ABOUT RISKS

In general, the value of equity funds or variable annuity accounts will fluctuate based on the share prices of the individual companies in which they invest. An investment in an equity fund or variable annuity account may be subject to all or some of the following principal investment risks:

Market Risk, the risk that the price of securities may fall in response to economic conditions; **Company Risk**, the risk that the financial condition of a company may deteriorate, causing a decline in the value of the securities it issues; **Style Risk**, the risk that a fund's/account's investing style may lose favor in the marketplace; **Large-Cap Risk**, the risk that large companies may grow more slowly than the overall market; **Small-Cap/Mid-Cap Risk**, the risk that smaller company securities may be more volatile than those of larger ones; **Active Management Risk**, the risk that a fund/account may underperform because of the allocation decisions or individual security selections of its portfolio manager; **Index Risk**, the risk that a portfolio's performance may not match that of its benchmark index. For a detailed discussion of risk, please consult the prospectus.

Because its social screens exclude some investments, the fund (or account) may not be able to take advantage of the same opportunities or market trends as funds (or accounts) that do not use such criteria.

PORTFOLIO STATISTICS DEFINITIONS

P/E Ratio P/E is the price of a stock divided by its forecasted earnings per share for the next 12-month period.

EPS Growth Shows the relative growth of earnings per share over the previous one-year reporting period.

R Squared A statistical measure that represents the percentage of a fund's movements that are explained by movements in a benchmark index.

Beta The systematic risk of a portfolio. A beta of 1.00 means the fund varies in tandem with the benchmark.

Sharpe Ratio The expected return over the T-bill divided by the portfolio standard deviation.

Standard Deviation A statistical measure of how much a return varies over an extended period of time. The more variable the returns, the larger the standard deviation.