



Beyond grants: how to receive charitable funds from individuals

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AGENDA

- Annual gifts
 - Dreamweavers
 - Two undocumented students
- Major gifts
- Planned gifts



AGENDA (continued)

- Other
- Future strategies
- Summary
- Questions



Dreamweavers

- Charge from Chancellor
- Volunteers
- Committees
 - Mentorship
 - Housing
 - Communications/newsletter
 - Fundraising
 - Events
 - Direct mail appeals
 - Outreach
- Challenges



Two undocumented students

- Requested fundraising assistance
- Convened a small committee of staff and volunteers
- Identified strategies
 - Launched a fee initiative
 - Worked with UR on annual giving strategies
 - Annually
 - Direct mail appeal
 - Giving Day (crowdfunding)
 - Events



Major Gifts

- Lending Library Endowment
- Dreamer's Fund



Planned Gifts and Other

- Planned Gifts
 - Students from Watsonville
- Other
 - Undocumented students initiative
 - HSI Designation collaboration
 - Future strategies

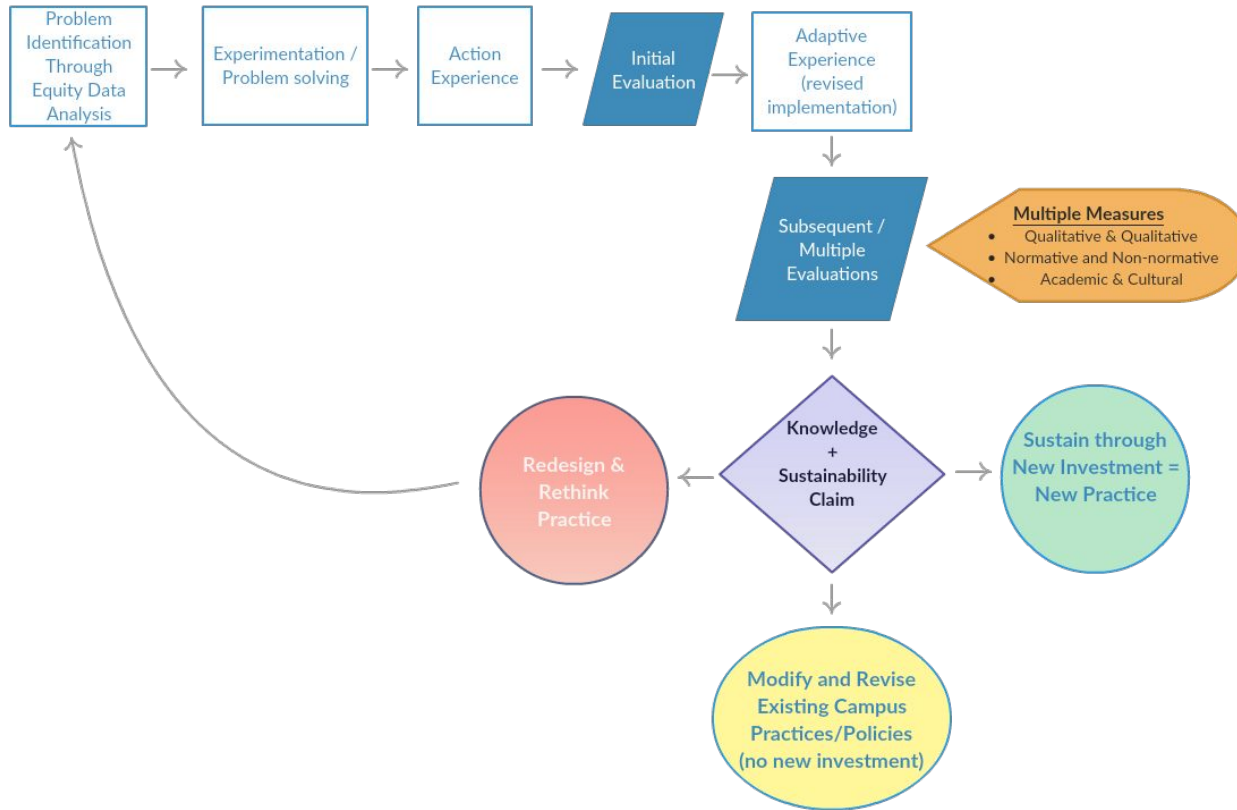


UC Santa Cruz Hispanic-Serving Institution Initiatives

	UCSC MAPA 2.6 million 2015-2020	Cultivamos Excelencia - SJCC-UCSC Cooperative 1.1 million 2015-2020	HSI STEM - SEMILLA 5.9 million 2016-2021
Math	Collaborative Math 2		STEM Learning Center, LSS, ACE College Math 3 Seminars
Writing	WORD Regional Institutes (SF, Oakland, Los Angeles)	Research Writing Course @ SJCC	Writing support for internship applications
Sense of Belonging	Regional Family Conferences El Centro Internships & Student Focus Groups	SJCC Student UCSC Campus Visits, Family Day	STEM Learning Center, ACE, MEP, STEM Diversity
Advising	Math 2 & Writing Advising CFL/iMAP, Multicultural Competence Adviser Training	Transfer/Retention Counselor, Grad Student Mentoring, Financial Literacy	Holistic STEM Counselors STEM Academy Career Development
Transfer		Research Opportunities Articulation - SJCC	STEM Transfer Academies & Articulation Review
Faculty Prof Development	Writing & Math faculty PD	PD for Faculty at both campuses	Equity Analysis & Reporting STEM Faculty PD, TA Training



UC Santa Cruz HSI Initiatives Sustainability Pathway



Summary

- Engaging volunteers (Dreamweavers)
- Annual Gifts
- Major Gifts
- Planned Gifts
- Other
 - Undocumented students initiative
 - HSI Designation collaboration
 - Future strategies
 - Case for support



Questions

