



**CAL STATE LA**

CALIFORNIA STATE UNIVERSITY, LOS ANGELES

# WE ARE LA

## The Campaign for Cal State LA

*Janet S. Dial*

*Vice President for University Advancement*

*Executive Director, Cal State LA Foundation Board of Trustees*



**CAL STATE LA**

CALIFORNIA STATE UNIVERSITY, LOS ANGELES

**WE ARE**

**LA**

**THE CAMPAIGN FOR CAL STATE LA**

**#1**

**In the Nation for  
Upward Mobility**

**10,820**

**Donors**

**\$48,595,723**

**Raised**

# Building a Culture of Philanthropy

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- Annual Giving
- Major Gifts
- Estate Gifts
- Corporate and Foundation Gifts
- Principal Gifts
- Transformational Gifts
- Staffing and Volunteers
- Stewardship and Donor Engagement



THE CAMPAIGN FOR CAL STATE LA

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# The Campaign for Cal State LA

- Fundraising takes a team
- It takes months and years to prepare
- Faculty and Staff Campaign
- Student Philanthropy
- Alumni Association Board of Directors
- Foundation Board of Trustees
- President's Council
- Using Datamining to find new and enthusiastic Board members
- Nominations from Academic Senate (opening iphone contact list)
- Strong leadership will inspire and motivate the team to be successful



THE CAMPAIGN FOR CAL STATE LA

# The Alumni Association Board of Directors

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Dwight Nakata, President

Emilio Campos, President-Elect

Donna Zero, Vice President

Melvin Brewster, Treasurer

Raul Cardoza, Secretary

Marlene Carney, Director

Catherine Catherine, Director

Marisela Cervantes, Director

Kim Clements, Director

Edgar Garcia-Mora, Director

Paul Gomez, Director

Bertha Haro, Director

Nia Johnson, Associated Students, Inc. (ASI) President

Andres Molina, Director

Martin Nava, Director

Lisa Ng, Director

Anthony Ortiz-Luis, Director

Dr. Lourdes Ramirez-Ortiz

Alan Romero, Director

John Wong, Director

Brian Wu, Director

Janet Dial, Vice President for University Advancement

Maria Ubago, Executive Director for Alumni Relations

# The Foundation Board of Trustees



Omel A. Nieves  
President



Lorraine Bradley  
Trustee



Leila Ricci  
Faculty Trustee



Veena Prabhu  
Academic Senate Chair



Larry Adamson  
Vice-President



Sergio Gonzalez  
Trustee



Barry Rondinella  
Trustee



Dwight Nakata  
Alumni Association  
President



Andre Avramchuk  
Secretary  
Faculty Trustee



Lina Hu  
Trustee



Nilza Serrano  
Trustee



Lisa M. Chavez  
Vice President for  
Administration & Finance  
and Chief Financial Officer



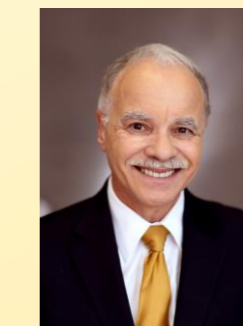
Nelson Algaze  
Trustee



Alev Lewis  
Trustee



Robert Velasquez  
Trustee



William A. Covino  
University President



Danielle Ares-Duran  
Trustee



Rosario Marin  
Trustee



Janet S. Dial  
Vice President for  
University Advancement



THE CAMPAIGN FOR CAL STATE LA

# The President's Council

Gilbert Barajas

Andrew Bicos

Bill Bogaard

Scott Budnick

Elise Buik

Elisa Callow

Steve Cooley

Richard Cordova

Charon D'Aiello-Sandoval

Frank De Santis

Arturo Delgado

Victor Dominguez

Sandra Figueroa-Villa

Marshall Geller

Mark Steven Greenfield

Ana Guerrero

Helen Hernandez

John Huerta

Carlos Illingworth

Jesse Juarros

Billie Jean King

Arthur Leahy

Kate Lear

David Lizárraga

Michael Lucki

Capri Maddox

Gary Matus

Omel Nieves

Tam O'Shaughnessy

George Pla

Terrence Roberts

David Sandoval

Eva Stern

Ralph Terrazas

John Tracy

Nat Trives

Belen Vargas

Gilbert Vasquez

Linda Wah

Rev. Mark Whitlock, Jr.

Kevin Xu

Willie Zuñiga



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**Thank You for Your Support!**