

# A N E D U C A T I O N I N

*Student-driven philanthropy offers a new resource.*



Few who enter college embrace the idea of giving back. Few are financially able to, either. It's hard to part with even five dollars for most university students on a stringent budget. Working part-time while studying full-time before getting the chance to enter the work force with a college degree is difficult. Therefore, most let alone giving back, for there is often a student loan to pay back.

It is no secret higher education comes with a hefty price tag. A high school education is now a calculated academic preoccupation with every choice of subject that also includes "community hours" along with a varsity sport for optimizing the best chances of a "full ride." The pressures of junior year in high school are riddled with



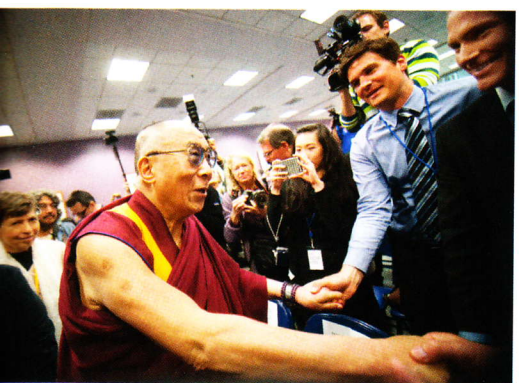
# GIVING BACK



maintaining an outstanding GPA, and studying perpetually for SAT and ACT tests to guarantee acceptance to an elite and prestigious university. Knowing what you want to be when you grow up is now an expectation that has diminished many a carefree childhood. But these days, at least the concept of giving back is introduced and encouraged as early as preschool.

An education in giving back was established in 1999 by alumni Patricia ('83) and Marc Bruten ('79) who gave the original endowment of \$100,000 to provide an on-campus experience of running a foundation, the importance of philanthropy, and the realities of investing and fundraising for and by students. It was then, on the botanical campus





of University of California, San Diego, the UC San Diego Student Foundation took its first baby steps. With each year, it increases its student donor participation and has thrived.

"This year has seen the highest student donor participation ever," said Brandon Buzbee, alumnus ('06) and Senior Director of industry engagements. "The portfolio has grown to over \$500,000."

"Friends asking friends to donate has been the most effective campaign," said Rubi Trevino, Assistant Director of student philanthropy and advisor to the Student Foundation. "We have also used social media with success to promote the 'Give. Invest. Gain.' initiative." The money collected is for scholarships to students in need of financial assistance.

"The top scholarship qualifications are financial needs and merit," said Buzbee. "About 64% of UCSD students are on 'need-based' aid." He goes on to explain that there are two different categories that each offer 10-15 scholarships. "One category is the Senior Class scholarship for \$2,000 from graduating seniors to incoming freshman, and the other is the Student Scholarship for \$3,000 to \$5,000 for those continuing with their education. The gratitude of the seniors



*“The philosophy of the school room  
in one generation will be the philosophy  
of government in the next” –Abraham Lincoln*



and the excitement of the incoming freshmen are capstone moments which inspire philanthropy.”

“A written summary of philanthropic mindset is also carefully considered on the scholarship application,” added Trevino. “Former scholarship recipients become our best stewards of philanthropy and often, become trustees as well.”

Tommy Sy will be a UCSD senior this fall. His major is Management Science. Although he isn’t a Student Foundation scholarship recipient, he is a scholarship recipient and a volunteer enthusiast from Rosemead High School in East Los Angeles. He chose UCSD because of its exemplary Economics program and beautiful location. The faculty and other students inspired him to give back to the Student Foundation with a donation and by volunteering. Sy is now serving as Vice President with the Student Foundation investment committee.

“I decided in high school to make an impact wherever I go,” said Sy. “And I am motivated by inspiring people at UCSD. I am really thankful to be here. During spring break, I volunteer with Alternatives Breaks that specializes in helping people with disabilities because I like to help.” Sy’s sibling has autism, and while there isn’t a lot that can





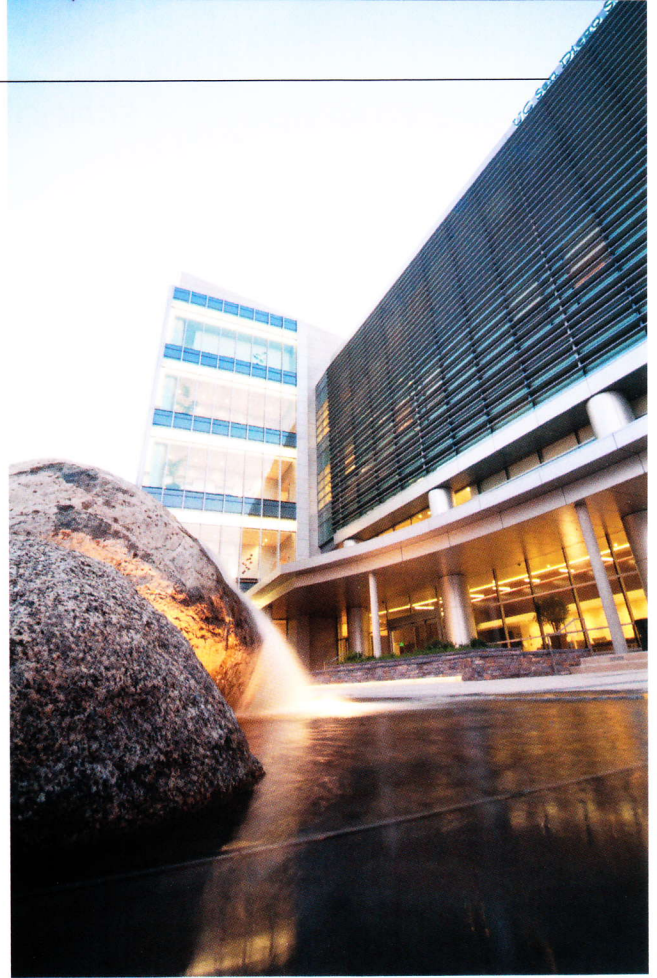
*“The only person who is educated  
is the one who has learned how  
to learn and change” –Carl Rogers*

alleviate this disability, he continually gives back.

UC San Diego Student Foundation is a pioneer in the UC system and one of the few in the nation. In 2012, the University of California, Riverside launched their annual Dance Marathon by engaging students in philanthropy. The event is planned and executed by students that have raised funds for the Guardian Scholars Program at UCR.

“In its three years running, Dance Marathon has raised over \$83,000 to support UCR students,” said Kristin Ann Seiler, Director of Philanthropy and Young Alumni Engagement at the UCR Office of Alumni and Constituent Relations. “Because of the success of Dance Marathon, the program is expanding and a new student philanthropy group is launching that will organize community service events and teach other student groups how to execute their own events. The group, R Philanthropic Culture, will launch in the fall of 2014. We also feature Donor Appreciation Week hosted by our Student Alumni Association, which features student participants.”





*UC San Diego Chancellor Pradeep K. Khosla (center) with members of the UC San Diego Student Foundation, including Tommy Sy (fourth from left).*

UCSD also hosts a charity organization called the Foundation for International Medical Relief of Children. Jonathan Winfield will be the President of UCSD's FIMRC branch this upcoming school year. "We take orphanage trips to Mexico, where we play with orphaned kids down there and make a donation as well," says Winfield. "FIMRC also delivers international medical aid to those in need."

Most private schools, particularly the Ivy League schools, have 300-year-old legacies in place as each generation is expected to continue with the tradition of giving back: lifelong donors. This insures a high return on investment in a solid education, which doesn't guarantee a job or career, but will often put a graduate in the final selection process.

Student-driven philanthropy is alive and thriving, and before long it will be offered on most university campuses as a creative means to meet the financial stresses of each new influx of students. The notion of students giving to students is a fairly new resource, and an education as well. ☐