



University Partnership Program Impact Report

2017-2018

FROM THE EXECUTIVE DIRECTOR

Fiscal Year 18 brought with it much change for University Business Partnerships & Services (UBPS). UBPS successfully completed our transition into the Office of the Vice Chancellor of Finance where Rosemarie Rae and her team continue to provide UBPS with invaluable support and guidance. Additionally, I am grateful to have been given the opportunity to lead UBPS after the department's first Executive Director, Solly Fulp, left campus to take our UPP model to the national stage. Lastly, I am pleased to have added Aaron Smyth, former Advisory Committee member, to our team.



Amidst all this change, Year 3 of the University Partnership Program (UPP) has been a great success, highlighted by launching our relationships with both Under Armour and Peet's Coffee. As you'll see in this report, our UPP partners continue to contribute significantly to the university through financial commitments and service engagements. As a department, we have focused on fine-tuning our processes, engaging additional units across campus, and sharing our success stories. Within higher education, UBPS has helped solidify UC Berkeley as a national leader in the area of university partnerships. This summer, our team coordinated and hosted the first Community of Practice Conference on University-Wide Partnerships. In addition, UBPS successfully launched the UPP Newsletter, UPP Spotlight video series, and additional communication channels to help share the impact our partners have on our campus.

None of this success would be possible without the guidance of our Advisory Committee and the commitment of our category Working Group members; so I would like to take this moment to thank each of them for their support of the program. Additionally, our department is small but mighty, and I'd be remiss if I failed to thank the UBPS team for their hard work and dedication.

Looking forward, UBPS is excited to build upon the last three years and to continue to make a positive impact at UC Berkeley. For Fiscal Year 19, this includes completing a rideshare partnership, exploring the category of insurance, and expanding the level of support we provide the campus community. Collaborating with our students, faculty, staff, and alumni is critical to the success of this work, and I look forward to utilizing these relationships to cultivate benefits and services that best support our university.

Sincerely,

A handwritten signature in black ink that reads "Amy Gardner". The signature is written in a cursive, flowing style.

Amy Gardner

YEAR AT A GLANCE

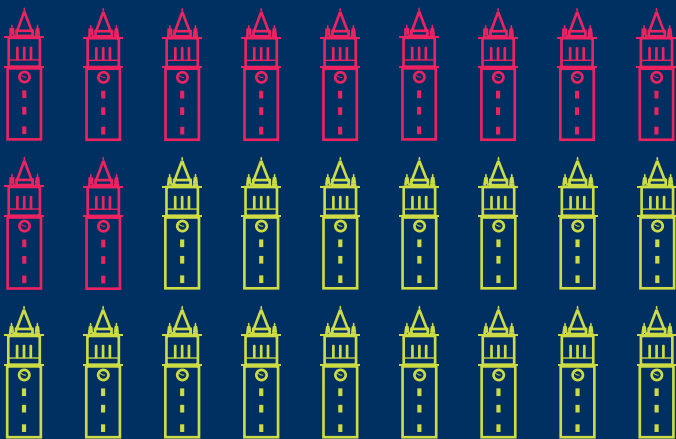
Whether in the classroom, on the playing field, or at the Student Union, our partners — Bank of the West, Brita, Peet's Coffee, and Under Armour — contributed unprecedented value to campus this year. From sponsorship of departments and student organizations to donations of products and services, collectively our partners provided over \$17 million that impacted dozens of programs and thousands of students, faculty, staff, and alumni.

\$17,438,547 Campus Support

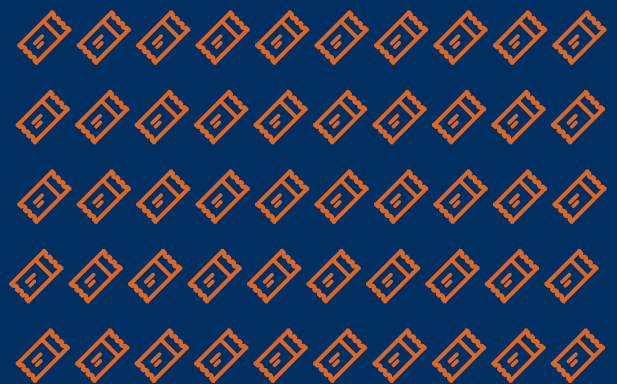
\$9,395,425 Revenue Generated

\$8,043,122 In-kind Value

Departments Supported **11** New **27** Total



50 Partner Sponsored Events



PROMOTING CAMPUS PRIORITIES

UC Berkeley is committed to supporting student, staff, and faculty well-being. Our partners recognize that wellness is about more than exercise. This year, their support combined fitness, food security, and education to promote a holistic approach to wellness.

FITNESS CHALLENGES



FOOD SECURITY



BASIC NEEDS EDUCATION



“Students really advocated for the Food Pantry. So the reason why we have really nutritious products at the Food Pantry is because we have funding from Bank of the West. The next partnership with Peet’s Coffee allowed us to amplify our efforts at the Food Pantry and launch skills development efforts. It’s important to do both, prevention and emergency relief.”

Ruben Canedo,
Research & Mobilization Coordinator, UC Berkeley Centers for Educational Equity Excellence

ENHANCING STUDENT EXPERIENCE

Students are at the core of everything we do at UC Berkeley, and our partnerships are no exception. Our partners sponsor student's organizations, programs, and top priorities; donate hundreds of thousands of dollars in scholarships; and provide invaluable mentorship and professional development opportunities that prepare students for future success.



\$399,598

Support for student groups and priorities



\$246,061

Donations to scholarship programs



\$393,700

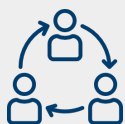
Value of items donated to Golden Bear Orientation



99 Graduate travel grants awarded



3 Full-time jobs generated for UC Berkeley graduates



182 Students mentored by partner employees



56 Internships and student jobs created

16 STUDENT PROGRAMS & PRIORITIES SPONSORED

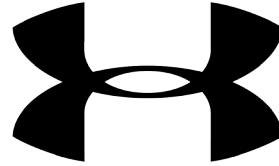
- Bears for Financial Success Program
- Berkeley Chinese Student Scholars Association (BCSSA)
- Berkeley Student Food Collective
- Building Sustainability @ Cal (BS@C)
- Cal Alumni Student Association's Overnight Stay Program (OSP)
- Cal Band
- Cal Zero Waste Refreshing Refills Program
- Campus Gardens Program
- Flejcon
- Graduate Assembly Travel Grants
- Nutrition Outreach Program
- PartySafe@Cal
- Personal Food Security and Wellness Course
- Student Environmental Resource Center (SERC) Green Team
- SodaHacks
- UC Berkeley Food Pantry

THANKS TO OUR PARTNERS



BANK OF THE WEST
BNP PARIBAS

Official Bank of UC Berkeley



UNDER ARMOUR.



University of California, Berkeley

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