

Date

Dear ,

The end of the fall semester at UB is upon us, and I am proud that despite all we've endured in recent months, it has been a successful semester. Students are back at UB, whether in-person or in virtual classrooms. Faculty are again exploring the boundaries of new knowledge and ensuring our students have the skills they need to be successful in their post-UB careers. And all of the UB community, whether student, faculty or staff, are out in the neighborhoods of Western New York and working to solve real-world problems.

It's remarkable to be part of a community that cares, not only for one another, but for those around us. You should be proud of the part you play in making this possible. While I can't predict what the rest of the academic year will bring, **I do know that you've been instrumental in everything we've done so far this year.** I cannot begin to thank you enough for your financial support.

As I reflect on all that donors do for UB students, I want to share a few examples of how you contribute to the UB community. **Because of you:**

- hundreds of UB students have **received emergency funding** that allowed them to return to Buffalo this fall, to purchase technology so they can attend online classes, and helped them pay unanticipated expenses, thereby removing added barriers and stresses to ensure they remained in school this year;
- faculty, staff and students have come together to discuss, and work on solving, society's greatest issues – particularly related to diversity, equity, inclusion and justice. Your support has provided additional financial aid to ensure UB **remains a diverse and welcoming campus**, and allowed UB to conduct campus-wide conversations that address how UB will move forward on this critical topic;
- thousands of UB students continue to have **opportunities for enrichment, engagement and experiences** that ensure they can connect what they are learning in the classroom with the real world – from internships they might otherwise been unable to accept, to career counseling services that helped them with resume and job interview skills, and all manner of learning experiences in between.

These are, in fact, areas that you have a direct impact on the education of UB students.

**That is why I am writing to you today and asking you to renew your financial support of UB this year with a gift of \$xxx.**

- At this moment, UB has tens of thousands of dollars in emergency need requests to support our students with unanticipated needs. Often these requests are less than **\$500 and are the difference between a student remaining in school or having to drop out.**

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- Students who are nearing graduation are looking for ways to gain added learning and skills development, often through unpaid internships. **A \$2,000 stipend often allows these students to accept internships**, which lead to increased hands-on learning and often job offers.
- The need to invite speakers and facilitators to campus and engage UB faculty, staff and students in critical conversations is more important than ever. A recent diversity **program drew hundreds of UB community members and cost \$3,500** to engage a national speaker.

**The difference you can collectively make with other UB donors is significant and any gift, no matter the size, is valuable and vital to our students.**

If anything has been emphasized to me during the last nine months, it's the difference and impact you make when you financially support UB. **I am awed by the generosity of our alumni and friends** and the number of you who have reached out to ask how you can continue to support UB. The impact UB had on so many of you was that great – that even amongst all we've dealt with this year, you continue to see UB as a valuable place and want to ensure it stays that way.

**I sincerely hope I can continue to count you among these individuals and that you'll renew your support of UB and our students again this year.**

**Nelson Mandela said "Education is the most powerful weapon which you can use to change the world."** This sentiment is what drives me, and everyone else at UB, to do what we do to support our students each and every day. Thank you for being a critical partner in the success of UB students!

With sincere gratitude,



**N. Geoffrey Bartlett, PhD**

Assistant Vice President for Annual Giving

P.S. The federal relief package (officially the CARES Act) includes a temporary \$300 deduction for donations made by December 31. To learn more about the package and how your gift to UB may qualify, visit [www.buffalo.edu/advancement/cares](http://www.buffalo.edu/advancement/cares).