

## UC San Diego Grows Next Generation of Philanthropists

*Unique UCSD Student Foundation and Young Alumni Programs Encourage Giving Among Students and Recent Graduates*

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"Philanthropy" is something most baby boomers didn't fully embrace until they reached their 40s, when they could afford to donate to their favorite causes. Yet by the time the oldest boomers begin turning 65 in 2011, many will become major donors as they share their wealth to fund university or nonprofit initiatives important to them. Fundraising has long been a priority for higher education, usually targeted at an older generation to secure private support. But in recent years, the first of the "millennial" generation have graduated from college, giving university staff the added challenge of devising fundraising programs that will work for their entire alumni body, which range from the baby boomer generation, to Gen X, and now to millennials.

UCSD has been successful in creating unique strategies and opportunities to inspire philanthropy, even in 20-year-olds. In 1999, the university launched an innovative program that teaches students the importance of private support and how to run a private foundation. The UCSD Student Foundation is not only managed and supported by students - it's also helping to develop the next generation of philanthropists.

Founded with a \$100,000 endowed gift from a private donor for scholarships, the Student Foundation was the first student-oriented philanthropic organization established within the UC system, and today it is one of just a few in the nation. "Students are the life blood of a university, so engaging them at this level is a big plus," said Marlene Shaver, assistant vice chancellor who oversees the UCSD Student Foundation. "The student-foundation model provides a path for students to become deeply involved in private philanthropy efforts on behalf of the university."

**Seth Ellis Klonsky, '04** The 2004 Muir College graduate is the very first alumnus to join Chancellor's Associates Young Alumni, a new program launched by UCSD in spring 2005 to help young graduates model philanthropic behavior by giving back to their alma mater.

According to Shaver, the student foundation is an ideal way to involve students in organizational decision-making and, at the same time, create new scholarship funds. The UCSD Student Foundation works with the university's Alumni Association, Associated Students, college councils and other campus organizations to help raise funds for various causes. Starting in 2006, the Student Foundation will oversee "UCSD Cares" - a weeklong program of volunteerism by students, faculty and staff that will benefit the local San Diego community.

The Student Foundation also awards the scholarships generated by the Senior Class Gift Endowment, an endowment that grows from donations given each class year. The income from this endowment supported three \$2,004 scholarships this fall for continuing students, based on financial need.

"We are a privileged bunch of people. Let's hope we're also a philanthropic one."

A statement from a mature donor? Surprisingly, it's how recent UCSD graduate Seth Klonsky chose to conclude his commencement remarks at his 2004 Muir College graduation ceremony. The economics major has already shown his generosity by becoming the very first alumnus to join Chancellor's Associates Young Alumni, a new program launched by UCSD in spring 2005 to help young graduates model philanthropic behavior by giving back to their alma mater.

The parent organization, Chancellor's Associates, is a key group of supporters who make unrestricted gifts ranging from \$1,500 to \$10,000 and more each year. In turn, they are invited to special events with UCSD's Chancellor Marye Anne Fox and other campus leaders, where they are among the first to learn of new initiatives on campus.

Chancellor's Associates' donors typically sport a few gray hairs, and maybe a wrinkle or two. But now, they are being joined by alumni like Klonsky who are just out of school and looking to start a new chapter in their relationship with the campus. Alumni who have graduated less than five years ago can be recognized as a Chancellor's Associate with a gift of \$500, while alumni six-to-nine years post-graduation can be acknowledged with a gift of \$1,000.

Added Klonsky, "What happens at a university happens because of philanthropy. State funding doesn't come close to providing all the services, activities and facilities. When I think of this campus, it's not just a place where I paid tuition and got a degree - it's a place that thousands of donors made into something important to me."

For information about the UCSD Student Foundation and its programs, visit [www.studentfoundation.ucsd.edu](http://www.studentfoundation.ucsd.edu) or call (858) 822-4001. For more information regarding the Chancellor's Associates Young Alumni program, visit [www.chancellorsassociates.ucsd.edu](http://www.chancellorsassociates.ucsd.edu) or call (858) 534-7424.

Funds raised by the UCSD Student Foundation and Chancellor's Associates contribute to The Campaign for UCSD: *Imagine What's Next*, a \$1 billion comprehensive fundraising initiative that will conclude in 2007.

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