

# UB Law Forum

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## Fundraising

UB Law Forum

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# ALUMNI ACTIVITIES

## Successful Fundraising Aids Law School

As more and more alumni understand the special needs of a public law school and as they realize the importance of its continued distinction among the nation's legal institutions, financial support steadily increases. Because of donor contributions UB Law School has been able to maintain its unique programs, such as Trial Technique and the clinics. It has also been able to maintain a strong staff of distinguished legal scholars.

Throughout the past 10 years fundraising efforts have been broadened and improved, with a resulting increase in both donors and dollars for the Law School. Support is solicited from alumni through direct mail campaigns and the annual "Phonathon."

According to Associate Dean Alan Carrel, who coordinates fundraising activities, the need for private support has increased steadily over the past several years. Because of that, faculty, student and alumni volunteers combine their energies to communicate to donors the needs of the Law School

and the dependence of its programs on their support.

The State provides funds for only the basic curriculum. In order to continue the growth and development for which the Law School has received high acclaim, it has had to seek out alternate funding sources.

The "flexible funds" provided by alumni gifts help to meet many immediate and unexpected needs at the School and to assist programs that do not receive adequate state support. Private money is used to fund some student assistantships and most scholarships and awards. It also provides a part of the budget for the Library, Trial Technique and other clinical programs, Moot Court, and the Buffalo Law Review. A broad base of alumni support is often key to obtaining additional funding from private foundations. In addition, alumni contributions provide significant funding for faculty recruitment, the placement office and The Forum.

While it is not unusual for a public

law school such as UB to rely on private assistance in order to provide a quality legal education to its students, it is increasingly clear that the gap between the public funds provided and the support needed is widening. Unless the status and reputation of the Law School—which has grown considerably in the last decade—is to be sacrificed, alumni will continue to be the vital key to maintaining the School's tradition of excellence.

While the results of annual fundraising efforts are encouraging, there are by far more ambitious goals to be set if the Law School is to meet the challenges of the future. During the most recent campaign, which ran from July 1, 1984 to June 30, 1985, some 1,351 alumni and friends contributed \$122,478. This was a dramatic increase from six years earlier when 365 donors gave \$17,848 but there is potential for significant, additional growth. A strong commitment from alumni will be the lifeline of the Law School in the decade ahead.

### Annual Phonathon UB Volunteers Call For Support

"Hello, I'm with a group of alumni and students from UB Law School, calling alumni to help raise funds for the School . . ."

Each fall for the past eight years, alumni, students and faculty have gathered at a central location for several evenings to phone alumni and seek financial support for the Law School. In the first year or two, pledges totalled less than \$4,000.00. Last fall, Phonathon '84 generated pledges in excess of \$30,000. Over 1,500 alumni in Western New York, New York City, Albany, Rochester and Washington, D.C. were contacted.

The facilities for the 1984 campaign were donated by the firm of Jaeckle, Fleischmann & Mugel.

The personal contacts made possible by the phonathon campaign are often very meaningful to those alumni who may have lost touch with the Law School over the years. As a result, the successful growth of the campaign has created a base of support upon which an expanded program of development is being built. Most importantly, these annual contributions provide flexible dollars which help to meet the Law School's many needs.

The phonathon is run every year in October or November. When a volunteer calls and asks, "May we count on your pledge of support?", we certainly hope that your response will be positive.



Dennis J. Speller ('58) calls a fellow alumnus.