

From the Office of Central Programs
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UCR GIVE DAY
APO Newsletter – Winter edition 22-23AY
Created: 1-24-23
Revision Date(s):



On Thursday, April 6, 2023, the Office of Annual Giving and UCR Foundation will launch **UCR Give Day**, UC Riverside's first-ever standalone giving day.

FUN FACT: April 6th is National Tartan Day which provides some exciting Highlander tradition to tap into! This event will run for **1 day, 9 hours, and 54 minutes** to commemorate UCR's founding year, 1954.

Here is where you can benefit... If your department or program would like to participate and raise funds for your area, please submit a [UCR Give Day project page application](#). All applications will be reviewed and accepted prior to publishing.

Deadline to submit a project page application is Tuesday, February 28, 2023.

Additionally, your dedicated college development partners are looking for donors to sponsor individual project challenges and matches to incentivize other donors to give. If you would like to personally offer a challenge or match, know of alumni who may like to encourage other gifts, or if you have questions about UCR Give Day, please contact one of the dedicated college development partners listed below or reach out to the Office of Annual Giving at annualgiving@ucr.edu.

College Development Officers:

Athletics: [Brandon Mulder](#), Senior Director of Development
BCOE: [Jed Schwendiman](#), Assistant Dean of Development
Business: [Jennifer June](#), Senior Director of Development
CHASS: [Eveleen Samayoa](#), Director of Development
CNAS: [Robyn Martinelli](#), Assistant Dean of Development
Graduate Education: [Kate Beach](#), Director of Development
Library: [Nesha Crossman](#), Senior Executive Director, Constituency Programs
SOE: [Kelly Kraus-Lee](#), Director of Development
SOM: [Edna Yohannes](#), Executive Director of Development
SPP: [Kathy Kim](#), Senior Director of Development
Undergraduate Education: [Kate Beach](#), Director of Development

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UNEX: [Nesha Crossman](#), Senior Executive Director, Constituency Programs

We appreciate your participation and look forward to making this a successful and rewarding event for all involved.