

**Office of the President**

**TO MEMBERS OF THE COMMITTEE ON EDUCATIONAL POLICY:**

**DISCUSSION ITEM**

*For Meeting of March 13, 2013*

**UPDATE ON SYSTEMWIDE SOCIAL FUNDRAISING PROGRAM**

Senior Vice President Dooley will update the Regents on a new social fundraising platform designed to generate new scholarship dollars for need-based scholarships for California undergraduate students, helping ensure UC's longstanding commitment to access.

In 2010, online giving in the U.S. surpassed \$22 billion. This was an increase of more than 34 percent from 2009, according to a "Giving USA" report by Blackbaud. Nearly 60 percent of donors give online and this increases to 70 percent for younger donors. Despite tremendous success in private philanthropy throughout the UC system, online giving using social media has been a challenge.

Chairman Lansing has led the program's development and it has involved significant collaboration from each of UC's campuses, key external partners including the Entertainment Industry Foundation, and has the broad support of UC student leadership.