May 20, 2009

Dear USC OS/OT Alumni,

We know we can count on you! We can do it!

As a continuation of our 65 Year Anniversary Celebration, the Division of Occupational Science and Occupational Therapy is striving to be #1 at USC for alumni participation and support. Help us break previous records by donating to the Annual Fund today! Every single donation, regardless of the amount, helps to boost our participation percentage. And, every single donation directly supports Occupational Science and Occupational Therapy education, research and practice.

Potential donors often ask about the level of alumni support. That is, "What percentage of your alumni participate in annual giving?" This statistic is an important yardstick assessing the prestige of a Division and the satisfaction level of its alumni.

Each year, USC publishes a list of rankings showing the percentage of alumni giving across the University. Although the Division’s alumni support improved significantly last year, Occupational Science and Occupational Therapy continued to be ranked near the bottom – 18th out of 22 Schools, with only 27.4% of our alumni represented. We know that you are proud to be a graduate of our Division and may simply be unaware of the significance of every single donation. Let's create an “upset” and reach the number one spot this year.

The Division has until June 30 to get our numbers up and your participation is crucial to raising our percentage profile to a highly regarded level. Some alumni are donating an amount determined by the year they graduated, for example, a graduate of the Class of 1980 might contribute $19.80. Won’t you please help by making a donation, in any amount, and encouraging your alumni friends to give as well?

The Division is grateful to those of you who have already donated. It is much appreciated.

Thank you very much, and Fight On!

Florence Clark, PhD, OTR/L, FAOTA
Associate Dean and Professor

Three easy ways to participate in the 2009 Annual Fund!
1. Write a check to USC OS/OT.
   - USC OS/OT, 1540 Alcazar Street - CHP 133, Los Angeles, CA 90089.
2. Donate online. http://www.usc.edu/giving
   - Click on: Make a Gift Now. Be sure to choose: USC OS/OT
3. Call USC OS/OT and donate by credit card over the phone.
   - Call 323.442.2850 between 8:30am and 5pm Monday thru Friday.

For more information: Jackie Mardirossian at 323.442.2811