



STUDENT LIFE ADVANCEMENT

UNIVERSITY of WASHINGTON

Division of Student Life

Creating opportunities for engagement, giving and growth



We build capacity. Student Life Advancement helps transform a student's UW experience into a lifelong passion and relationship. We raise money for student scholarships, programs, and services, and instill in our students the same level of commitment to philanthropy. We help you do more, be more, and change more lives.

Generosity.
It's the Washington Way.

Our Story

*"Now is not the end. It is not even the beginning of the end.
But it is, perhaps, the end of the beginning."
Winston Churchill*

The engaged student experience doesn't end at commencement. Commencement, in our experience, is just the end of the beginning. Student Life Advancement's mission is to engage UW communities in meaningful interactions that foster pride, advocacy and private support for undergraduate scholarships and student programs. To that end, we enhance the student life experience by creating an accessible and welcoming University community in our work with students, and we provide avenues of involvement and engagement with alumni and community.

Student Life Advancement incorporates a number of vital functions under one umbrella, all of which drive towards our ultimate goal of cultivating support for student scholarships and programs. Our functions include development, marketing and communications, alumni relations, event coordination, as well as other services. Most holistically, we make sure that alumni, community members, parents, and current students find suitable, sustainable, and deeply satisfying ways of contributing to the UW experience for current and future students.

Student Life Advancement works closely with volunteers and donors that have demonstrated a passion for the UW student experience, and strives to continually engage them around the areas that inspire them. We help donors think about how they are caring for their community and **find their passion**. We engage with our colleagues to bring resources to scholarships and programs. We help student organizations learn about **philanthropy** and fundraising and help them develop ongoing relationships with alumni and former student leaders. Our marketing and communications efforts **engage** and update Student Life communities and alumni of programs and services. These communications include annual appeals to former and potential donors to provide financial support for our students.

Our unit plans and executes a wide variety of fundraisers, stewardship events, and alumni engagement events here in Seattle and further afield. Our student scholarship recipients learn to practice philanthropy and are aware of the **legacy** that they leave for future students and their responsibilities to

create opportunities in their lifetimes. Through stewardship, **we build families** in cohorts of recipients and **lifelong relationships** between donors and scholarship recipients.

Perhaps most importantly, we advance the vision and purpose of Student Life and the University of Washington. Our work makes need-based scholarships possible and helps make an individual's relationship with the UW last a lifetime.

Our Commitment

Access – We raise scholarships for students with financial need. Oftentimes, our scholarship recipients are first-generation students who are carrying the hopes and dreams of their entire family and community to college. We are deeply committed to providing avenues for involvement and success for students who might otherwise never complete a UW degree.

Engagement – The cornerstone of our work is community-building. We encourage and extend engagement of our students and alumni by helping them create opportunities for others – true philanthropy – for the benefit of the University now and in the future.

Diversity – We are instrumental in countless programs to support the diversity of the UW, from the Costco Scholarship Fund, which is a four-year scholarship that has supported hundreds of students, to the Medal of Honor Award Ceremony and Veterans Day Ceremony, to Lavender Graduation at the Q Center.

Care – We serve on the front line for students who receive scholarships. We make sure that students are supported, building a community, and understanding the gravity of the gift they have received. Through our stewardship, we help students navigate the University, develop a sense of principled philanthropy, and instill a sense of care for the UW community and beyond.

Student Learning – Every time we work with a scholarship recipient is an opportunity to instill philanthropic values and long-term commitment to community-building. We also work directly with student organizations to teach philanthropy and fundraising. Our students have quickly discovered that fundraising is not an easy way to make a buck – it's a lifelong commitment to principled and sustained engagement.

Quick Facts

\$6,353,413 raised by Student Life Advancement in 2011-2012; of which, **\$5,954,263** was for direct student support and scholarships

Over \$9,000,000 raised annually on average across 5 years

Ongoing collaboration with **17** different departments, and hundreds of programs and services

\$188 raised for each dollar spent, demonstrating our efficiency

11,000+ likes on the Student Life facebook page, managed by Student Life Advancement

"For the past 11 years I have been a member of the DeEtte McAuslen Stuart Scholarship Committee. The scholarship was endowed to the UW by my great-aunt who had a passion/vision to see that all children had an opportunity for higher education. Student Life Advancement's stewardship coordinator innately understands that the bringing together of recipient and donor creates a spark, a kind of synergy. Without her stewardship, we would always wonder, 'What was the rest of that student's story?' Instead, we – the students and the scholarship committee - are deeply connected by an intangible link that leads to intimacy, trust, bonding, and community. It is a beautiful reminder of why we do what we do. It is exciting and it is lifegiving."
Alyson McGregor

Reasons to Keep Your Eye on Us

We are a pioneer in the social media space, and boast one of the largest student affairs Facebook pages in the nation. We have actively created and engaged student culture through posts about news, campus services, events, student concerns, athletics, and photo albums. Our facebook culture is energetic, enthusiastic, and proud. WOOOF! Dubs UP!

We are in the unique position having responsibility for NO alumni, and ALL alumni. We operate differently from the traditional college advancement program. Instead, we seek broad-based engagement of alumni through the relationships that were most important to them while they were students – Fraternity and Sorority Life, ASUW and GPSS, the Residence Halls, etc. – and make it possible for alums to help shape the student experience for generations to come.

We have a unique stewardship model which helps our donors connect meaningfully with their student scholarship recipients, and vice versa. The gift of a scholarship is not just monetary – it is a gift of optimism and possibility – and we help ensure that the gift is shepherded with the appreciation and gravity that is appropriate. We embed our programs with a culture of philanthropy, responsibility, and opportunity.

In the context of a changing financial landscape and rising costs of tuition, private support of scholarship aid is more important now than at any other time in higher education. We are deeply committed to finding ways for talented and promising students to earn an education at the University of Washington, and we work to advance the capacity of individuals and the institution.

"The Dovie Samuelson Scholarship, which we founded in honor of my grandmother, is the best gift we ever gave, and it is a gift that keeps on giving. The satisfaction we get from getting to know our 'Dovies' and then seeing them go off to careers that allow them to achieve their aspirations is deep and lasting."
Pam Samuelson



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