



## **Boldly Brown: The Alumni of Color (AOC) Initiative** Frequently Asked Questions –FAQ's

### **Q. What is the AOC Initiative and how long will it last?**

**A.** Building on the energy and momentum of the Campaign for Academic Enrichment and the reengagement work of the alumni affinity groups, the Alumni of Color Initiative seeks to recruit record numbers of alumni of color as donors to the Boldly Brown Campaign. This targeted initiative will provide an unprecedented opportunity for the alumni of color community to play an important and highly visible role in the Campaign. It is hoped that this effort will boost participation levels in the community of color in ways that can be sustained throughout the years following the Campaign. Fundraising efforts for all priorities supported by the Initiative will continue through the Campaign's end in December 2010.

### **Q. What are the goals of the AOC Initiative?**

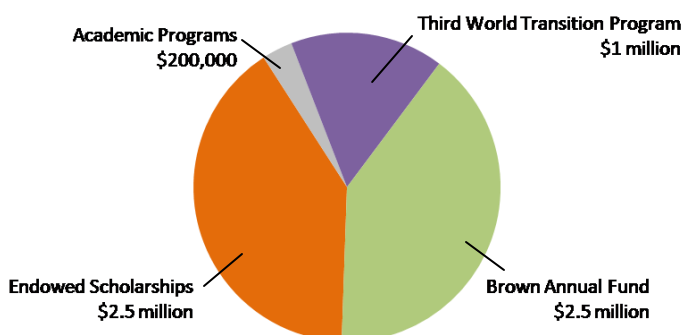
**A.** The overall goal for the Initiative is to increase contributions from alumni of color by \$6.2 million by engaging and attracting new donors as well as encouraging existing donors to add to their support. In addition, the Initiative seeks to increase the participation rate of alumni of color to 38% by the end of the campaign. The **fiscal 2009** goals are to raise \$2.1 million and to increase the participation rate to 35%.

### **Q. How were the priorities selected?**

**A.** The University articulated its goals for the future in the Plan for Academic Enrichment. Then a survey was sent to over 5,000 alumni of color that asked them to rank giving priorities from the Plan. Using the results of this survey and with the input of Brown's affinity group leaders and the Multicultural Alumni Committee of the Brown Alumni Association, the Alumni of Color Campaign Committee defined the priorities and structured goals for the Initiative that reflect the alumni of color community's strongest interests and will have a significant impact on Brown's Plan for Academic Enrichment.

## Q. Where will the money go?

A. The Initiative takes a multi-dimensional approach to upholding the array of backgrounds, cultures, and viewpoints that are at the core of Brown. The affinity groups will collectively help raise \$2.5 million in current-use monies for the Brown Annual Fund (Unrestricted and/or Investment in Diversity), \$2.5 million toward endowed scholarships, and \$1 million toward an endowment to support the Third World Transition Program. In addition, the Inman Page Black Alumni Council (IPC) seeks to raise at least \$100,000 toward an endowed department fund for the Africana Studies Department and the Brown University Latino Alumni Council (BULAC) is pushing for at least \$100,000 to create an endowed program support fund for U.S. Latino Studies housed at the Center for the Study of Race and Ethnicity in America.



## Q. How will contributions to the AOC Initiative encourage and support diversity?

A. The Initiative aims to encourage diversity through two different types of support:

**1. Immediate support:** Through support of the Brown Annual Fund and the Annual Fund - Investment in Diversity, the AOC Initiative strives to provide immediate funding for unrestricted use and financial aid to students of color. Annual Fund giving supports need-blind financial aid policies and faculty recruitment and expansion, providing the resources necessary to attract the best, and most diverse, group of students and faculty to Brown.

**2. Perpetual support:** Through gifts to endowed funds for undergraduate financial aid, the Third World Transition Program, Africana Studies, and U.S. Latino Studies, the AOC Initiative strives to provide ongoing, long-term support for important programs and departments that foster, study, and highlight the importance of diversity. Endowed scholarship funds are critical to helping Brown meet its financial aid budget. Gifts to an endowed scholarship fund with a preference for a student of color with financial need will help us meet the challenge of providing our students with the competitive financial aid that they need, and keep the Van Wickle Gates open to the best students, regardless of their families' financial circumstances.

**Q. What is the Third World Transition Program?**

**A.** The Third World Center seeks to meet the needs of students of color and promote racial, ethnic, and cultural pluralism throughout the Brown community. One of its cornerstone programs is the Third World Transition Program (TWTP), which gives first-year students an important opportunity to discuss the particular issues faced by minority students and get acquainted and comfortable with Brown upon their arrival. With over 230 participants this year, this program has become a celebration of culture, history, and pluralism within diversity. It gives students from a variety of backgrounds the chance to explore their own unique experiences, share their commonalities, learn from their differences, and build a more unified community at Brown.

**Q. How will the department fund benefit the Department of Africana Studies?**

**A.** The Africana Studies Department is an interdisciplinary intellectual center for students, faculty, artists, and scholars interested in the artistic, historical, literary, and theoretical expressions of Africa and the African culture. In addition to housing scholars in a variety of disciplines, the department is also home to the Rites and Reason Theatre, which develops new works by students and faculty. The department sponsors symposia, lectures, debates, a bi-annual film festival and other events. The AOC Initiative has set a goal to raise at least \$100,000 by the end of the Campaign to create an endowed fund to support the activities and enhance the programs of the department.

**Q. What is the U.S. Latino Studies Program?**

**A.** The U.S. Latino Studies Program is housed at the Center for the Study of Race and Ethnicity in America, which facilitates teaching, research, and conferences on issues affecting African American, Asian American, Latino, Native American, Middle Eastern, biracial, and multiracial peoples. Specifically, the U.S. Latino Studies Program focuses on the issues and subjects involving the U.S. Latino population and strives to support research and teaching of related topics. The AOC Initiative has set a goal to raise at least \$100,000 by the end of the Campaign to create an endowed fund to support research and teachings of topics related to the U.S. Latino population.

**Q. How much money was raised in the first year of the Initiative?**

**A.** Our goal for the first 6 month period of the Initiative from January to June 2008 was \$976,000, which we exceeded by raising over \$1 million. Our goal for July 2008 through June 2009 is \$2 million.

**Q. Can gifts to the Initiative be designated to individual priorities?**

**A.** Yes, when donors contribute to the AOC Initiative, they can designate their gift to any or all of the priorities outlined. In order to fund fully all priorities, however, the Alumni of Color Campaign Committee, along with the affinity groups, invites donors to allocate at least 40% of their gifts to the Annual Fund and the remaining 60% to endowment funds that will provide support to specific areas into the future.

**Q. Will my gift to the AOC Initiative count towards my class Reunion goal and the overall Campaign for Academic Enrichment?**

**A.** All gifts and pledges made to the Alumni of Color Initiative by December 31, 2010, will count toward the \$1.4B goal of the Boldly Brown Campaign and Reunion class comprehensive goals. Only gifts designated to the Annual Fund or Annual Fund - Investment in Diversity will count toward class and overall Brown Annual Fund goals and toward membership in the Annual Fund's Carrie Tower and 1764 Societies.

**Q. Who will be asked to support this Initiative?**

**A.** Anyone is welcome to support this Initiative. The Alumni of Color Campaign Committee is focused on ensuring that all self-identified undergraduate alumni of color are asked to support this Initiative. In addition to helping to secure the University's financial future, The Alumni of Color Initiative will play a fundamental role in bringing alumni of color together and fostering engagement with their alma mater that will thrive beyond the Campaign.

**Q. What if I have additional questions?**

**A.** Contact staff member Myra L. Traylor, who works with the Alumni of Color Campaign Committee, she will be happy to answer any questions you may have.

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Or visit the Alumni of color website <http://www.boldly.brown.edu/special/aoc/> for more information.

To make a gift to the Initiative please visit <https://gifts.development.brown.edu/Brown/>