

Anderson Latino Management Association (ALMA) Fellowship SPARK CAMPAIGN

Support the Anderson Latino Management Association (ALMA) Fellowship Fund

“Embarking to attain my MBA felt like an improbable dream until the ALMA Fellowship transformed it into a tangible reality. This fellowship not only made my dream come true but the support of the ALMA community also instilled in me a profound sense of pride and privilege.”
Cassandra Ronquillo (MBA '24)
“UCLA and Anderson University Support!”

Help students like Cassandra make their dreams into a reality. Join us in championing diversity and empowering Latinx students with a gift to the ALMA Fellowship today!

Amplify our community:

- Share a selfie with this postcard and tag @ucla_alma
- Get involved with the Anderson Latino Management Association alumni chapter. Learn more at anderson.ucla.edu/ALMA

Scan the QR code to learn more and make an impact before our campaign ends on November 16!

UCLA Anderson

UCLA Anderson School of Management
ALMA Management Committee
2015 Haring Center
Box 954611 121 Woodland Plaza 5-109
Los Angeles, CA 90095-1611

¡Sí Se Puede!
Invest in Future Latinx Leaders

UCLA Anderson

Pre-Launch
postcard
mailed

Steve D'Amico • 1st
VP, Business Intelligence at Hawthorne
Join •

Colleagues (especially those of you looking to support deserving students) my wife and I have committed to making an annual pledge to the UCLA Anderson School ALMA (Anderson Latino Management Association) fellowship and we urge you to do the same by clicking here: <https://lnkd.in/g/b2UZd3>

All amounts are welcome!

ALMA provides scholarships to support incoming Latinx MBA students at UCLA. Below is a quote from a current recipient. I have met Cassandra and believe me, she is someone who is deserving and will certainly have an impactful career.

Over 25 years ago, I received an ALMA scholarship and it was critical to helping me afford the tuition for my own MBA. And I have been donors ever since because we recognize: a) How impactful the UCLA experience has been on our lives overall and my career; in particular b) The importance of supporting UCLA's initiatives to continue the institution's engagement with California's large and proud Latinx community.

Thank you and here's that URL again: <https://lnkd.in/g/b2UZd3>
UCLA Anderson School of Management
UCLA Alumni Association

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Cassandra Ronquillo '24

E-blasts
and social
shares

GIVINGCHOOSEDAY
Tuesday, November 14, 2023

Choose your impact story by giving to a cause that's most meaningful to you.

Hi Josue,

Today is #GivingChooseDay at UCLA, so the university is amplifying active cause-based campaigns to give our Bruin community the chance to CHOOSE their impact.

You may have received the email below last month or a postcard recently about our [ALMA Fellowship crowdfunding campaign](#) and I'm writing to share some good news: we've extended it through November 26th!

CHAMPION LATINX STUDENTS AT UCLA ANDERSON

Elevate Latinx Leaders: Support the ALMA Fellowship at UCLA Anderson!

UCLA Anderson Annual Giving

Support the ALMA Fellowship

Share to Maximize IMPACT

Facebook, Twitter, LinkedIn, YouTube

Participation Drive 47 Supporters

34%

Towards goal of 50 Supporters
\$59,881.00 Raised

PROJECT HAS ENDED
Project ended on November 16, at 11:52 PM PST

Project Owners

Champion Latinx Students at UCLA Anderson

Our campaign has ended but you can still support the ALMA Fellowship [here!](#)

Your donation is an investment in future Latinx leaders

The Anderson Latino Management Association (ALMA) Fellowship was established in 1988 to provide fellowship support for incoming Latinx students who have a demonstrated track record of volunteer experience and leadership supporting underserved communities.

This fund has already provided \$170,000 in fellowships to nearly 30 Latinx students, but there's more work to be done!

Levels Choose a giving level

\$8 Bruin 8-Clap
Show your Bruin spirit with a gift of \$8 to the ALMA Fellowship.
CONTRIBUTE \$8

\$25 Help UCLA become an HSI by '25
Your donation of \$25 will help us recruit the best and brightest Latinx students and help UCLA in becoming a Hispanic-Serving Institution by 2025.
CONTRIBUTE \$25

\$100 Celebrate Latinx Excellence

>2,500

Alumni & donors
contacted

\$72,381

Committed over the
next 5 years

47%

of donors were new
or reactivated



KEY STRATEGIES

- **Building a targeted mailing list** composed of past donors to Latinx-focused funds, current/past alumni and student ALMA group members, subscribers to Latino alumni listserv, etc.
- **Recruiting committed fundraising volunteers** to solicit their networks and Development-identified prospects through 1:1 outreach
- **Providing social media toolkits and outreach templates** to simplify volunteer tasks
- **Asking for multi-year pledges** (for expendable funds) to ensure annual awards and increase overall revenue

TAKEAWAY:

We raised **7x** more for the fellowship in six weeks than in the previous eight years combined!



¡Sí Se Puede!

Invest in Future Latinx Leaders

UCLA Anderson

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*Cassandra Ronquillo (MBA '24)
ALMA and Westcove Fellowship Recipient*

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GIVINGCHOOSEDAY™

Tuesday, November 14, 2023

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A lot of Anderson students and alumni have learned about this amazing fellowship (which has been around for 36+ years 🥰) through our campaign so I'm thrilled we are raising more awareness.

We're now **only 27 donors away** from reaching our goal and are focused on expanding and diversifying our community of ALMA champions – so donations of ALL sizes really do matter.

Would you consider supporting this fellowship and future Hispanic/Latino leaders with a gift of just \$25 dollars?

Many thanks,
Lauren

● ● ●
Lauren Seebold (she/hers)
Sr. Director, Leadership & Annual Giving
110 Westwood Plaza, Suite F301
Los Angeles, CA 90095
(310) 206-2449 | (213) 910-7868 M
lauren.seebold@anderson.ucla.edu

UCLA Anderson School of Management | **Transformative Leaders**

From: Alliance for Latinx Management at Anderson (ALMA) <annualgiving@anderson.ucla.edu>
Sent: Monday, October 16, 2023
To: Rivera, Josue <jrivera85261@gmail.com>
Subject: Ignite Change: Empower Latinx Students at UCLA Anderson!



Dear Josue,

On the heels of celebrating Hispanic Heritage Month, we're reaching out to share an exciting opportunity to make a meaningful impact on the lives of incoming Latinx MBA students at UCLA Anderson!

Now **through November 16**, our student club, Alliance for Latinx Management at Anderson (ALMA), and our alumni group, Anderson Latino Management Association (ALMA), are co-hosting an **inaugural crowdfunding campaign to support the ALMA Fellowship**, a transformative scholarship that advances the educational dreams of Latinx students.

[LEARN MORE](#)

Your generous support is an investment in the Latinx leaders of tomorrow like Cassandra:

*"Embarking to attain my **MBA felt like an improbable dream until the ALMA Fellowship transformed it into a tangible reality.** This fellowship not only made my dream come true but the support of the Anderson Latinx community instilled in me a profound sense of pride and privilege."*



Cassandra Ronquillo, MBA'24
ALMA and Westcove Fellowship Recipient

Why Support the ALMA Fellowship?

The ALMA Fellowship is more than just financial aid; it's a **community**

driven effort to empower Anderson Latinx students and provide them with the resources and support they need to excel in their academic and professional pursuits.

¡Ayuda a Nuestra Comunidad!

- ▶ **Make a gift today.** Your support, no matter the level, will help us reach our goal of 50 donors and directly impact the lives of Latinx students pursuing their MBA dreams.
- ▶ **Spread the word** about our campaign with your network and on social media! Every share brings us one step closer to creating lasting change for Latinx students at UCLA Anderson.

GIVE NOW TO CHAMPION LATINX STUDENTS

We're grateful for your consideration and hope you'll join us to create an Anderson community where dreams become reality!

If you recently made a gift to Anderson, there is sometimes a short delay in processing. Please accept our thanks!

Many employers sponsor **matching gift programs** and will match any charitable contributions. To find out if your company has a matching gift policy, please visit: matchinggifts.com/ucla.



UCLA Anderson School of Management | Office of Development
110 Westwood Plaza, Suite F301, Los Angeles, CA 90095-1481
(310) 206 - 0639 | www.anderson.ucla.edu/about/office-of-development

M-40414

www.uclafoundation.org/disclosures

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