

CORNER MARK

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THE UNIVERSITY OF BRITISH COLUMBIA
Suite 500, 5950 University Boulevard
Vancouver, British Columbia, Canada V6T 1Z3



CAMPAIN FOR STUDENTS
BLUE GOLD

"I'm not sure I would have been able to go to UBC without **financial help**. I watched my mom work **very hard** as a single parent; I didn't see her a lot and I wasn't sure if university was an option. Donors have given me the **opportunity** to go to school, and to find who I am. I know it's not easy to believe in an 18 year-old,



and look at what they've done in high school and say 'you're going to do **great things**.' For someone to **believe** in me, and to give me the opportunity to pursue things I'm really **passionate** about—it's just so meaningful."

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THE UNIVERSITY OF BRITISH COLUMBIA



Professor Santa J. Ono and UBC students

<<Date>>

Mr John Sample
123 Any Street
PO Box 789
Any City PR V0A 1V0

Dear <<Salutation>>,

Imagine you're 18 years old. Your mom—a single parent—is working three jobs to make ends meet, and to care for you and your siblings.

You're ambitious. You have good grades at high school. You volunteer in your community. And you've been dreaming about going to UBC.

But at the same time, you feel guilty. You hardly ever see your mom. She wants you to go to university, but you know how expensive it will be. You feel you should get a job and help her pay the bills. UBC seems like a selfish goal.

That's the situation Regan Oey was in three years ago. <<Variable1>>, he would not be at UBC today. Donors changed his life—and now, by making a gift, you can do the same for other students in financial need.

I have met many students like Regan, who would not be at university without the help of donors. <<Variable2>>. <<Variable3>> I believe there is no more transformational gift than an investment in the potential of a student to do great things—and so UBC will match all new gifts* to the Blue & Gold Bursary Fund.

Please make a donation to the UBC Blue & Gold Bursary. Your gift of <<Ask2>> will be matched, meaning double the support for students like Regan—empowering them to succeed at UBC and make a difference in our world.

<<Variable4>>. All our students are talented—but not all have the same opportunities. They need <<Variable5>>, and I know from personal experience the difference you can make. When I was a student, I received a scholarship to help pay for my education. It meant the world to me. Without it, I wouldn't be here, writing to you today.

*New gifts up to \$50,000 per donor and totaling \$5 million

UBC BLUE & GOLD
CAMPAIGN FOR STUDENTS

please turn over

Yes, I would like to change a student's world

<<Name>>
<<Street1>>
<<Street2>>
<<Street3>>
<<Street4>>
<<City>>, <<Prov/State>> <<Pstl code>>
<<Country>>

Email: <<Email>>
Phone: <<Phone>>

Single gift:

<<Ask1>> <<Ask2>> <<Ask3>> <<Ask4>>

Monthly gift:

<<MAsk1>> <<MAsk2>> <<MAsk3>> <<MAsk4>>

Please direct my gift to:

<<Fund1>> <<FundID1>>
<<Fund2>> <<FundID2>>
<<Fund3>> <<FundID3>>

<<0CRCCODE-0CRCCODE-0CRCCODE>>

Payment options on reverse ->

Hi, my name is Regan. I'm in my second year at UBC. I wanted to tell you my story, to show you how important your choice to make a donation will be.

There was a time when I thought university wasn't an option for me. People like you made it possible. Today, you have the opportunity to do the same for other students like me.

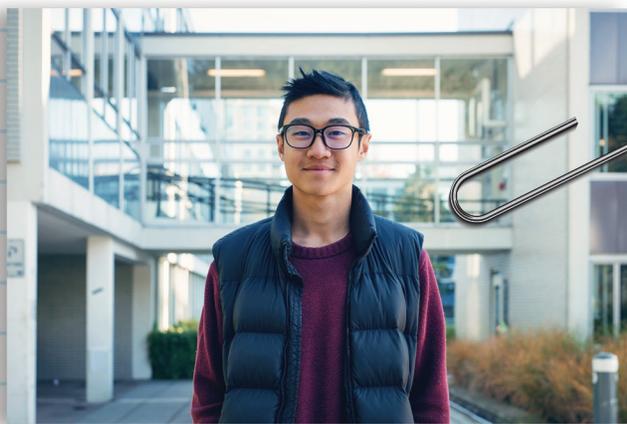
I come from a single-parent family. My father left when I was younger. I watched my mom work three jobs to provide for me and my siblings. I didn't see her a lot, but I am so close to her and I owe her so much.

As someone who grew up in BC, I dreamed of going to UBC. I hoped to study somewhere that would help me think big, while remaining close to home.

At the same time, I felt guilty for wanting to go to university. How could I make a choice that would cost our family so much money, when my mom was already working so hard to support us? Though in the long term it might help us, in the short term university felt like a selfish goal. I applied, but—as I got closer to graduating from high school—I started to think about getting a job instead.

When UBC offered me a place, I was so excited. But I still didn't know if I could afford it. Then, two weeks later, the enrolment services officer called to offer an entrance scholarship and I accepted in about five seconds! Shock, surprise, I felt all those emotions. I was crying when I called my mom to tell her. You never expect something this life-changing. It was a surreal moment that I'll never forget!

Like many students coming from high school, first year was a bit of a shock. Now I'm in my second year at UBC I feel much more settled. I get up every morning, have a cup of coffee (I can't leave the house without it), go to class, and then, while many of my friends have to head off to part-time jobs, I'm so grateful that the award has given me the freedom to focus on my studies, and dig into my class work.





Most people I know aren't so lucky. I often hear them say "I wasn't able to do that assignment because I had to work." Sometimes I feel guilty, but I know firsthand what living with financial barriers is like. That experience will always be something that motivates me. It drives me to use my free time constructively and to give back to the people I care about.

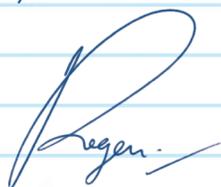
When I was in high school, I started volunteering with a community group every Sunday, serving coffee and muffins to homeless people. I still do that pretty much every weekend. I regularly go back to my school to volunteer as a football and basketball coach. I've also volunteered on projects to broaden the knowledge of Indigenous culture and history in high schools. None of this would be possible if I had to work at a coffee shop or fast food place in order to pay for school.

My experiences at home and in the community have made me so interested in what makes people who they are. How did I end up here, and some people end up living on the streets? What sets us apart? In my biggest dreams, I would help eradicate homelessness completely. But I know I have a lot to learn before I can achieve that ambition. Donors have made it possible for me to dream big!

If I could speak to the donors who supported my award, I would tell them how many doors they have opened. Their gift doesn't just affect my life, but my whole family and hopefully all the people my work will help too.

Your generosity will empower and motivate students like me to use our talents to make the world a better place. It might seem like a risk to invest in students, but I hope my story shows the impact you will have, by choosing to make a gift today.

Thank you,



Suite 500,
5950 University Boulevard,
Vancouver, BC, Canada V6T 1Z3

CAMPAIGN FOR STUDENTS
BLUE & GOLD



A special message from Professor Santa J. Ono

CANADA		POSTES
POST		CANADA
	Postage paid Personalized Mail	Port payé Courrier personnalisé
4005578		

RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI

outside

So they

To change their world

Thank you

You're invited



Professor Santa J. Ono



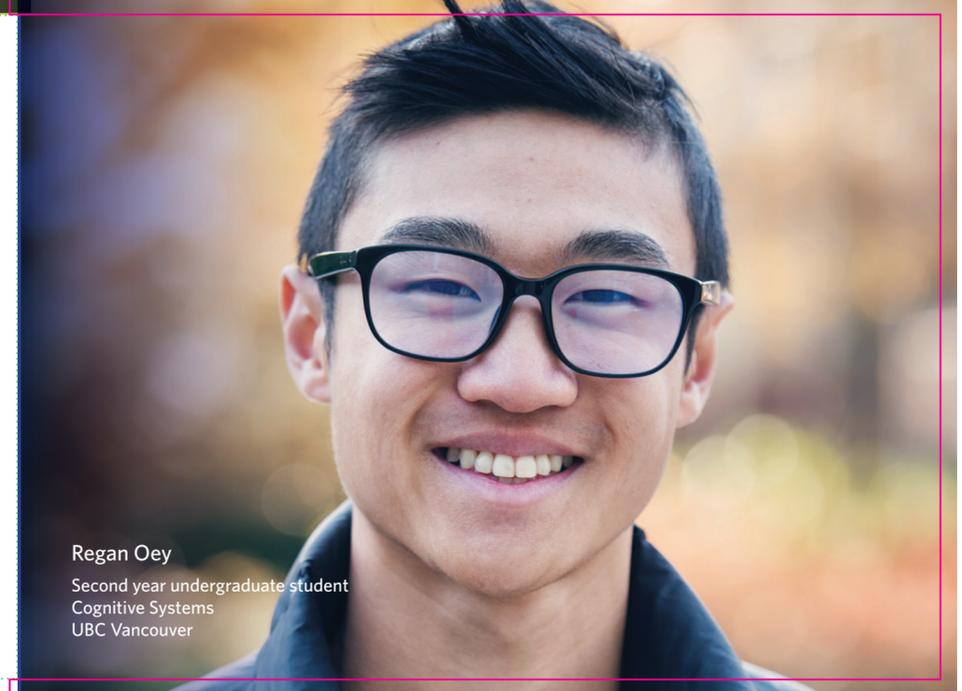
Can change ours



Haley Seven Deers
Third year undergraduate student
History and Anthropology
UBC Okanagan



Aarthi Gobinath
PhD student
Neuroscience
UBC Vancouver



Regan Oey
Second year undergraduate student
Cognitive Systems
UBC Vancouver

You are part of a very special group of individuals who have chosen to make a difference in our world with your outstanding commitment to UBC. Thank you for your generous support of our university.

TODAY, WE INVITE YOU TO
MAKE AN EVEN BIGGER IMPACT.

The Blue & Gold Campaign for Students is UBC's biggest ever campaign for student support—and for a limited time UBC will match all new gifts to the Blue & Gold Bursary Fund*. By giving today, your donation will have double the significance for our amazing students.

Change their world, so they can change ours.

**Up to \$50,000 per donor and totaling \$5 million*



Dear <<Salutation>>,

Your passion for UBC is outstanding. I am incredibly grateful for your support for our students, our research, and our communities.

Today, I want to give you an early opportunity to take advantage of a limited time UBC offer to match all new gifts made to the Blue & Gold Bursary, as part of the Blue & Gold Campaign for Students. Your gift will have double the impact for our students—and have an effect that reaches well beyond their own lives and those of their families.

Haley Seven Deers, a third year undergraduate student who has received support from generous donors like you, can speak firsthand about the effect that your donation will have:

“Every bit you donate is going to have a huge impact in other people’s lives—not just on the students but on all the people they will affect later on in their careers.”

Please make a donation to the Blue & Gold Bursary. Your gift of <<Ask2>> will help students come to UBC and succeed—and empower them to make a difference in our world.

UBC will match all new gifts to the bursary fund, but we don’t expect the funds to last long. I have been overwhelmed by the response to the announcement of this campaign and, as one of our most important donors, I wanted to ensure you have the chance to double your impact while matching funds are still available.

Students are the reason that UBC exists—it’s vital we give them the tools to succeed. I hope you will renew your support with a matched gift today.

Thank you,

Professor Santa J. Ono
President and Vice-Chancellor

Yes, I would like to change a student's world

<<Name>>
<<Street1>>
<<Street2>>
<<Street3>>
<<Street4>>
<<City>>, <<Prov/State>> <<Pstl code>>
<<Country>>

Email: <<Email>>
Phone: <<Phone>>

Single gift:

<<Ask1>> <<Ask2>> <<Ask3>> <<Ask4>>

Monthly gift:

<<MAsk1>> <<MAsk2>> <<MAsk3>> <<MAsk4>>

Please direct my gift to:

<<Fund1>> <<FundID1>>
<<Fund2>> <<FundID2>>
<<Fund3>> <<FundID3>>

Please indicate your preferred payment method:

I have enclosed a cheque payable to the **University of British Columbia**.
(If you are making a monthly gift, please provide a VOID cheque.)

Please charge my credit card: **Visa** **MasterCard** **Amex**

CARD NUMBER / EXPIRY DATE (MM / YY)

CARD HOLDER NAME SIGNATURE

I would like to be contacted by a UBC representative to discuss my giving.

**THANK YOU
FOR YOUR GIFT.**

You can donate online at
support.ubc.ca/blueandgold-donate

To receive your tax receipt, return this
form in the enclosed envelope to:

UBC Development & Alumni Engagement:
Annual Giving
500-5950 University Boulevard,
Vancouver, BC Canada V6T 1Z3
Phone: 604.827.4111
(Toll free 1.877.717.GIVE)
Email: annual.giving@ubc.ca