



CHANCELLOR'S REPORT ON PHILANTHROPY WINTER 2020



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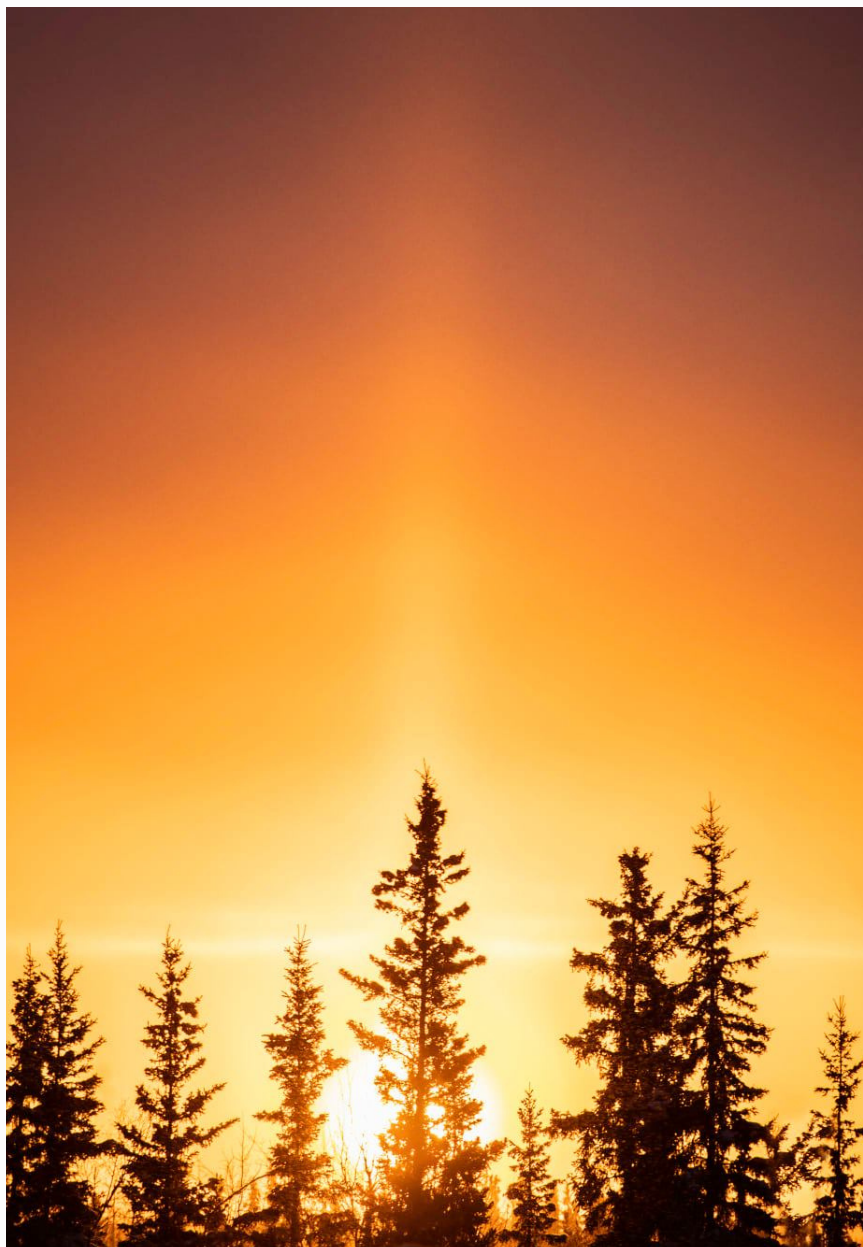
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For more information on giving to UAF,
contact us at uaf-giving@alaska.edu or
call 907-474-2619.

You can visit our website at www.uaf.edu/giving.



Left: Students play in the snow in front of the Moore-Bartlett-Skarland Complex.



Right: The morning sun rises south of the Troth Yeddha' campus. Photos by JR Ancheta '15



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Cover: The aurora shines above the Nanook Student Recreation Center. This page clockwise: A solar halo arcs above the Troth Yeddha' campus. Students celebrate the first snowfall in front of the Moore-Bartlett-Skarland Complex. Snow covers the President Charles Bunnell statue on Cornerstone Plaza. UAF photos by JR Ancheta '15

Dear Friends of UAF:

As we head toward 2021, I want to express my sincere gratitude for your commitment to, and trust in, UAF.

There is no doubt that 2020 has been a challenging year. But with challenges come opportunities. Our recent online giving event, “49 Hours for the 49th State,” demonstrated how much UAF means to alumni, donors and community members. A majority of the donors and dollars during this first systemwide campaign were directed to UAF programs, colleges and schools. UAF donors hailed from 47 states and nine countries. To watch the outpouring of support – and the names of friends listed on the website’s “donor wall” in real time – was exciting!



During the giving day event, challenge gifts from generous benefactors inspired others to give. I especially want to thank Usibelli Coal Mine (led by Joe Usibelli Jr. '81); Dr. Cary Keller and Sarah Keller '90; Spirit of Alaska Credit Union (led by Anthony Rizk '90, '97); Regent Mary K. Hughes '71; the Hockey Alumni Association; the UAF Alumni Association; Ann Cook '72; retired Professor Claudia Clark; Alaska 529; Nanooks hockey coach Erik Largen '10; Matt Varga '98, '09, '10; Great Northwest; Kendall Subaru; and deans Bill Schnabel '00, Bradley Moran, Ellen Lopez, Mark Herrmann, Kinchel Doerner and Michele Stalder '97. More than 200 ambassadors helped share the message throughout their social networks, and Sunrise Bagels celebrated UAF with its own special drink and per-cup donation. My gratitude goes to them as well.

The new year is a great time for fresh starts and goal setting. Pre-pandemic, I launched an effort to convert the director of development and alumni relations position (filled in an interim capacity by Kate Ripley) into the position of executive director of university advancement. That effort was postponed largely due to COVID-19, but the goal to move University Relations, Development and Alumni Relations into one integrated department remained.

I am pleased to announce that Samara Taber will be the new executive director of university advancement. A UAF alumna, Samara began her UAF career in 2013 with the Office of Development and has served in a variety of roles over the past eight years, including interim associate vice chancellor for enrollment management, director of admissions and interim UAF executive officer. Samara starts her new role on Dec. 14.

Kate Ripley '11 retires from UAF Jan. 1, 2021, with over 15 years of service to the university. My deep gratitude to Kate for all she has done as interim director of development and alumni relations during the past year and a half. The development team, led by Kate, increased giving to UAF during one of the most challenging times of our history. Kate's relentless optimism, passion for UAF and care for people will be missed by UAF and by me as chancellor. I am confident that we will continue to see Kate's positive work in the community to the benefit of the blue and gold.

Have a restful holiday season, and thank you for choosing UAF.

A handwritten signature in black ink, appearing to read "D. White".

Daniel M. White
Chancellor

#UAGIVINGDAY2020

ALUMNI LEAD THE WAY TO A SUCCESSFUL GIVING DAY

By Theresa Bakker

The first UA Giving Day, held Oct. 20-22 was a success by every measure. Billed as “49 hours for the 49th state,” the online fundraising event drew participation from more than 1,100 individuals.

Online donations to the three universities totaled \$672,600 to support students, university programs, research, athletics and scholarships. More than half of those gifts were from UAF donors, who gave a combined \$416,000.

Participants came from 47 states and nine countries. Alumni made 80% of the donations. In fact, the UAF Alumni Association was the first to offer a challenge. After 49 alumni made a gift, the \$10,000 gift was unlocked to support UAF students.

Cindy Wright, UAFAA president, said the board unanimously supported making a gift to the university during Giving Day. “This event and our gift demonstrate the importance of higher education in Alaska,” she said. “We know our alumni are invested in the further success of our university. And this gave them a fun and easy way to participate.”

Right: Teresa Chepoda Usibelli and Linda Hulbert, a New York Life agent and long-time UAF supporter, promote #UAGivingDay2020 with 'Nook. Photo provided by Teresa Chepoda Usibelli

Wright also met with the Associated Students of UAF student body government to promote Giving Day and encourage students to help spread the word. In the end, their stories inspired the generosity of the inaugural event's participants. Students from almost every program shared videos about their experiences at UAF and thanked donors for their support.

ASUAF President Riley von Borstel promoted Giving Day through posts on Facebook and Instagram. She shared her story and her family's long history of attending UAF. “I talked about how for me UAF is synonymous with success, relationships, kindness and opportunity,” she said.

Von Borstel said the university has given her an opportunity to broaden her horizons. A justice and political science major, von Borstel has also participated in a full-blown UAF Theatre and Film Department production. She said UAF is her home away from home.

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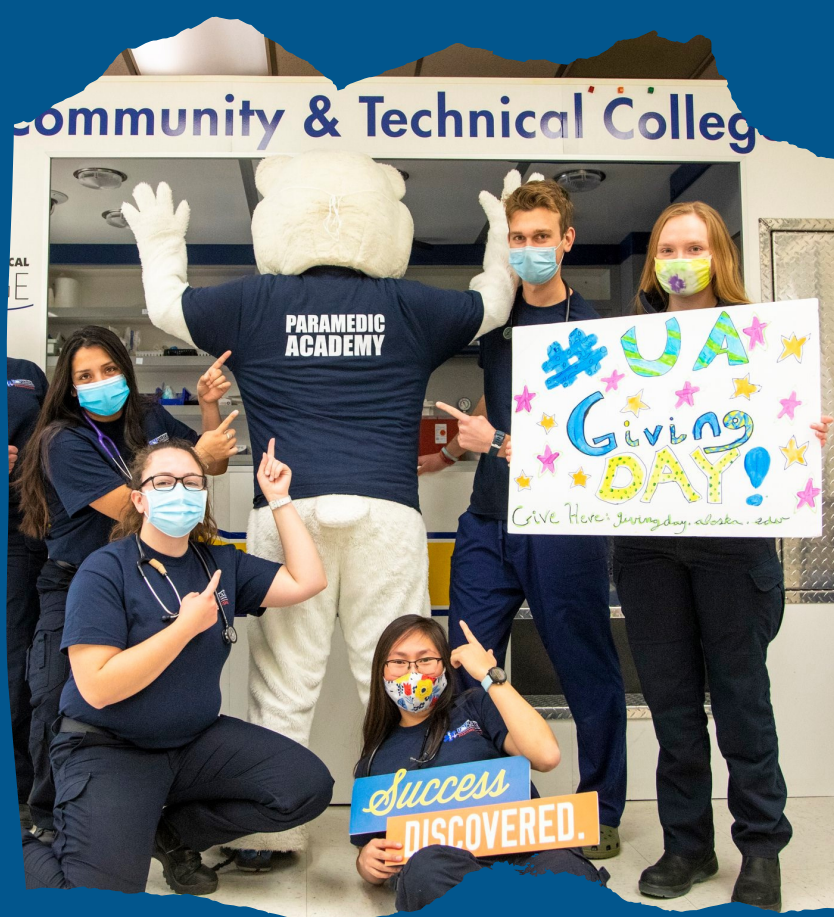


"I wanted to show people just how influential Alaska's higher educational institutions truly can be," von Borstel said. "People typically think of negative 40 degree weather before they think about our world-class research, intimate class sizes and welcoming community. I also think that it's critical to include students in UA Giving Day. We are the reason the university exists."

That's why Sunrise Bagel and Espresso got involved. The popular Fairbanks-based coffee hut sponsors a monthly program called Sunrise Cares that supports 12 charities each year by donating 50 cents from every beverage purchased on a given day each month.

In October, the company promoted UA Giving Day on social media by featuring visits with Nook, the UAF mascot. The company also created a Nanook Energy drink, which was the special for the week leading up to the event and advertised through print and radio.

Alex Sloat, Sunrise's marketing director, said as many as half of the baristas who work for the coffee company are UAF students. The business wanted to support higher education in Alaska, Sloat said. By directing their donations to the UAF Student Support Fund, Sunrise ensured students would benefit from the gift.



The company used the Giving Day platform to donate \$1,674.60 during the event.

Gifts like these added to the excitement. As the countdown continued and donations rolled in, longtime donors Kes Woodward and Dorli McWayne took notice.

"It was fantastic to be able to watch it unfold online over the two days," said Woodward, a UAF professor emeritus. "I was flabbergasted with how many people made gifts. Seeing those names and seeing other people make contributions, it makes you want to do the same."

The couple was inspired to fulfill a long-planned donation. Dorli had endowed a scholarship after her first husband, Barry McWayne, passed away in 2010 just a few weeks after Woodward's first wife Missy died suddenly.

"Giving to organizations and the university was very important to us," McWayne said. "So it was a fitting way to honor him."

Left: UAF CTC culinary arts students cooking with 'Nook.

Right: UAF CTC paramedic academy students recruiting 'Nook. Photos by Karalee Watts

#UAGIVINGDAY2020 CONTINUED >

Those losses had drawn Woodward and McWayne together, along with their passion for the community. "Both of us came into our marriage with a tradition of giving," he said. "It's tremendously rewarding to give something where you know exactly where the money is going and that the scholarship will be going on in perpetuity."

Woodward had already set up an account with the purpose of endowing a scholarship in his first wife's name. So when Giving Day came around, he told McWayne it seemed like a good time to make it happen.

Their gift of \$30,303 to establish the Marianna "Missy" Boaz Woodward Memorial Scholarship for ceramic students was celebrated by the UAF College of Liberal Arts during the final hours of UA Giving Day 2020.

Sloat and Sunrise were thrilled with the success of the event and are already looking forward to next year.

"We saw a lot of community members involved and hopefully that number continues to grow," Sloat said. "Our customers are faculty members and students. And of course we admire our baristas who work tirelessly to further their education. We are proud to support an institution that allows them to reach their goals."

UA Giving Day was an opportunity for Alaskans to give back to the institutions that educate and prepare those who are responsible for Alaska's future. Our students noticed.

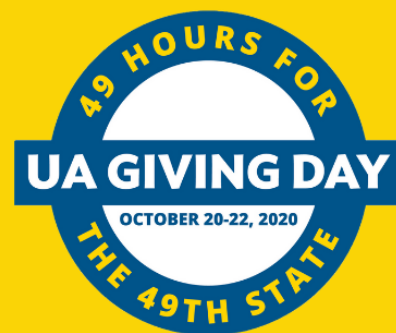
"I am in awe of the generosity of those in our community," von Borstel said. "In a time of uncertainty and anxiety due to budget cuts and coronavirus, we are proof that Alaska is strong and there is still hope. "I'm reminded every day that I made the right choice in choosing UAF for my higher education."



'Nook visits Sunrise Bagels for the special #UAGivingDay2020 drink. Photo by Teresa Chepoda Usibelli



THANK YOU



#UAGivingDay2020

DR. CARY AND SARAH KELLER

LET THERE BE NO DOUBT THAT THE UNIVERSITY AND THE COMMUNITY FULLY SUPPORT UAF ATHLETES AND THEIR TEAMS.

By Katie Straub

When you think of the folks who have championed UAF, Dr. Cary Keller and Sarah Keller '90 are top of mind. For more than 30 years, they have attended athletic events, advocated for the university and invested their time and money to ensure the quality of its programs.

In fact, during the same week they challenged KUAC-FM listeners with a \$50,000 donation, the Kellers helped to kick off UA Giving Day with two challenges: a \$50,000 gift to UAF Athletics and another \$50,000 to the UA Southeast-administered Alaska College of Education Support Fund.

Dr. Keller credits the university's steadfast commitment to its students and community for inspiring these gifts.

"With Chancellor White trying so hard to turn around momentum, the moment was right for meaningful philanthropy from individuals and corporations to symbolize the turning of that psychological tide," he said.

Keller said this is not the time to be discouraged about the university, the town of Fairbanks or the state of Alaska. Rather, it's an opportunity for Alaskans to come together in support of the university both philanthropically and politically.

The last few years have challenged Alaska's economy and led to decreased state funding. Keller believes many people were wishing for a way to help, leading to the overwhelming success of the first UA Giving Day.

"The more people who made gifts and offered challenges, the more we realized that there are a lot of other people out there who felt just as committed to the university as we are," he said. "There was a sort of a pent-up desire to be helpful and positive."

As the primary sports physician for UAF, Keller has witnessed how tighter budgets affect student athletes. His UA Giving Day contribution to UAF athletics demonstrates his unwavering commitment to its programs.

"Let there be no doubt that the university and the community fully support UAF athletes and their teams," he said. "They can count on that during these difficult times of COVID-19, and they can count on it to continue when we are back to more routine schedules."

Both Kellers feel a very strong sense of community in Fairbanks, and they wanted to give gifts that would help maintain that relationship. They hope their donations will continue to inspire others and help further strengthen the bond between the university and community.

"The exciting thing is that so many people were so generous on Giving Day and that together we accomplished so much to help the university and strengthen Fairbanks," Keller said. "We're looking forward to making it even better next year."



Right: Sarah and Dr. Cary Keller.
Photo provided by Dr. Keller

ALASKA NANOOK HOCKEY ALUMNI ASSOCIATION

By Elizabeth Talbot

Since its creation more than 15 years ago, the Alaska Nanook Hockey Alumni Association has been an avid supporter of UAF's hockey program.

The group formed when Scott Roselius '81 and his fellow alumni planned a reunion in 2005. More than 150 alumni from all over the state and the world attended. And then they kept in touch.

The group organized and created a board of directors. That first gathering evolved into an annual golfing event that became a fundraiser. The Alaska Nanooks Hockey Alumni Association was born.

As president of the association and a constant supporter of UAF hockey, Roselius saw an opportunity to inspire hockey fans with a challenge for the first-ever UA Giving Day

"Our alumni organization was already planning to make a donation to the hockey program this fall," he said. "Once we heard about Giving Day, it made sense to donate then. I think this was a great idea, and it sounds like it was a big success for UAF."

IT WAS A SUCCESS. AND NOT JUST FOR NANOOK HOCKEY BUT FOR ALL OF UAF.

It was a success — not just for Nanooks hockey but also for all of UAF.

Coach Erik Largen '10 said the hockey alumni challenge created a healthy competition to inspire giving. When 20 donors made gifts UAF hockey, the hockey alumni donated \$20,000.

"This shows the level of support for athletics and the true passion for Nanook hockey," Largen said. "We are so thankful for all who supported our student athletes on Giving Day and can't wait to get back on the ice in front of them."



Coach Erik Largen and Nanooks hockey team.
Photo by Paul H. McCarthy

USIBELLI COAL MINE

43 YEARS OF SUPPORT

By Katie Straub

Usibelli Coal Mine has a long history of altruistic support in Interior Alaska, including 43 years of proudly celebrating and partnering with UAF.

Support for education has been a hallmark of the leadership of UCM President Joe Usibelli Jr. '81. Over the years, Usibelli Coal Mine has donated more than \$5.2 million to the university.

UCM giving is relevant and timely — in tune with the pulse of students and adjusting to the landscape of the need. The company has been a leader, as well as a pioneer, in its philanthropic efforts.

Most recently, UCM made significant contributions to the School of Management and Nanook Athletics during the first UA Giving Day, "49 Hours for the 49th State," held Oct. 20-22.

Lisa Herbert, UCM vice president of public relations, has noted that student-athletes in particular are worthy of support because they "represent us so proudly on the ice, court or field, in the classroom and out in the world."

Joe Usibelli Jr. joins the ribbon-cutting for the upgraded Nanooks weight-training room. UAF photo by JR Ancheta '15

Nanook Athletics

UCM's \$50,000 UA Giving Day challenge gift to the UAF Nanook Athletics scholarship endowment comes on the heels of another substantial donation to upgrade the Nanook Athletics weight room last year. The upgrades added branded, updated equipment and renovations that demonstrate Nanook pride and create a facility worthy of an NCAA Division I program.

"UCM's contribution has had a tremendous impact on our hockey program and our entire department," said Erik Largen '10, UAF hockey's head coach. "Their gift to help improve our weight room has allowed us to develop players quicker and attract elite student-athletes to become future Nanooks."

Brian Scott, UAF volleyball's head coach, said the generosity of UCM has been game changing for Nanook athletics.

"Thanks to UCM, our weight room has transformed from a household garage set of weights and benches to a true collegiate-caliber performance center," Scott said. "Likewise, their investment into Nanook scholarships transforms our ability to recruit top-tier student-athletes. Without scholarship dollars, it is very hard to convince the best talent to move to Alaska and stay the entire duration. I am extremely grateful for the support of UCM."

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School of Management

UCM's Giving Day challenges to the School of Management, at \$100,000 total, were split between the homeland security and emergency management program and the bachelor's degree program in applied management. The UCM challenge gifts helped jumpstart UA Giving Day and closely followed similar gifts from UCM to support both School of Management programs.

The homeland security and emergency management program, the only one of its kind in Alaska, prepares graduates to plan responses and manage first responders during man-made and natural emergencies. The COVID-19 pandemic has brought to light the critical importance of training professionals in this field. The program has grown substantially over the last decade to more than 200 students. The online programs consistently receive top reviews in various college rankings.

"These top rankings are only possible due to our knowledgeable instructors, an exciting curriculum and collaboration across campus," said Cam Carlson, the program director and a UAF alumnus. "With support from Usibelli Coal Mine, we are able to provide nationally recognized leadership training as well as the critical thinking and ethical decision-making skills needed for our graduates."

The Bachelor in Applied Management offers students with technical hands-on degrees or certificates the opportunity to further their career growth and develop management skills within their current fields. The UCM endowment will set up the first scholarship for students enrolled in the program.

"Having leadership from Usibelli Coal Mine believe in these students — and not only their education, but their future careers — is vital," said Amanda White, BAM program director. "It is a belief in the betterment of our leaders, our organizations and our communities that these students will impact."

Because of their exceptional advocacy for UAF and their help in building a culture of giving, the Usibelli family was one of just three Philanthropists of the Century recognized by UAF in 2017. With such incredible generosity, one might wonder what inspires UCM to continue to give.

"Giving back to our community is part of our mission as a family," Joe Usibelli Jr. said in a 2017 interview. He added that the university has touched every aspect of his life.

He encourages others to "give often and give significantly if you can. It makes us what we are."

He echoes the sentiment of his father, Joe Usibelli Sr. '59 and '96H, who said in 2011, "You give back. You have to. Either that or you're not doing it right."



Left: Joe Usibelli Jr. and Provost Anupma Prakash meet at the Patty Center. UAF photo by JR Ancheta '15

Above: Tammy Tragis-McCook, Chelsea Roehl and Jillian Bjornstad take a selfie with School of Management students.

POLLOCK CONSERVATION COOPERATIVE

20 YEARS OF PARTNERSHIP

By Katie Straub

At-sea catcher processor companies Glacier Fish Co., American Seafoods Co., Trident Seafoods and Starbound recently gave \$338,000 to the Pollock Conservation Cooperative Research Center at the UAF College of Fisheries and Ocean Sciences.

The four fish processing companies are members of the Pollock Conservation Cooperative, and their consistent, quarterly giving has led to numerous scientific discoveries.

The Alaska pollock fishery is the largest fishery in the United States. In 1998, in response to the federal American Fisheries Act, the At-Sea Processors Association formed the PCC to self-regulate and better manage fishing operations. This cooperative changed the Bering Sea pollock fishery from an “Olympic-style” race for fish to a fishery with a coordinated, deliberate pace that helped decrease environmental impacts and restore economic stability to the industry.

In addition to improving fishing efficiency — with 50% more product per pound of fish — the cooperative also led to the funding of critical marine research. In 2000, the PCC formed the research center at UAF.

This year celebrates 20 years of that philanthropic partnership between UAF and the PCC. Over the years, the cooperative has given more than \$16 million to support marine research and education at UAF, including support for the Pollock Conservation Cooperative Research Center. The cooperative is the largest private contributor to marine research at the University of Alaska.

“The establishment of the Pollock Conservation Cooperative Research Center has resulted in a greatly improved understanding of the North Pacific Ocean and Bering Sea fisheries,” said S. Bradley Moran, CFOS dean. “We are very appreciative of the investments in research and education made by the PCCRC.”

The PCCRC provides grants to faculty and graduate students for research on a wide variety of groundfish species, including pollock in the Bering Sea and Gulf of Alaska. The center funds research on marine mammals, climate effects, marine resource economics and product development. It also supports marine education and technical training.

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Julie Nielsen prepares to deploy an underwater microphone for tracking halibut. Photo by Andrew Seitz

Additionally, PCC supports Alaska Sea Grant programs and established an endowed chair in marine policy. That endowed chair is known as the Ted Stevens Distinguished Professorship of Marine Policy at the College of Fisheries and Ocean Sciences, a position currently held by Keith Criddle.

“There have been 97 research and education projects funded by the PCCRC since 2000,” said Criddle. “These projects have addressed critical questions regarding the biology, ecology and management of commercially harvested species and their role in the ecosystem. PCCRC has provided funding for nine graduate research fellows and 39 graduate research assistantships. We are very grateful for their support.”

The Pollock Conservation Cooperative companies take pride in helping educate the future leaders in fisheries and marine science while supporting research that increases the knowledge about the North Pacific Ocean and Bering Sea.

Stephanie Madsen, executive director of the At-sea Processors Association, said one of the great benefits of the collaboration between UAF and the cooperative is that it allows fishermen to sit down with researchers and students to talk about real-world situations.

“Since we operate off the coast of Alaska it’s important to support Alaska institutions – specifically UAF CFOS. The health of the resource, the state of knowledge we have, directly impacts our ability to harvest into the future,” Madsen said.

Madsen said the Alaska Education Tax Credit Program has been instrumental in the development and longevity of the UAF/PCC philanthropic partnership. The program allows businesses to donate to educational institutions and programs in return for substantial tax credits. The credit provides mutual benefits for industry, the university and its students, and the state of Alaska.

Michael Courtney holds a satellite-tagged Chinook salmon. Photo by Andrew Seitz



WITH GRATITUDE

This report reflects gifts and donations totaling \$25,000 or more to the University of Alaska Fairbanks from Aug. 1 to Nov. 15, 2020.

CORPORATE

Apple Inc. gave to the UAF Alaska Coding Initiative Support fund.

The Pollock Conservation Cooperative, composed of Trident Seafoods, Glacier Fish Co., American Seafoods Co. and Starbound gave to the Pollock Conservation Cooperative Research Center Endowment.

UAF Alumni Association gave to the UAF eSports Program Support Fund.

Usibelli Coal Mine generously established five named funds to support the School of Management and UAF athletics:

- Usibelli Coal Mine Homeland Security and Emergency Management Scholarship
- Usibelli Coal Mine Bachelor of Applied Management Endowed Scholarship
- Usibelli Coal Mine BAM Support Fund
- Usibelli Coal Mine HSEM Support Fund
- Usibelli Coal Mine Athletics Endowed Scholarship



INDIVIDUAL

An **anonymous donor** gave to the Northern Gulf of Alaska Applied Research Fund.

Simon and Julie Andrews gave to the Phillip Andrews Memorial Endowment.

Jon Dufendach gave to the Thomas A. Dufendach Memorial Scholarship.

David R. Klein gave to the Museum Annual Fund, Institute of Arctic Biology Support Fund, Geology and Geophysics Support Fund and Biology and Wildlife Support Fund.

Marilyn W. Russell gave to the Marilyn W. Russell Family Endowment, KUAC, Rural Alaska Honors Institute and the Troth Yeddha' Park Support fund.

Marco Tremarello gave to the Joseph Sr. and Rose R. Tremarello Memorial Fund and Nanook women's basketball.

FOUNDATION

Crankstart Foundation gave to the Crankstart Reentry Scholarship.

Gordon and Betty Moore Foundation gave to the International Arctic Research Center Support Fund.

Left: Students make snow angels in front of the Moore-Bartlett-Skarland Complex. UAF photo by JR Ancheta '15

STAFF UPDATES

WE ARE HERE TO HELP YOU WITH
ANY QUESTIONS YOU HAVE ABOUT
GIVING TO AND ENGAGING WITH UAF



SAMARA TABER
EXECUTIVE DIRECTOR

Samara Taber was named the executive director of university advancement in December 2020. Taber leads UAF's development, alumni relations, communications and marketing activities. Her career at UAF began in 2013 with the Office of Development, where she developed measures to advance communication with UAF alumni, donors, students, employees and friends. Taber has served in a variety of roles at UAF, including interim associate vice chancellor for enrollment management, director of admissions and interim UAF executive officer.

Taber graduated from UAF with a bachelor's degree in Russian studies in 2006. She earned a master's degree in library and information science from the University of Pittsburgh in 2008.



EM BALLARD
DEVELOPMENT
STRATEGIST

Em Ballard serves as the development strategist with the UAF team. Originally from Michigan, Em joined the Fairbanks community and Nanook Nation in September 2020. As a development strategist, she supports the major gift officer team by helping foster aspirational giving among those who give generously to the University of Alaska Fairbanks. To her core, she believes generosity changes lives – for the giver and the receiver. Her greatest joy is helping people give generously with their time, talent and treasure.

Em holds an undergraduate degree from Taylor University in elementary education (2014), and has served six years in the nonprofit sector in marketing, communications and fundraising.



REBECCA BRADO
DONOR RELATIONS
OFFICER

Originally from Knoxville, Tennessee, Becca relocated to Fairbanks in 2014 to hike, fish and experience all that Alaska has to offer.

Becca worked for several local nonprofit organizations in a variety of capacities, including executive director, project manager, community liaison and housing director. In her most recent role, Becca helped the Interior Alaska Center for Non-Violent Living launch the Fairbanks Recovery Residence, a safe place for women to live as they begin or continue their journeys in recovery from substance misuse.

Becca has a bachelor's degree in English with a concentration in technical communication and a professional grant-writing certificate from the University of Tennessee.