



UWL 
giving day

Employee **GIVING**
PACKET

UWL is a place where I learn and grow
and it's a place that I love, so thank you
for allowing me to continue chasing my
dreams at UWL.

—Kallie

College of Arts, Social Sciences & Humanities (CASSH)

- Bob and Janet Roth Music Challenge: Will match gifts to UWL Music Department dollar for dollar up to \$5,000.
- Dean's Challenge - Karl Kunkel: Will match the first 25 gifts of \$20 to CASSH (\$500 match).

College of Business Administration (CBA)

- Jim Paulson '82 Challenge: The first \$1,000 in gifts to any area within the CBA will be matched by Jim Paulson '82.
- Terry Henschel '83 Challenge: The second \$1,000 in gifts to any area within the CBA will be matched by Terry Henschel '83.
- CBA's 50th Anniversary Excellence Fund Challenge – In recognition of the CBA's 50th Anniversary, CBA interim Dean, TJ Brooks will match the first 50 NEW donors to the CBA who donate \$50 or more to the Excellence Fund (\$2,500 match).
- Economics and Finance Challenge: Lindsay Johnson, '05, UWL Foundation Board Member, will match \$500 donated to economics and \$500 donated to finance.

College of Science & Health (CSH)

- Mike '82 & Kathi McGinley Challenge: Will match gifts to the College of Science and Health scholarship fund dollar for dollar up to \$5,000.
- Dean's Challenge - Mary Jo and Mark Sandheinrich Challenges:
 - Will give \$1,000 to the Dean's Distinguished Fellowship Fund when 50 people make their first gift of any amount to CSH.
 - Will give \$1,000 to CSH scholarships when \$1,000 is raised for CSH.

School of Education, Professional & Continuing Education (SoE)

- Dean's Challenge - Marcie Wycoff-Horn: Will match gifts dollar for dollar to the SoE up to \$1,000.
- Jon Erickson '76: Will match gifts dollar for dollar to the SoE up to \$500.

UWL Alumni Association

- Board of Directors Challenge: All gifts of \$20 will be matched and counted as Alumni Association memberships for up to \$1,500.

UWL Athletics

- An anonymous donor will match the first \$1,000 given to support athletics or individual team sports.
- Todd Taylor '80 Men's Basketball Challenge: Will match gifts made to the Rollo Taylor Men's Basketball Endowment up to \$500.

UWL Employees

- UWL employees who make their first gift to UWL will be matched by members of the Chancellor's Cabinet up to \$1,000.

UWL Student Philanthropy Council Challenge

- The first 50 gifts of \$5 made by UWL students through the SPC Instagram page will be matched by an anonymous donor.

UWL Recent Graduate Challenge

- John '82 & Laurie '83 Diekhoff Recent Grad Challenge: Will match gifts from graduates from the class of 2015-2020 up to \$1,000.

John W. Metzger Delta Sigma Phi-EI Endowment Fund Challenge

- Mark Dahlke will match gifts made to Metzger Endowment up to \$1,000.

PLUS! Over \$5,000 in matching gifts will be unlocked throughout Giving Day thanks to members of the UWL Foundation Board of Directors! Watch for these scheduled Power Hour Challenges

- 12/1: 4-5 p.m. Happy-Hour Power Hour Challenge – gifts made in this hour will be matched up to \$1,000.
- 12/2: 8-9 a.m. Early-Bird Power Hour Challenge – gifts made in this hour will be matched up to \$1,000.
- 12/2: Final Hour Power Hour Challenge – gifts made in this hour will be matched up to \$1,000.

Giving Statistics at UWL

Total giving in 2019

\$1.3
MILLION
AWARDED IN
SCHOLARSHIPS

1,500
STUDENTS
IMPACTED

4,000+
UWL ALUMNI DONORS

16%
EMPLOYEES

How to Give on Giving Day

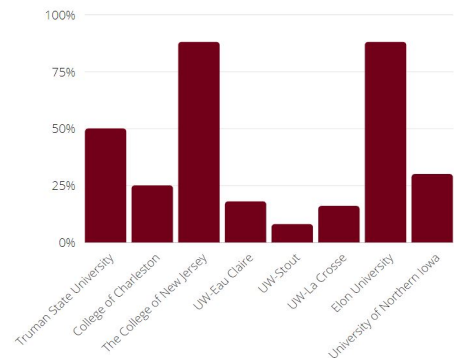
- One time gift via credit card
- Monthly gift
- Payroll deduction
available January 2021

Employee Giving 2020 Goals

- Secure **65** first-time gifts
- Add **30** new monthly gifts
- Secure **20** new gifts from UWL alumni employees

**First-time gifts from employees will be matched dollar for dollar up to \$1,000 on Giving Day.*

2019 Employee Giving Comparison



“Without your donation, there is a chance I would have not been able to explore the options I have with Accounting. I plan to use the knowledge and skills I have gained during my time at UWL to contribute to a firm in the Accounting industry upon graduation.”

– Hailey

“Our students work tremendously hard both on and off campus. I’m often amazed at the number of work hours many students have to put in to fund higher education. I donate to help ease that burden even just a little so students can focus more on the incredible opportunities available at UWL.”

– Dr. Ryan McKelley, Psychology

WHERE TO GIVE

Funds that will be featured on UWL Giving Day 2020

What is the fund	Who does it help	How do I give to this Fund on Giving Day
CBA Excellence Fund	Supports College of Business Administration student development opportunities (scholarships, study abroad, conference and workshop attendance), updates to software programs & databases, faculty development and guest lecturers.	Select CBA to support the Excellence Fund OR write in a specific department in Message section
CASSH Excellence Fund	Supports College of Arts, Social Sciences & Humanities students with financial needs, student travel to present scholarship and creativity activity at conferences, speaker series on "Global Citizenship in the 21st Century," digitizing the Oral History Program and the School of Visual and Performing Arts.	Select CASSH to support the Excellence Fund OR write in a specific department in Message section
School of Education Excellence Fund	Supports undergraduate research opportunities for students, training for junior faculty members, student and faculty travel to attend summer leadership trainings.	Select SOE to support the Excellence Fund OR write in a specific department in Message section
CSH Excellence Fund	Supports internships for undergraduate students in science, math, health professions and the Deans Distinguished Fellowship Program.	Select CSH to support the Excellence Fund OR write in a specific department in Message section
Alumni Association	Gifts and memberships support three Legacy student scholarships each year, alumni networking opportunities, student programming on campus, honoring distinguished alumni events, traditions, reunions, and more.	
Athletics	Supports student-athlete recruitment, equipment, coaching and performance resources.	Give to Athletics General Fund OR select one of 21 different sports OR an Endowment Fund

"As the second-youngest child in my family of eight, I grew up watching the rest of my sibling's struggle with school and decide that college wasn't the right choice for them. I kept my dream of being the first person in my immediate family to graduate with my Bachelor's degree. Thanks in part to this scholarship for my senior year at UWL, I am within one year of doing just that."

-Trevor

What is the fund	Who does it help	How do I give to this Fund
UWL Fund	Supports general student scholarships, unique opportunities and urgent needs of the University.	<p>To make a gift to any of these areas on Giving Day: scroll down to "Find a Project" and search the name of the Fund in the search bar.</p> <p>To make a gift to these areas at any other time: use the UWL Foundation giving page, click "Give Now" and select a Fund from the drop-down list.</p> <p>Foundation giving page: uwlax.edu/foundation</p>
Murphy Library Endowment Fund	Supports collection development, equipment, programming, development, and facility & environmental needs.	
UWL Cares - Angel Fund	Support students experiencing financial hardship resulting from an emergency, accident, or other critical incident.	
Student scholarships	Supports student scholarships based on merit, need, graduate, Margins of Excellence or a specific restricted scholarship established by a donor. **	
Graduate Studies	Supports Graduate Academic Achievement Awards for graduate students nominated by their programs. *Gifts made on Giving Day will provide scholarship awards to the winners of the 3 Minute Graduate Project Competition.	
MVAC	Supports Mississippi Valley Archaeology Center efforts in researching, preserving, and teaching about the cultural heritage of the Upper Mississippi River region.	
River Studies Center	Supports students pursuing careers in water through undergraduate and graduate programs working on freshwater challenges in partnership with state, federal, and non-governmental organizations.	
Pride Center	Supports Pride Center activities and student scholarships.	
Adapted Physical Education	Supports the Mike Ghelfi Endowment Fund for Special Populations Program.	
International Education & Engagement	Supports education abroad and international programming and scholarships.	
Multicultural Student Services	Supports multicultural student scholarships.	
Screaming Eagles Marching Band	Supports the UWL student marching band.	
Self-Sufficiency Program	Supports scholarship program, provides for program materials and needs, and addresses immediate financial needs that can threaten student success.	

"I give back as an ongoing show of support to all of the dedicated and deserving current and former students I have and will meet and work with here at UWL."

– Michael Current, UWL Reference Librarian





“Supporting student scholarship funds feels like a natural extension of my work as an educator. Even though I don’t give a lot, the funds from all donors add up to something meaningful for the student who gets the award. Also because I received numerous scholarships as a student and I want to pay the universe back for that help!”

– **Dr. Meredith Thomsen, Biology
& Grad Studies Director**

“It is difficult to express in words how much this means and helps me. With everything going on in the world right now, it’s tough to make enough money to afford expenses, and prepare for graduate school. Your generosity does not go unnoticed and you are truly making a difference in my life. Hopefully, I can repay you someday, not only for the scholarship but also for believing in me.”

–**Joseph**

UWL 
givingday



UNIVERSITY of WISCONSIN
LA CROSSE
FOUNDATION

Please feel free to reach out to our UWL Giving Day team
foundation@uwlax.edu