



The Impact of *You*

Annual Impact Report
FY 21-22

University of
La Verne

In this Report

4

University of La Verne At a Glance

5

Your Stories, Your Impact

Read the stories of **Lucile Cayford Leard '59** and **Luis R. Lopez '16, MBA '18**, two inspiring alumni with different backgrounds and different ways of giving.

8

All Because of You

Because of you, **96 percent** of undergraduates receive grants and/or scholarships.

9

Who You Are, How You Give

Thank **YOU** for helping us raise over **\$8 million** in FY 21–22.

11

Agents of Positive Change

The College of Health and Community Well-Being is poised to be a transformational force for the university and for the region at large.

15

The Impact You Make

Our second annual Giving Day and High 5 Challenge raised over **\$80,000** and had **949 donors**.

16

You Are In Good Company

Our giving societies – **The 1891 Society, Green & Orange Society, Veritas Society, and the Leo Club** – celebrate four types of giving.

17

Investing in Our Mission

Endowment funds are a critical component of the university's financial strength; they are seeds planted in the present that will continue to grow in the future.



A Note From President Lieberman

Recently, I announced my retirement as president of the University of La Verne effective July 2023. It has been a privilege to lead this remarkable institution for 12 years. I will carry with me the tenacity of our students, the incredible professional successes of our graduates, the impact of our many regional partnerships, and the kindness and support of our close-knit community.

As this report demonstrates, our community continues to thrive thanks to the generosity of countless loyal donors and institutional partners. We truly cannot thank everyone enough for enabling all the great progress that we've made over the last decade. This university will be accomplishing great things in the coming years, building on its already outstanding history.

As I savor my remaining months as president, I can only offer my eternal gratitude to you, our donors and constituents, for everything that you have made possible. *Thank you.*

Sincerely,

Devorah Lieberman, PhD
President

“
I am confident that the university remains in excellent hands.

> President
Devorah Lieberman



OUR SINCEREST THANKS TO YOU

Inside this Report are exciting examples of what supporters like *you* have made possible at the University of La Verne.

We are humbled by the generosity of our community and marvel at the possibilities that lay ahead. We are grateful for all *you* have made possible with *your* support.

University of La Verne At a Glance

5
colleges

6,201
*total number of
enrolled students*

9
campuses throughout
Southern California

85,000+
alumni worldwide

12:1
*student to
faculty ratio*

\$196.5M
annual operating budget

71%
*of classes with fewer
than 20 students*

\$63,000,000
annual institutional financial aid awarded to students

*Enrollment as of Fall 2021. Budget for FY 22-23.

YOUR STORIES, YOUR IMPACT

There are many ways to support the University of La Verne, whether you are a recent graduate or a longtime alumna/alumnus, a person of modest means or a person of substantial wealth. **Lucile Cayford Leard '59** and **Luis R. Lopez '16, MBA '18** are two inspiring alumni with very different backgrounds and different ways of giving. Nonetheless they share the same passionate goal: **helping our students thrive!**

“
*I give because
of the education
my family and
I received.*
”

> Lucile Cayford Leard '59

Lucile Leard: A Lifetime of Service



📷 Lucile Cayford Leard '59 with her son, Rodney Leard '85, at the 2022 Celebration of Gratitude, an annual event that celebrates the generosity of our Giving Society members.

For Lucile Cayford Leard '59, the University of La Verne runs deep in the family. Her two older brothers attended the university, as well as three of her children, a niece, and a nephew.

Impressed by her brothers' positive experience at what was then called La Verne College and encouraged by its association with the Church of the Brethren, Leard decided to enroll. She loved her time here, pursuing a double major in vocal music and elementary education, singing in the choir, performing with the drama club, and playing on the basketball team.

Leard also participated in the University of La Verne's first-ever Summer Service, back when it was an innovative pilot program to make good on the university's core value of civic and community engagement. Today, the annual program continues to provide countless students with community service opportunities to help them learn what it means to be a socially responsible citizen.

The lessons Leard learned at that first-ever Summer Service never faded. Her La Verne

education was her key to a fulfilling career as an elementary school music teacher, and she has never hesitated to give back to the community that gave her so much.

In 2014, she established an endowment for the Interfaith Fellows program through an estate gift, providing students opportunities to create and implement interfaith programming. She also supports the University of La Verne's scholarship fund by naming it as the primary beneficiary of her qualified individual retirement account (IRA).

A donor for 33 years and counting, Leard can take extra satisfaction from the fact that her legacy gifts will continue to benefit students for many generations to come. She likes to tell people: *“I give because of the education my family and I received,”* and encourages other alumni to pay it forward as well.



Lucile is a member of the Veritas Society, which recognizes donors who provide support beyond their own lifetimes.

“
I know the value of these scholarships.
”
 > Luis R. Lopez '16, MBA '18



Not being able to afford college as a young adult, Lopez went straight to work at a variety of places, including the National Association of Latino Elected and Appointed Officials (NALEO) and the California Association for Bilingual Education (CABE). Later, Lopez joined Southern California Edison (SCE), where he still works today.

After more than a decade in the workforce, Lopez felt ready to take on managerial and leadership roles. He found that the University of La Verne offered a flexible adult learning program, so he took the plunge, completing his degree at the university's Burbank, California campus while continuing to work. *“I had a great academic experience, and the professors really knew what they were doing,”* he raves.

After receiving his BA however, Lopez wanted to go further and returned to the university to pursue an MBA. In 2018, he completed his second degree, and today he is proud to call himself a Project Manager at SCE.

Lopez was inspired by conversations he had with his fellow students, many of whom were much younger than he was, and many of whom were able to attend the university thanks to generous scholarship packages. In those students, he saw the real impact that university scholarship funds have, and he wanted to support the effort any way he could. Lopez is now an active member of our Alumni Advisory Board (AAB), and his monthly donation is matched by his employer, SCE.

“Although I was able to pay my tuition myself, I know the value of these scholarships,” Lopez explains. *“Many people in my own family don't have access to these resources. As an immigrant and a first-generation Latino college graduate, I am excited to help other students go to college!”*

Luis R. Lopez: Getting Ahead While Paying It Forward

Luis R. Lopez '16, MBA '18, has a unique way of supporting the University of La Verne: in addition to other gifts, he gives exactly \$20.16 each month in honor of his graduation year. He is excited to increase his donations in the future, but for now, this is a meaningful way for him to give back to an institution that has played a critical role in advancing his career.

All Because of You

96%
 Percentage of undergraduates receiving grants and/or scholarships

222
 Total number of privately-funded scholarships

525
 Total number of privately-funded scholarship recipients

\$900,076
 Total awarded in privately-funded scholarships

Scan the QR code to the right with your smartphone's camera to watch a short video on the impact scholarships have on our students.



SCAN ME



“Your donation has helped me afford college and be able to focus more on my studies. It will enable me to become the first in my family to graduate from college and receive a BA. Your donation will not only help me and my future but the future of my children and family.”

Jose Miguel '23,
 Social Science



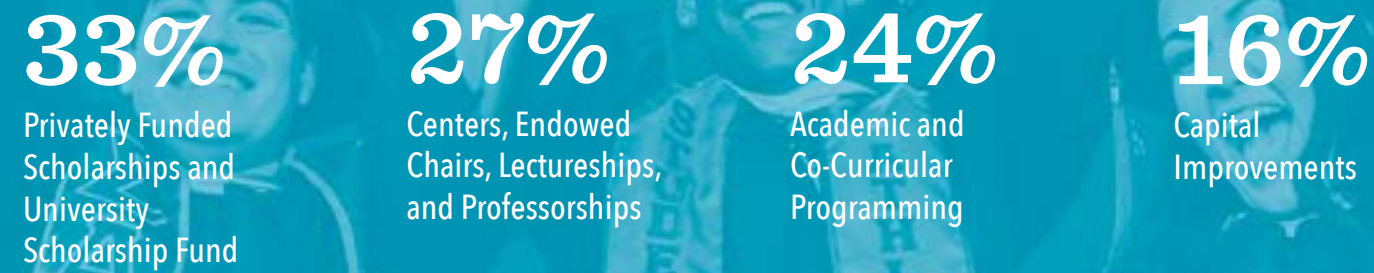
“My biggest worries in my academic career are monetary. You have helped make my dreams of becoming the best elementary teacher I can be come true. I have so much passion for the youth that I am already enrolled at ULV to do my master's program starting summer of 2023!”

Esmeralda Olivar '23,
 Educational Studies

Who You Are, How You Give

 **\$8,157,072**

Total Raised in Fiscal Year 21-22



 **2,445**

Total Donors in Fiscal Year 21-22



\$4M+
\$4,374,716 raised
for endowments

1,334
*total number of
alumni donors*

\$2M+
\$2,294,002 raised
from legacy giving

\$4,435,107
total raised from alumni donors

\$3,325
*average
alumni gift*

778
total number of
first-time donors

\$2,560
*average first-time
donor gift*

\$1,991,828
total raised from first-time donors

AGENTS OF POSITIVE CHANGE

As the cornerstone of the University of La Verne's 2025 Strategic Vision, the newly launched College of Health and Community Well-Being is poised to be a transformational force for the university and for the region at large. Taking key lessons learned from the pandemic, the college will train diverse students to take on in-demand jobs such as nurse, physician assistant, and medical technician.

The focus of the training will be on the social determinants of health, such as race and economic status, which have been shown to adversely impact access to quality care; by so doing, the College of Health and Community Well-Being aims to produce a more compassionate, more culturally aware, and more competent healthcare workforce to meet the future.

During my rotations, I had the opportunity to work with ULV PA alumni as they were my very own preceptors. It was a wonderful experience to see the ULV PA program working in full circle and only motivated me to continue to learn and strive to be an empathetic and knowledgeable provider.

> Sabrina Trinh, MSPAP '22



© Sabrina Trinh, MSPAP '22

“This program has opened up a whole new aspect of nursing for me. Instead of just carrying out tasks, I now know the research and science behind those tasks.”

> Amanda Marin, Class of '23, RN to BSN Degree Program

While opening a new college is a bold venture, the College of Health and Community Well-Being (CHCWB) builds on the university's 50 years of successful programming in the healthcare field, including popular undergraduate degrees in kinesiology and health administration, as well as graduate programs in physician assistant practice and clinical psychology. The college is also powered by our core values, with its focus on diversity, inclusion, social mobility opportunities for students, and having a positive impact on the community. Over a five-year rollout period, more degree programs will be added, with the ultimate goal of building a thriving, comprehensive educational resource for Inland Southern California.



📷 Frances '64 and John A. Ware

◀ Thank you to Frances Ware '64 for her extraordinary gift of \$2.3 million to name the John A. Ware nursing program after her late husband. Because of strong early support like this, the College of Health and Community Well-Being is off to a roaring start!

“ We wanted to give back to the university in a way that would leave a lasting impact with students. > Frances Ware '64 ”

Colin Buckley '14 thinks the opening of the new college is *“fantastic!”* He should know; armed with a BS in Biology with a pre-med focus from the University of La Verne, he attained his MD from the University of Oklahoma in 2018 and is now in his fourth-year surgery residency at the University of South Alabama. Coming to the University of La Verne as a veteran who had seen combat in Afghanistan, Buckley's goal remains to become a trauma surgeon for the military. He raves about his time here, asserting that what he learned was essential to his success today. Buckley says: *“It's exciting to see the University of La Verne expand its healthcare programming to reach more people. The medical community is really hurting for nurses now; we are short-handed everywhere.”*

This acute shortage of nurses is something that University of La Verne Trustee **John Raffoul, DPA '02** is very familiar with. As President of Adventist Health White Memorial (AHWM), a teaching hospital focused on serving low-income populations, staffing is something he thinks about constantly. His current goal for AHWM is to achieve “magnet hospital” status from the American Nurses' Credentialing Center (ANCC). To meet the criteria for certification, 100 percent of nurse leaders and 80 percent of nursing staff overall must have a Bachelor of Science in Nursing (BSN) degree.

In a key collaboration with the University of La Verne, AHWM made a gift to establish a targeted scholarship fund for students in the Bachelor of Science in Nursing: RN to BSN program, the first new degree program to be rolled out under the CHCWB banner. The fund supports AHWM



Did you know that the College of Health and Community Well-Being was 10 years in the making? Thank you to the more than 40 members of the President's Health Advisory Council (PHAC), comprising prominent health care leaders who provided invaluable guidance and resources as we developed plans for our new college. Your partnership has helped us create the future.

nurses as well as current RNs within the hospital's service area who wish to enhance their leadership skills and advance in their careers. *“There are a lot of synergies between our two institutions,”* says Raffoul. *“We both want to change lives in our communities, so this partnership benefits both of us.”*

Amanda Marin '23 is one of the very first students to enroll in the RN to BSN program, and one of the very first to benefit from the AHWM scholarship fund. Employed at AHWM for two years, she decided to take advantage of the new degree program to further her career: *“I wanted to expand my knowledge. With only an ADN (Associate Degree in Nursing), I felt I had a lot of gaps in my knowledge. This scholarship enabled me to do it without worrying about money.”*

Marin continues to work full-time at the hospital while attending classes. While balancing work and school, she found the professors very caring and supportive. She loves the two classes she's currently taking, which are focused on writing and

research. *“Career nursing is a research-based, evidence-based practice, you really need to stay up to date on all the latest developments in order to better serve your patients,”* Marin says.

“It's going to be an awesome school,” says **David Krasnow '69, MBA '00**. Like Buckley, Krasnow graduated with a BS in Biology, and along with Raffoul, he has been an active participant on the President's Health Advisory Council (PHAC). His long and wide-ranging career has included a 43-year clinical practice in optometry; the co-founding of Fudem in El Salvador, the largest eye clinic in Latin America; the co-founding of the California chapter of VOSH (Volunteer Optometric Services to Humanity); and a global consulting and humanitarian aid practice. He has received numerous awards and citations for his achievements. And yet, when he first arrived at the University of La Verne as a transfer student, he was on academic probation.

“This place turned my life around,” Krasnow explains, citing influential mentors like beloved biology professor Bob Neher. *“People really care about you here, and there is a culture of community service that is instilled in students from day one. That's the real secret sauce of the University of La Verne, and that's why this place is uniquely suited to train the healthcare workforce of the future.”*

📷 Plans are underway to build a home for the College of Health and Community Well-Being in Ontario, California, near to the university's College of Law and Public Service and a new civic center complex, contributing a revitalized education and innovation corridor of the city's downtown area.



The Impact You Make

Giving Day

Our second annual Giving Day and High 5 Challenge took place on April 12th, 2022. If you're not familiar, Giving Day is an annual day for the Leopard community — alumni, students, parents, faculty, staff, and friends — to come together and support the university. **This year, we had 949 donors participate in Giving Day, far surpassing the previous year's donor count of 808.** The success was made possible in part by our wonderful volunteers. 157 of our gifts and 20% of our overall dollars on Giving Day were generated from outreach by our team of advocates!

High 5 Challenge

The High 5 Challenge is a special challenge during Giving Day which is all about supporting our student-athletes. **Every gift of \$5 or more to any of our athletic funds counts as a "high 5" and for this year's challenge, we raised \$37,638!** Thank you to everyone who helped make Giving Day and the High 5 Challenge a success.

Did you know our High 5 Challenge video from our first Giving Day won a Silver Circle of Excellence award from the Council for Advancement and Support of Education (CASE)? Scan the QR code below with your smartphone's camera to watch our award-winning video!



Annual Giving Fundraising Stats

\$959,914
Total Raised in Unrestricted Giving

\$108,500
Largest Annual Fund Contribution in FY 21-22

Athletics Fundraising Stats

\$678,654
Total Raised for Athletics


\$1,955
Average Athletics Gift

You Are In Good Company

The University of La Verne appreciates the generosity of our loyal supporters. Our four giving societies — The 1891 Society, Green & Orange Society, Veritas Society, and the Leo Club — were created to recognize outstanding generosity. Our societies celebrate four types of giving:



*"The University of La Verne changed my life and my husband's life forever."
— Kaly Rose Miller '15, Green & Orange Society Member*

 2022 Celebration of Gratitude, an annual event that celebrates the generosity of our Giving Society members.



The 1891 Society

Donors who have given \$1,000 or more during the fiscal year

\$6,021,167
Amount Given

389
Members



Green & Orange Society

Donors who have made a gift for three or more consecutive years

\$3,390,212
Amount Given

692 Members **145** Lifetime Members (Given For at Minimum 25 Consecutive Years)



Veritas Society

Donors who establish endowments or have given through estate plans and other life income vehicles

458
Members (Living and Deceased)



The Leo Club

Donors who have given \$100 or more to any athletic fund during the fiscal year

\$678,654
Amount Given

347
Members

**Donor overlap may occur among the various giving societies*

Investing in Our Mission

As the world continues to face social and economic challenges, strategies for long-term financial sustainability are more important than ever. One strategy is to continue to grow and strengthen the university's endowment.

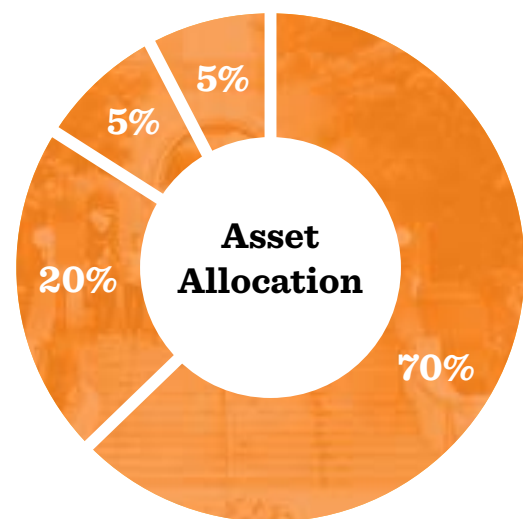
We are pleased to report that thanks to the generosity of our donors and the success of our investment strategies, the value of the University of La Verne's endowment portfolio is currently \$129,406,764!

\$129,406,764

Total Endowment as of June 30, 2022

Asset Allocation

Endowed funds are managed as long-term investments. Similar to a mutual fund, each endowed fund owns units within the university's endowment pool. To preserve the endowment's value over time, the pool is invested to provide annual income and long-term growth of principal (although depreciation is always possible). The university's asset allocation strategy is reviewed at least quarterly to ensure that the portfolio's investment and diversification objectives are met.



70%

Global Equity

20%

Fixed Income

5%

Hedge Funds

5%

Liquid Alternatives

“
We are fortunate to have a community of supporters that continues to give so generously.
 > President
 Devorah Lieberman
 ”

Thank You From the Vice President of University Advancement

It is truly rewarding to lead the University of La Verne's advancement efforts during such a time of expansion and forward progress. Every year, our students have more educational resources and opportunities to choose from. Everywhere one looks, there is a new initiative or program that strives to meet acute community needs, offer innovative solutions, and provide resources to underserved populations. Like President Lieberman, I look forward to watching all of these projects bear fruit in the coming years.

On behalf of our students, faculty, and staff, thank you for everything that you do.

Sincerely,

Sherri G. Mylott
 Vice President, University Advancement





To learn more about giving options that are right for you, visit us on the web at laverne.edu/advancement



To make a gift in person, please stop by our campus office at 2035 Bonita Avenue, La Verne, CA 91750



To make a gift online, visit giveto.laverne.edu

***Thank you to
all our donors!***