BULAC

2013

Annual Report
Dear BULAC members,

My first year as your President was more fulfilling than I could have ever imagined thanks to all of you. Together, we were able to engage our alumni through exciting programming across the nation and impact our community both on campus and beyond.

We began the year revving up our social media presence with a Facebook challenge won by our new BULAC region in Chicago, who was able to garner the most “likes” for their page. Presently, all of our regions have Facebook pages in addition to our BULAC National page. We also have a Twitter handle (@bulacbrownu) and LinkedIn groups allowing us to engage you in as many ways as possible! I highly encourage you to become a part of our virtual communities.

For our regions, we instituted our “Adopt-a-Region” program where each e-board member serves as a liaison for several regions to facilitate the ease of their alumni programming and provide them with seamless support. As we grow as a community, this program will be pivotal to our successful expansion in new cities across the nation, and maybe one day even the world.

In our fundraising efforts, we successfully met our goals for the U.S. Latino Studies challenge raising $14,022 that is 139.2% over our goal of $10,000 and saw a record number of donors to the Brown Annual Fund through our BULAC Community Brown Annual Fund Scholarship Challenge. We are truly a generous community and I thank you for your contributions that make such a meaningful impact!

As part of our meaningful contributions on campus, we started a Madrina/Padrino scholarship for the Latino Commencement Dinner, which allowed for alumni contributions to maintain our commitment of providing free tickets to all seniors who wished to attend and subsidized tickets to their families.

These are just some highlights of our year in review. My hope for this annual report is to provide you with a snapshot of how much we have accomplished together. I hope you are instilled with the same sense of pride that I have in being a part of this tremendous community we call BULAC.

Ever true,

Dania Matos ’03, President
Brown University Latino Alumni Council (BULAC)
### Philanthropy

**BULAC Giving Timeline**

- **7/1/12**: Start of a new fiscal year at Brown
- **9/5/12**: Juan Carlos Mora '15 (below), first-ever BULAC Endowed Scholarship recipient, starts his second year at Brown
- **2/25/13**: Guy Sanchez '80 and Carmen Rodriguez '83 P'14 P'17 pledge to match every dollar raised in a 5-day U.S. Latino Studies Endowed Fund challenge up to $5,000
- **3/11/13**: More than 100 alumni responded to the U.S. Latino Studies Endowment Fund Challenge and secured over $10,000 for the fund this year
- **4/19/13**: William Acevedo '88, Elizabeth Acevedo-Lazaro '94, Soledad Feliciano Anselmi '86 & Andrew Anselmi, Karen Horny '65, and an anonymous donor sponsor the BULAC Community Brown Annual Fund Scholarship Challenge
- **6/30/13**: 468 gifts were raised for the BAF securing the $80,000 challenge funds for the creation of the first ever BULAC Community Brown Annual Fund Scholarship to be awarded to an incoming Latino or Hispanic first-year student this fall

### Breakdown of Regional Programming Funding

- **$2K**
- **100 PPL**

### Event Attendance

- **Breakdown of budget expenditures**
- **Communications**
- **Board Travel**
- **Regional Programming**
- **Student-Alumni Weekend**
- **Commencement Dinner**

### Online Engagement

- **35 tweets**
- **20 followers**
- **53 members**

### Most Popular Email:

**Mercedes - “YOU can transform a life”**

### Most Popular Video:

**bailando at the latino gala!**

(1,212 views & 357 likes)

### Most Popular Picture:

**Graduating seniors at Latino Commencement Dinner!**

(1,580 views & 84 likes)
special thanks to:

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