GivingTuesday: Collaborating with University Advancement to raise funds for basic needs

Dr. Tonantzin Oseguera, Associate Vice President Student Affairs
Cris Powell, Director of Development
Tuffy’s Basic Needs

- Meal distribution program
- Temporary Housing
- Hygiene products
- CalFresh signups
- Tuffy’s Closet (professional attire)
- Emergency Grants – SAFE funds
Student Assistance Fund for Emergencies (SAFE)

• Provide emergency support for students experiencing insecurity related to issues such as food, housing and transportation.

• Created in response to the immediate needs of our students; provides vital resources to students in order to help them flourish at Cal State Fullerton and succeed in life.

• Help students meet their basic needs and keep them on the path toward graduation and a successful future.
Black Friday. Cyber Monday.

#GIVINGTUESDAY™

November 28, 2017
#GivingTuesday at CSUF

- Began planning in Summer
- Collaboration between UA and SA
- Emails to Campus community
- Emails targeting donors
- SoMe campaign
- Needed to start early in Fall
#GivingTuesdayCSUF

- Educate public and community about S.A.F.E and the reality of our students
- Made everything digestible
  - $30 ($60 impact) provides 2 students one meal a day for a week
  - $60 ($120 impact) provides a student one week of emergency housing
  - $120 ($240 impact) provides a student an emergency grant for one semester
SUPPORT OUR STUDENTS IN NEED ON GIVING TUESDAY

MAKE A DIFFERENCE TO A STUDENT IN NEED
Our campus is coming together to match your gift dollar for dollar up to $10,000 on Giving Tuesday (Nov. 28) to Project SAFE. Learn more fullerton.edu/project-safe/

She should be focused on her future, not her hunger.

Giving Tuesday
Nov. 28, 2017

Hey, Titans help us support our Giving Tuesday (Nov. 28) efforts by adding the #GivingTuesdayCSUF Facebook frame to your profile pic. Go to this page. buff.ly/2AcHtU8 Search for our frame by entering 'Giving Tuesday CSUF' and select #GivingTuesdayCSUF's frame.
CSUF Student Life @... 11/28/17
"I am so grateful for everyone who contributed to Project SAFE because it helps so many students like me, who just needed that extra assistance," a CSUF student. Learn how you can help students in need through Project Safe. #GivingTuesdayCSUF
fullerton.edu/project-safe/

Dr. Berenecea Eanes 11/28/17
Thank you all for the support and generosity during #GivingTuesdayCSUF!!

If you would like to donate, there is still time! All donations make a difference. More: fullerton.edu/project-safe/

MAKE A TITAN IMPACT ON GIVING TUESDAY
Nov. 28, 2017

CSUF Student Affairs and Cal State...
Success!

- Made giving easy and expedited
  - Through text and website
- Featured on home page
- Provided SoMe kits and templates to all departments, colleges, and Admin on campus
- For one day all tweets, posts, photos, snaps where #GivingTuesdayCSUF
THANK YOU!!

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