

# External Affairs

*Engineering Student Group*

*Leadership Workshop*

2025-2026

# About External Affairs (EA)

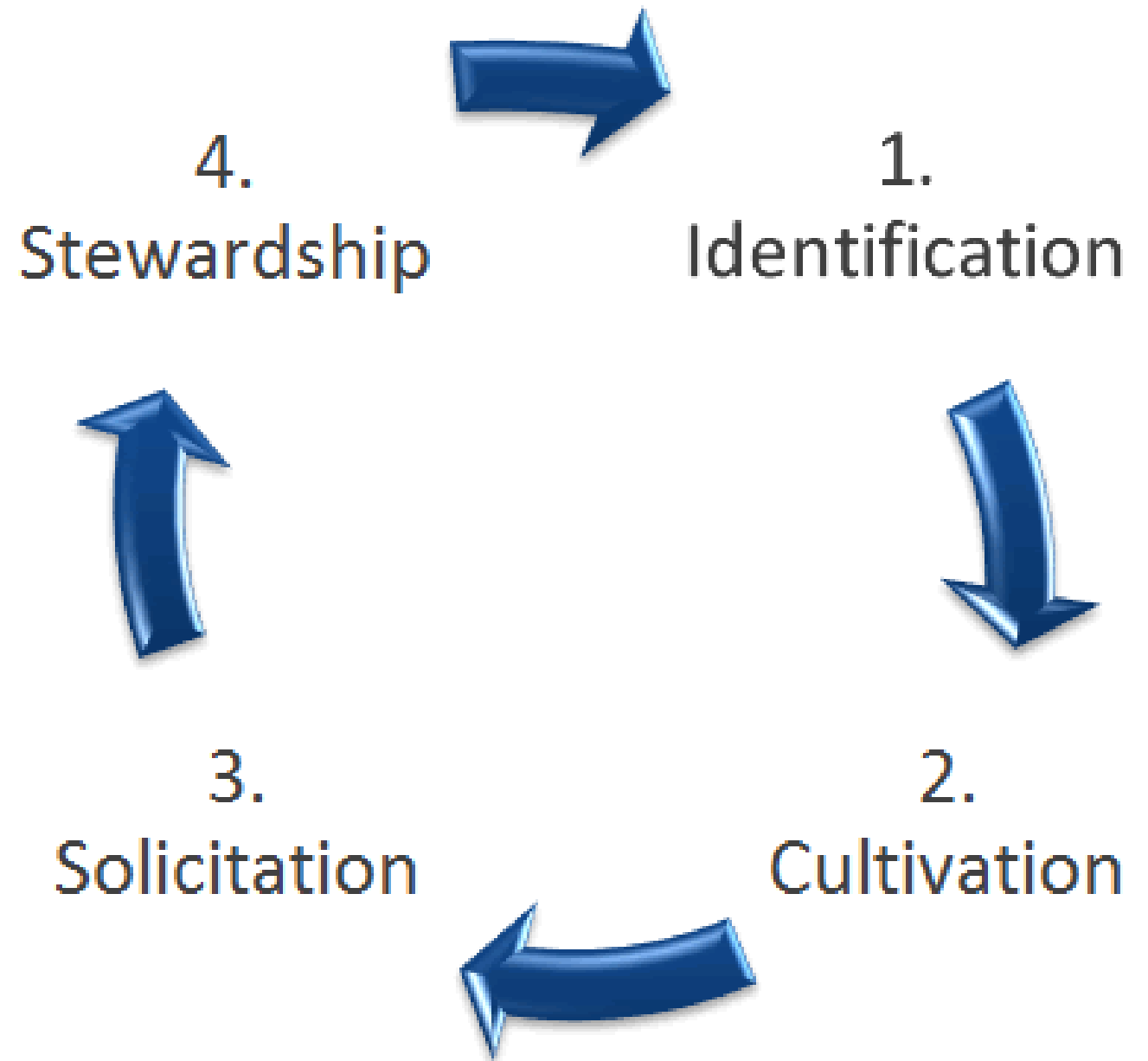
1

The Office of External Affairs at UCLA Samueli Engineering works “to build enduring relationships that promote advocacy and financial support for UCLA”.

2

Our goal is to connect faculty, staff, students, alumni and friends through strategies and programs designed to build long-term relationships and support for the university.

# The Gift Cycle



# Identification: Who to Target

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**Corporations** (email university recruiters/university relations professionals)

- **Email Sponsorship Packets**
- **Leverage Samueli alumni connections**

**Family and Friends**

- **Make personalized asks!**

**The Office of External Affairs**

- **Acts on your behalf when companies inquire about student organizations and recruiting**

# Cultivation/Solicitation: Sponsorship Packets

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***Sponsorship Packets must be finalized for compliance review by External Affairs  
By October 15<sup>th</sup> , 2025***

Key components:

- ✓ List of benefits and corresponding levels
- ✓ Tangible benefits require fair market value
- ✓ Must include UCLA Foundation URL
- ✓ Include ways to make a gift

***Note – Once your sponsorship package is reviewed you will be provided with an updated giving link that will auto-populate your club information***

# Solicitation: Ways of Giving

Checks should be mailed to:

The UCLA Foundation  
PO Box 7145  
Pasadena, CA 91109-7145

Online Giving General Form:

<https://giving.ucla.edu/Campaign/Donate.aspx?SiteNum=8>

**GIVING  
DETAILS**

I Would Like To Give To

Which Category?

STUDENT ORGANIZATIONS

Which Fund Would You Like To Support?

*Please designate a fund.*

--- SELECT ---

--- Select ---

- 3D4E at UCLA Fund
- ACM at UCLA
- AIAA at UCLA
- AIChE at UCLA
- American Indian Science and Engineering Society (AISES)
- American Society of Civil Engineers at UCLA
- American Society of Mechanical Engineers at UCLA
- Building Engineers and Mentors (BEAM) at UCLA
- Blockchain at UCLA
- BMES at UCLA
- Bruin Entrepreneurs Student Organization
- Bruin Formula Racing
- Bruin Home Solutions
- Bruin Racing Baja SAE
- Bruin Supermileage
- Cal Geo at UCLA
- CruX at UCLA
- DBF at UCLA
- Earthquake Engineering Research Institute at UCLA

OTHER

# How to Give Page

You may donate/sponsor us online by credit card or PayPal using the online giving link below:

<https://giving.ucla.edu/campaign/donate.aspx?Fund=14760c&Code=M-44455>

For further reference, our fund number is 14760c and our marketing effort ID is **m-44455**.

The UCLA Foundation also accepts donations in the form of checks. In the memo line, please include the following details: **Institute of Electrical and Electronics Engineers (IEEE) at UCLA, Fund 14760c, m-44455**. Checks may be sent to the mailing address below:

The UCLA Foundation  
PO Box 7145  
Pasadena, CA 91109-7145

Your donation will be disbursed by the UCLA Foundation, which receives contributions made by alumni, friends, private foundations and corporations on behalf of UCLA's departments and clubs. More information about the management of funds can be found here: <https://mygiving.ucla.edu/faq#disclosure>. Additional documents you may need can be located here: <https://mygiving.ucla.edu/faq>. Since we hold 501(c)(3) status, donations made to us are tax deductible.

For donation and UCLA Foundation related inquiries, please contact Elisabeth Leavitt, Associate Director of Development, Corporate and Foundation Relations, UCLA Samueli School of Engineering at [ekealy@support.ucla.edu](mailto:ekealy@support.ucla.edu).

Use this!

# Example Sponsorship Detail Pages

## AIAA AT UCLA SPONSORSHIP FORM



COMPANY NAME

ADDRESS

EMAIL

PHONE NUMBER

YES! WE WOULD LIKE THE PACKAGE BY GENEROUSLY DONATING \$  TO BE DISTRIBUTED AS FOLLOWS:

- AIAA fund \$     Rocket Project \$     Design Build Fly \$   
 Bruin Spacecraft Group \$     Uncrewed Aerial Systems \$

(Please check the box and indicate the amount next to the respective projects)

YES! WE WOULD LIKE TO DONATE THE FOLLOWING PRODUCTS OR SUPPLIES WITH A VALUE OF \$  TO BE DISTRIBUTED AS FOLLOWS:

### THANK YOU FOR SUPPORTING AIAA AT UCLA!

Your donation will be processed by the UCLA Foundation, which oversees funds from various contributors for on behalf of UCLA's departments and clubs. For more information on fund management, please refer to this link for more details: <https://www.uclafoundation.org/Resources/Dislosures>

Additional documents and resources you may need can be located here: <https://www.uclafoundation.org/Resources/Tools>

Since we hold 501(c)(3) status, donations made to us are tax deductible.

Submission of this form acknowledges that you have read and agreed to the disclosure agreement.

Please email completed form to Helen Magid and Kyra Allen:  
Helen Magid at UCLA Engineering Office of External Affairs: [hmagid@support.ucla.edu](mailto:hmagid@support.ucla.edu)  
Kyra Allen, AIAA President: [aiaa@q.ucla.edu](mailto:aiaa@q.ucla.edu)



[aiaa.seas.ucla.edu](http://aiaa.seas.ucla.edu) | [aiaa@q.ucla.edu](mailto:aiaa@q.ucla.edu)



## SPONSORSHIP DETAILS



### SPONSORSHIP TIERS

#### GOLD (\$2500+)

##### Branding

Social Media Shoutouts  
Logo on Website  
Logo on Slides  
Logo on Merchandise  
Logo on Competition Crafts

##### Recruitment

Project Updates  
Meet and Greet  
Priority for Info Sessions/Tours  
Request Member Resumes  
Distribute Recruiting Material

#### SILVER (\$1000-\$2500)

##### Branding

Social Media Shoutouts  
Logo on Website  
Logo on Slides  
Logo on Merchandise

##### Recruitment

Project Updates  
Meet and Greet  
Priority for Info Sessions/Tours  
Distribute Recruiting Material

#### BRONZE (\$500-\$1000)

##### Branding

Social Media Shoutouts  
Logo on Website  
Logo on Slides

##### Recruitment

Project Updates  
Distribute Recruiting Material

### DONATION LINKS

#### AIAA at UCLA

<https://giving.ucla.edu/campaign/donate.aspx?Fund=12840c&Code=M-44371>  
Marketing Effort **44371**

#### Rocket Project

<https://giving.ucla.edu/campaign/donate.aspx?Fund=64219c&Code=M-44372>  
Marketing Effort **44372**

# Stewardship: Let Your Donors Know Their Impact

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- Express Gratitude
- Keep Records of Key Accomplishments
- Create a Spring Impact Report
- Engage Your Donors

*Remember - A renewing donor is always easier than a new donor, but new donors expand your potential support.*

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**Why is there even a Gift Fee of 6.5%??**

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# How EA Supports You!

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The Gift Fee funds the process of administrating philanthropic donations and compliance.

*This is how EA is able to support you in the way we do!*

1. Accept and deposit gifts
2. Review sponsorship packets for Gift compliance
3. Weekly Emails regarding gift updates
4. Set up and advise on UCLA's crowdfunding platform, SPARK
5. Matching Gifts\*
6. Gift-in-Kind Facilitation
7. Process draw down requests from UCLA Foundation funds
8. Provide tax forms requested by donor
9. Connecting you to Industry Partners

# UCLA Gift Funds: Foundation vs. Regental Gift Funds

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	Foundation Gift Fund	Regental Gift Fund
<b>“Owner”</b>	UCLA Foundation (independent 501c3)	UC Regents (aka “campus”)
<b>Accept gifts via</b>	Check, Wire Transfer, or Online (credit card and PayPal) – credit card fees apply (approx. 2-3% )	Check or Wire Transfer
<b>Who to ask about balance</b>	Office of External Affairs (aka Melynda Martin-Small)	Department MSO/fund manager*
<b>Process to spend gift money</b>	Request draw down from Office of External Affairs.	Work with Marlon Williams or department purchaser*

# FAQ about Foundation Funds

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- How do I find out the current balance of the Foundation Fund?
  - ***Email the MSO for your Student Club area/or EA – they will provide this information.***
- How do I drawdown funds from the Foundation Fund to the Campus Fund?
  - ***Email Melynda Martin-Small in EA – She will process the MTF/drawdown to the campus fund.***
- How do I know what new gifts have come in?
  - ***EA will email out any new gifts received on a weekly basis to the contact person provided.***

# EA Contacts

## **Elisabeth Leavitt**

*Associate Director, Corporate & Foundation Relations*

**ekealy@support.ucla.edu**

For sponsorship packages, locating gifts, fielding general questions about CFR.

## **Melynda Martin-Small**

*Senior Coordinator, Business & Finance Services, External Affairs – Samueli*

**[mmsmall@support.ucla.edu](mailto:mmsmall@support.ucla.edu)**

For drawdowns from Foundation Funds to Campus Funds.

## **Sarah Ramage**

*Senior Director, Operations*

**sramage@support.ucla.edu**

For general questions about locating gifts, and general support.

## **Cindy Ponce**

*Development Coordinator*

**[cponce@support.ucla.edu](mailto:cponce@support.ucla.edu)**

For questions on locating gifts and other gift inquiries

# Q&A



# Engineering Spark Campaigns 2023-2024

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**STEPHANIE MANN, DIRECTOR OF DIGITAL PHILANTHROPY  
THURSDAY, AUGUST 29, 2024**



**RoMeLa: The Road to RoboCup**



**Rocket Project at UCLA**



**2024 NSBE NATIONALS FUND**

## **What are Spark Campaigns?**

- **UCLA Spark is the official crowdfunding platform of UCLA. It's a space where students can come together to create, support, and share fundraising campaigns for their Engineering Student Clubs and Organizations.**

## **How does External Affairs partner with Engineering Student Clubs and Organizations?**

- **EA holds informational meetings with engineering clubs interested in launching a Spark Campaign.**
- **EA reviews and provides feedback on your club's Spark Application.**
- **EA provides advice and strategy on your club's Spark Campaign.**

## **Why do a Spark Campaign?**

- **History of Success!**
- **Between the 2022 to 2024 academic years, Engineering Clubs raised over \$140,066 via thirteen Spark Campaigns!**
- **These past two years, Spark Campaigns helped Engineering Clubs send their members to conferences, competitions, purchase materials and equipment for their projects, and fund community outreach programs to local schools!**
- **Spark Campaigns helped our office to discover major gift donors for Engineering Clubs!**
- **The university's exclusive crowdfunding solution for student orgs!**

## **Spark Campaigns 2024-25: Important Dates To Remember**

- **Module 1: 10/1/2024 to 10/31/2024 - Applications due: 8/30/2024**
- **Module 2: 10/29/2024 to 11/28/2024 - Applications due: 9/27/2024**
- **Module 3: 1/22/2025 to 2/21/2025 - Applications due: 11/15/2024**
- **Module 4: 2/19/2025 to 3/21/2025 - Applications due: 1/17/2025**
- **Module 5: 5/6/2025 to 6/5/2025 - Applications due: 4/4/2025**

## What Else Do I Need to Know?

- **Application:** <https://spark.ucla.edu/submit-application>
- Please plan on submitting your draft Spark application to our office, 15 to 30 days before the application due date.
- Submitting an application doesn't guarantee you will be hosted by Spark (but working with our office definitely helps)!
- Identify two to five other club members who can work on your club's Spark Campaign.
- Did your club successfully run a Spark campaign that reached 100% goal after September 2022? If so, you can skip this year's application!
- Spark Modules at the end of the quarter or during finals are not recommended for engineering clubs and organizations.

## Interested in a Spark Campaign?

**Gustavo Callejas**  
Associate Director, Annual Giving  
UCLA Samueli School of Engineering  
[gcallejas@support.ucla.edu](mailto:gcallejas@support.ucla.edu)

**UCLA Spark**  
[uclaspark@support.ucla.edu](mailto:uclaspark@support.ucla.edu)

# APPENDIX

# Your Fundraising Assets

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- Sponsorship Packet

*\*EA can advise if you don't yet have one*

- Your personal and professional networks

- Who do you know who works at a company that can support your group?
- How can alumni of your club be of support?

- Uniquely positioned to offer superior stewardship

- Which facilitates future donations

- Your human capital

- Many companies want access to talented engineers like you all

# Terms to Know

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## Gift

A donation of money made to your organization out of generosity that doesn't impose contractual requirements and is awarded irrevocably. A sponsorship can also be considered a gift.

## Gift-in-Kind

A donation of goods and services.

- *For gifts-in-kind valued at \$5,000 or more an appraisal is required for a tax receipt*
- *Paperwork requirements noted in Resource Center*
- *Excludes software licensing, rent-free use of property and donation of time*

## Gift Premium

In case that a benefit is received as result of a donation (as typical with sponsorships) the fair market value (FMV) of the benefits received are not tax deductible, and are deducted from the tax receipt as a gift premium.

## Tax Receipt

Proof of gift sent from UCLA as a registered 501c3 organization to donor, allowing donor to claim a tax benefit from their donation.

- *Donation must be made via an official UCLA channel to be eligible for a tax receipt*

# More Terms to Know!

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## **MTF – Monetary Transfer of Funds**

MTF (also called **draw downs**) is the process of moving funds from a foundation gift fund to the corresponding linked campus fund (a type of regental fund) such that the money can be spent. Draw down requests must be submitted by the 20<sup>th</sup> of the month for money to be available in the linked campus fund by the start of the next month.

# Bank Accounts: Non-UCLA vs. UCLA

	Non-UCLA Bank Account: Wescom, University Credit Union, etc	UCLA Bank Account: UCLA Gift Fund <small>(see types of gift funds)</small>
Deposit Sources	Money received from individuals with no gift receipt expected, such as membership dues, Bruin Walk/Court of Sciences boba sales ( <b>not tax deductible</b> )	Money from individuals who expect a gift receipt or any money received from companies, such as gifts/sponsorships, career fair registrations, etc ( <b>tax deductible</b> )
Use Cases	<ul style="list-style-type: none"> <li>• “Petty Cash”</li> <li>• Small reimbursements for things like pizza, using an UBER for club business, etc</li> <li>• Prizes and Gifts</li> <li>• <i>Basically anything that only involves a receipt</i></li> </ul>	<ul style="list-style-type: none"> <li>• Supplies for projects</li> <li>• UCLA and ASUCLA businesses (room rentals, catering, mail/printing services, etc)</li> <li>• Conference registration and travel expenses</li> <li>• <i>Basically anything that involves an invoice, contract, or campus recharge</i></li> </ul>
Fees	<ul style="list-style-type: none"> <li>• Any stated bank fees or minimum balance requirements</li> </ul>	<ul style="list-style-type: none"> <li>• 6.5% gift fee (see next slide)</li> </ul>
Responsibility for any Tax Liability	<ul style="list-style-type: none"> <li>• Student(s) whose social security number is listed as the “responsible party” on EIN paperwork with the IRS and/or on the bank account</li> </ul>	<ul style="list-style-type: none"> <li>• UCLA</li> </ul>
Person to consult with questions	<ul style="list-style-type: none"> <li>• Bank Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>• External Affairs or department staff</li> </ul>