

## FY 2010 - 2015 Fundraising Priorities for Department of Geology:

Over the past few years, with the State of New York in a fiscal crises, The University at Buffalo, SUNY has had to cope with severe budget cuts. As these cuts get passed on to University departments, we have had to identify ways to run more efficiently on less money. The Department of Geology is no exception. Now more than ever, alumni donations to UB Geology are needed to help fund gaps this state budget crisis continues to create for our University.

UB Geology has seven accounts to which donations can be made, depending on how donors designate their gifts:

**Reginald H. Pegrum Fund**: To provide scholarship awards to outstanding senior students of the University at Buffalo majoring in Geological Sciences. Travel awards are also made to students conducting research.

**Geological Science Service Fund**: To support the University at Buffalo Department of Geology; utilized under the direction of the Chair of the department.

**Gilbert Jaffee Memorial Award**: To provide an annual award to deserving graduating students of the University at Buffalo Department of Geology who plan to pursue an advanced degree in marine or environmental related fields.

**Crook Family Memorial Fund**: To be used by the Chair of the Department of Geology at the University at Buffalo for matters beneficial to the welfare of the department and its student body.

**Dorothea C. Duttwiler Fund**: To provide income to be used by the Dean of the College of Arts and Sciences in consultation with the Chair of the Geology Department to make awards to deserving geology majors at the University at Buffalo for field camp. Preference is given to female students.

**James P. Owens Fund**: To be used by the Dean of the College of Arts and Sciences at the University at Buffalo, in conjunction with the Chair of the Geology Department, to provide an annual scholarship to a deserving student in Geology.

**John S. King Field Camp Fund**: To accept donations in support of the Department of Geology's Summer Field Camp Program at the University at Buffalo.

Each account has its own stipulations for spending money, with the Geological Science Service Fund being the most flexible. Most annual fund donations are deposited into this account. Funds from this account can be used by the Chair to support department activities. University at Buffalo Foundation charges 10% handling fee on all donations received.

### **Some Examples on How Donations are used by the Department:**

- Last year, the department spent \$16,415 on scholarships for 24 students.

- On average, the department spends between \$3,000-\$4,000 per year on field trips. The department takes about 20-30 field trips per year.
- Every week, the department holds a “Pegrum Lecture” that brings scientists in to talk about research they’re conducting. Recently, some lectures have included companies who send representatives to give a technical talk and offer networking/mentoring sessions afterward to recruit interns/employees. Pegrum Lectures are open to the public and free of charge to attendees. The department offers refreshments and in some cases pays for speaker travel/lodging fees.
- Donations help support operating costs, too. For instance, EPOCH printing and mailing charges, alumni events (GSA and AAPG).

**Department Funding Priorities (not in any particular order):**

**Priority A: Increase alumni participation in the annual fund.**

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- Annual fund donations help support field trips. Due to the budget crisis, the department has had to cut the number of field trips we take almost in half and pass more of the field trip expenses on to our students. We’ve gone from spending \$8-10K per year on field trips to between \$3-4K per year.
- Annual fund donations help pay for student research in related areas of their major/minor. Funding supports research costs, including materials and supplies, laboratory fees, travel to field sites (or museums) to collect data, and student stipends.
- Annual fund donations help support student travel to scientific meetings. In many cases our students have the opportunity to attend scientific meetings to present research results or attend sessions pertinent to their interests. Unfortunately, students often lack the funds needed to pay the travel and meeting registration costs and so are unable to take part in these unique opportunities. Typically the only time students can attend meetings is if they are presenting work supported by research grants to our faculty. Funds provided will support student travel costs and conference registration fees.
- Annual fund donations can help support a vibrant seminar series in which students learn about current geologic research and benefit from small group and individual interactions with visiting scholars. These interactions broaden the students’ horizons and give them future opportunities beyond UB. Support currently available is limited to refreshments and rarely supports travel costs for visiting speakers.
- Annual fund donations, along with some larger donations, have helped the Department purchase new microscopes for our Mineralogy/Petrology classroom. Prior to this upgrade, our students were using decades-old microscopes. To date, the department has been able to purchase four Leica microscopes for student use and one Wards teaching microscope. These microscopes are set up in stations (with computers and cameras) so students can use them in small groups during classes. This upgrade would not have been possible without the support of our alumni and friends, who gave over \$40,000 in support. Over the next 12-24 months, the department hopes to add four additional microscope stations to continue equipment replacement.

*How the GAAB can help up increase alumni participation in the annual fund with the goal of increasing participation and total amount given by 50% over the next five years:*

- Task A1: Prepare letter to alumni under signature of Committee Co-Chairs, noting date of last gift and encouraging alumni to give to annual fund. (November 2010)
- GAAB e-mail reminding donors about annual fund (Feb 2011).
- Task A2: “Two Degrees of Separation” Challenge Department->UBGAAB MEMBER->One Alumni Connection?
- Task A3: Challenge the UBGAAB members...but challenge them to add one additional NEW alumni donation each. In other words...encourage more individual outreach and grass roots growth on participation.
- Task A4: Talk about the annual fund to other alumni. Encourage them to participate. For instance, when you attend GSA or AAPG or another national meeting, ask fellow alumni to support the annual fund. Encourage fellow alumni within your company to give and participate in any company match program.
- Priority B: Increase Corporate Awareness of UB Geology Programs**
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- Increasing corporate awareness for UB Geology Programs means:
  - more companies are willing to place our students into internships and hire our graduates.
  - more companies are willing to work with our faculty on research projects through donation of equipment, money or data.

*How the GAAB can help up increase corporate awareness of UB Geology Programs:*

- Task B1: Help us make connections with the right people. Introduce us to decision makers at companies that may help us place students or recent graduates.
- Task B2: Many corporations have giving programs. Identify programs that may support UB Geology activities and help us cultivate relationships with appropriate personnel.
- Task B3: Help us identify student fellowship programs and cultivate relationships with funding organizations.
- Task B4: Have an open house so employers can become more informed about the department and our faculty/student activities. Focus on creating relationships with these companies.
- Task B5: Run a field trip with local companies, encourage student participation. (An example might be a local energy company and have them go into a producing field, to demonstrate/expose students to different field-related activities, etc.)
- Priority C: Increase Large Donations to UB Geology**
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- Large donations may support an endowed chair. The department has recently lost two junior faculty to lesser universities that were nevertheless able to offer endowed chairs.
- Large donations may set up a new endowment fund, say for field trips, that the department can count on the interest ever year to support a certain number of trips.
- Large donations may support a dependable equipment replacement fund, so that students are exposed to modern instrumentation and techniques.
- Large donations played a major role the Department's purchase of new microscopes for our Mineralogy/Petrology classroom. Prior to this upgrade, our students were using decades-old microscopes. To date, the department has been able to purchase four Leica microscopes for student use and one Wards teaching microscope. These microscopes are set up in stations (with computers and cameras) so students can use them in small groups during classes. This upgrade would not have been possible without the support of our alumni and friends, who gave over \$40,000 in support. Over the next 12-24 months, the department hopes to add four additional microscope stations to continue equipment replacement.

*How the GAAB can help up increase larger donations to UB Geology:*

- Task C1: Help us cultivate relationships through "hosting" a private event (like a dinner or cocktail hour)
- Task C2: Make introductions to people that may have capacity to give at larger levels and a growing interest in our programs.