
Cougar Cash to Clarkie Cause

Orientation 2025

University Advancement



Welcome to Clark!



Introductions



Laura Mooney
Director of the Clark Fund



Kim Driscoll '13
Assistant Director of the Clark Fund



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Prospect Management and Research Analyst



Ian Peart
Annual Giving Officer



Kerry Feltner
Executive Director, Advancement Communications
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The Clark Community and Philanthropy

- Clarkies take care of each other
 - Time, Talent, Treasure
- Time
 - Joining clubs and councils, being active on campus
 - Student Alumni Relations Committee
 - Attending events
- Talent
 - Sharing your skills
 - Ex. Alumni offers students internships and jobs post-grad
 - Alumni lawyer offers pro bono work
 - Being a guest speaker on a panel
- Treasure
 - Donating to The Clark Fund
 - Scholarships, annual donations, etc.



Why is Philanthropy Important?



- Gifts of any size are important
 - Investing in the future of Clark
 - Creates opportunities and innovation
 - Builds community
 - Involved and invested Clark community members ensure that your experience is the best it can be!

The Clark Fund – what is it?

T C F
The Clark Fund



- University's annual fund – provides financial support to key areas including:

- Financial Aid and Scholarships
- Student Emergency Fund
- Athletics
- D'Army Bailey '65 Diversity Fund
- Library
- Clark Hillel
- Unrestricted



ATHLETICS & ATHLETIC TEAMS

HELPS PAY FOR TRAVEL, GEAR, AND EQUIPMENT FOR STUDENT ATHLETES. EACH OF THE 17 VARSITY TEAMS HAS ITS OWN FUND.

CLARK LIBRARY FUND

Provides current use funding for library initiatives and subscriptions for student and faculty research, digital materials, and collections.

CLARK HILLEL

Provides current use funding to empower Jewish student leaders.

CLARK FUND DESIGNATIONS

(areas you can direct your gift)

D'ARMY BAILEY '65 DIVERSITY FUND

supports students, faculty, and campus initiatives to advance and sustain an inclusive working and learning environment.

STUDENT EMERGENCY FUND

Provides direct support to allow students to overcome unexpected financial hardships

CLARK FUND UNRESTRICTED

Current-use funds to support Clark's areas of greatest needs.

CLARK FUND SCHOLARSHIP

Scholarship funds are distributed to the 85% of Clark students who receive financial assistance and financial aid packages through the university

Student Emergency Fund (SEF)

- Class of 2025 donated over \$1,000 during Senior Class Gift campaign
- From January to May 2025
 - 258 requests
 - Over \$23,000 awarded
- Most common requests – food, groceries, rent, utilities, due to financial instability

How The Clark Fund raises funds for SEF

- Giving Tuesday
- Designations year round



How to utilize it – scan this code!

Activity – Cougar Cash Clarkie Cause



-
- You are a philanthropist!
 - You've been given the opportunity to decide what you think is important to fund
 - Where do you want to see the money go and why?
 - Cougar Cash
 - Delegate funds to the buckets around the room
 - All in one bucket, split it up - **THE CHOICE IS YOURS!**
 - After you decide, please return to your seats :)

Feedback

- How did donating make you feel?
- If you didn't donate, why?
- Why did you choose that particular designation?

SURPRISE!

The Cougar Cash you received when you walked in is
REAL!

A generous and involved alum has donated real funds
and asked that you help decide what's most important
to you on campus.

This is the Clarkie community in action!

What's next?

- Updates from The Clark Fund
 - Impact and results
- Asks throughout the year
 - Cougar Challenge – Oct 22-24
 - Giving Tuesday – December 2
 - Spree for Clark – Spring 2026
 - GOLD Gives – all year long
 - Volunteer opportunities
 - You'll hear about all these things in your email
- Find us on campus!



Candy Time

