



Dear CUP Friends:

I hope that 2015 has brought renewed energy and inspiration to you all.

As CUP's Director of Development, I am inspired by all of YOU—the fantastic CUP Network—and having worked at CUP over 3 years, I continue to be moved by our organization's vision to seek racial, ethnic, and gender parity in the highest business and civic leadership positions in the U.S.

Given my business and fund development role at CUP, I am often asked, *"How can I make more of an impact?"*

1. **Do A Self-Assessment.** Consider your values and motivations, your expertise, the outcomes you wish to see during your lifetime, and the legacy you want to leave behind.
2. **Figure Out Your Philanthropic Value.** Some people have the capacity to donate cash, some people have more time to offer, and some can contribute both. While financial contributions are critical to nonprofit organizations' success, volunteering your time, knowledge, and skills—and leveraging your network as an ambassador of a cause that is important to you—will provide tremendous value to the organization.
3. **Maximize the Impact of Your Gift.** Setting up monthly recurring donations ensures that your favorite organizations receive ongoing support. You can also donate gifts of stock, contribute items and experiences to their auctions, and attend their signature (i.e., FUN) fundraising events. In addition, many employers sponsor matching gift programs and will match charitable contributions made by their employees.
4. **Join a Board.** Diverse board members bring fresh perspectives, stimulate dialogue and innovation, and elevate the voices and values of the communities that nonprofits serve. [CUP's "A Seat At The Table" Initiative](#) secures strategic board and career placements for our highly motivated and qualified members and trains these emerging leaders to make a difference once they are at decision-making tables. To get involved, contact Avital Tamir Temchin at atamir@nycup.org.
5. **Start Now.** Regardless of your budget, it is easy to be philanthropic. The sooner you start, the sooner you will see results!

Are you already making an impact? We will soon welcome nominations for accomplished diverse leaders across the financial services, legal, and media & entertainment sectors to be recognized as **CUP Catalysts: Change Agents 2015**. [Click here](#) to hear our 2014 CUP Catalysts share how they achieved extraordinary success in business while making a significant impact in their communities.

Finally, I hope you'll join us on April 9th at [CUP's 8th Annual Leadership Gala](#), when we will celebrate and recognize extraordinary leaders whose strides in diversity and inclusion, public service, and philanthropy have made a tremendous difference in the U.S.

Best,
Samantha

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