OUR MISSION
The mission of the USC Latino Alumni Association is two-fold: to provide scholarship assistance for the academic development and advancement of USC students who demonstrate financial need and show commitment to the Latino community; and to support the overall advancement of the university by engaging alumni for life, building a culture of philanthropy and representing the Latino alumni voice at USC.
A Message from the Executive Director

The USC Latino Alumni Association (LAA) serves a unique and vital function at the University of Southern California. Since our founding in 1973, LAA has supported and helped develop extraordinary undergraduate and graduate students from every academic program within the university. We foster lasting relationships with Latino students, who remain engaged with USC long after they graduate, helping us provide mentorship, networking opportunities and leadership training to future generations.

One of the oldest, largest and most dynamic Latino alumni associations in the country, LAA awards more than $15 million in cumulative scholarship funding to nearly 8,000 USC students, while also offering personal and professional support to help them achieve academic and career success. We continue to champion and recognize our alumni and their many accomplishments — and build meaningful collaborations with the larger Latino community as well.

Much important work remains to be achieved. That is why LAA is embarking on a $3 million initiative to generate crucial resources for student scholarships and programmatic support. Please join us in ensuring that the USC Latino Alumni Association and, most importantly, our alumni and students continue to thrive in the decades ahead.

Domenika Lynch ’98
Executive Director, USC Latino Alumni Association

“Your support helps us strengthen and diversify the Trojan Family, assisting Latino Trojans for generations to come.”

—DOMENIKA LYNCH ’98
EXECUTIVE DIRECTOR, USC LATINO ALUMNI ASSOCIATION
Every year, the USC Latino Alumni Association awards approximately 200 partial-tuition scholarships to outstanding USC undergraduate and graduate students from across the university. Since LAA’s founding more than 40 years ago, we have awarded a cumulative $15 million in scholarship funding and currently maintain a scholarship endowment of more than $5.6 million.

While our students and alumni attest to the meaningful difference this support has made in their ability to attend the university and in their lives afterward, the reality is that additional endowed scholarship funding is crucial. An education of USC’s caliber would remain out of reach for low-income and middle-class families without significant scholarship support. And as the Latino population continues to grow dramatically, the need for additional targeted funding for Latino students is expanding.

The majority of our scholarship recipients are the first in their family to attend college. As a requirement of receiving LAA support, they perform volunteer service and participate in fundraising events. Many of our students consider their volunteer service and leadership training the most valuable part of their LAA grant. They also benefit from a series of life-skill workshops that enhance their networking abilities and career readiness. Your generosity helps us continuously refine and improve the entire experience available to our Latino Trojans.

“Many of the opportunities that came to me as a student at USC were largely due to the Latino Alumni Association. Whether it was money for books and tuition, advice on making the most of my USC education or a shoulder to cry on when I didn’t think I could make it, LAA was there for me. This is why I give back, and why you should, too. Future leaders depend on us.”

— LUCY FLORES ’07  
ASSEMBLYWOMAN, STATE OF NEVADA  
ATTORNEY, MADDOX, ISAACSON & CISNEROS LLP, LAS VEGAS
“In addition to financial support, LAA provided me valuable guidance and skills to succeed as a future business leader, and the added confidence to pursue my dream of studying and interning abroad.”

“I was grateful to receive the LAA-MABF scholarship because it eased my financial burden and allowed me to serve the Latino community through organizations such as the Los Angeles County Office of the Public Defender and the USC Immigration Clinic.”
LELAND COONTZ

Major: Business Administration
Honors: USC LAA Scholar
Dean’s List
Citi Scholar
Activities:
- Producer, Trojan Vision cooking series “Delish”
- Volunteer, Troy Camp
- Intern, TalentBin.com, whose clients include eBay, Dolby and Facebook

BELEN CHAIREZ

Major: Neuroscience
Minor: Spanish
Honors: USC LAA Scholar
Northgate Family Foundation Scholar
Activities:
- Volunteer, USC Jumpstart
- Volunteer, USC Joint Educational Project

“I can’t wait for the opportunity to give others the same support that made it possible for me to be a Trojan.”

“Support from LAA means an opportunity to continue on my career path to becoming a doctor.”
The USC Latino Alumni Association works with USC schools and administrative units across both campuses, provides ongoing support to Latino student organizations throughout the university, and teams with other USC entities on projects that benefit the greater Los Angeles community. The following are but a few of our innovative partnerships across the university and beyond:

- For the past 40 years, LAA and the USC Office of Financial Aid have partnered on a 2:1 match for undergraduate scholarships. LAA also maintains 1:1 matching programs with the Keck School of Medicine of USC, the USC School of Pharmacy and the USC School of Social Work that encourage Latinos to enter those professions.

- LAA collaborates with the Center for Minority Engineering at the USC Viterbi School of Engineering to provide specialized tutoring for pre-med and engineering students. A partnership with Princeton Review offers workshops and one-on-one tutoring support in math and the sciences for USC Latino students, regardless of major. In addition to helping students succeed, these efforts also address the underrepresentation of Latinos in science, technology, engineering and mathematics (STEM) careers across the country.

- A partnership with the Tomás Rivera Policy Institute provides USC graduate students with travel stipends for domestic and international research projects relevant to the missions of both organizations.

- LAA also is collaborating with the USC Dornsife College of Letters, Arts and Sciences to create a Latino archive and to establish a fund to support student research and travel opportunities — such as an exploration of Mayan culture, for instance — as well as attendance at national and international conferences.

- LAA’s new Dr. Edward Zapanta Latinos in Medicine Initiative sends 10 students from the Keck School of Medicine and 10 pre-med Latino undergraduate scholars into local elementary schools to deliver specialized lessons on such topics as germs, the digestive system and healthy living. These USC students not only share valuable lessons on science and anatomy, but they also serve as role models for children.

- The USC Latino Student Assembly and its member organizations receive LAA funding to underwrite special events. LAA also supports USC Spectrum and other university-wide groups in securing Latino artists and speakers.
Providing ongoing opportunities for alumni to network with one another — and to interact with our students — is an important function of the USC Latino Alumni Association. Our signature events are designed to be both fun and inspiring, allowing alumni to reconnect and to meet new colleagues, while giving students access to a wide range of Latino role models and mentors. These events also provide an essential source of fundraising support, bolstering our endowment for student scholarships and helping defray the cost of our workshops and other programming.

Our annual fundraising events include the LAA Scholarship Dinner, held each spring; the LAA Golf Classic, which takes place over the summer; and the fall Homecoming Tailgate picnic and celebration. Our newest event is the Alumni Spotlight program, which recognizes the leadership of our alumni and is helping build an archive of our collective narratives for future generations. Sponsorship opportunities for these and other LAA events are available to individuals, companies and associations, as well as to USC schools and programs.

We also need support for our life-skills workshops, annual Leadership Retreat, networking events, Inspirational Conversations with Alumni — a daylong mentoring program — and other special training programs that enhance the student experience and prepare Latino Trojans for successful lives and careers. These offerings help deserving Latino students achieve their highest potential as they pursue their academic dreams.

“I will be forever grateful to the USC Latino Alumni Association for the support it gave me as a student and the opportunities it now gives me to pay it forward. In giving to others, we receive so much more that we can imagine.”

— KARIME SANCHEZ BRADVICA ’80
The USC Latino Alumni Association’s fundraising initiative is part of the broader campaign for the University of Southern California. A multi-year effort to raise $6 billion to advance USC’s academic priorities and expand the university’s positive impact in our community and around the globe, the campaign will touch and transform every part of the university.

The USC Latino Alumni Association is integral to the USC Alumni Association’s mission to support the university’s overall advancement by engaging alumni for life, building a culture of philanthropy and being the representative voice for USC alumni. LAA does all of this and so much more for Latino Trojans and the university as a whole.”

— Patrick E. Auerbach Ed.D ’08
ASSOCIATE SENIOR VICE PRESIDENT FOR ALUMNI RELATIONS

<table>
<thead>
<tr>
<th>Funding Goals</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarship Support</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>The USC Latino Alumni Association awards approximately 200 partial-tuition scholarships each year to full-time undergraduate and graduate students across the university. Today, many more low-income and middle-class students require support for tuition and other expenses in order to benefit from a USC education. Your generosity will help build our endowment so we can assist a greater number of remarkably talented students every year, helping keep the USC student body diverse.</td>
<td></td>
</tr>
<tr>
<td>Campus Partnerships</td>
<td>$250,000</td>
</tr>
<tr>
<td>LAA collaborates with academic and administrative units and student organizations throughout the university to support research projects, service learning experiences, tutoring programs, networking and professional development events, and other unique opportunities for Latino Trojans. These partnerships also extend into the greater Los Angeles community, benefiting new generations of young Latinos and their families. Your support will help meet the cost of these efforts and provide the wherewithal to engage in new opportunities for innovative and beneficial collaborations as they arise.</td>
<td></td>
</tr>
<tr>
<td>Events and Programs</td>
<td>$250,000</td>
</tr>
<tr>
<td>Your generosity will help underwrite LAA events, such as the Scholarship Dinner, Golf Classic, Homecoming Tailgate, Alumni Spotlight and other opportunities for alumni to reconnect with one another and engage with students. Support is also needed to fund training and networking opportunities for Latino students, including the annual Leadership Retreat, life-skills workshops, mentoring and tutoring programs, and informal social events.</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$3,000,000</td>
</tr>
</tbody>
</table>

Your contribution to the USC Latino Alumni Association is an investment not only in the future of Latino Trojans but also in the future of USC, Los Angeles, the United States and the world we share. Your generosity will help secure the dream of an exceptional college education for many outstanding young people, while also providing them with the life skills and professional preparation they need to ensure success throughout their lives.

An infusion of resources to strengthen our scholarship endowment will enable LAA to support a larger number of students each and every year. Funding for our partnerships across the university will ensure that USC Latino students continue to benefit from a broad range of unique opportunities — from special study-abroad, research and service learning programs to networking and professional development. And support for our signature events and mentoring, networking and leadership training programs helps students hone their career skills and develop an ongoing commitment to serving their community.

A new donor wall in the USC Latino Alumni Association’s offices will be created to acknowledge the first 40 leadership gifts to LAA’s fundraising initiative, as well as the association’s 40th anniversary. Naming opportunities are also available for LAA’s conference room and the executive director’s and associate director’s offices.
“Through Latino Alumni Association events and workshops, not only have I made lifelong connections and friendships with alumni and fellow scholars, but I also have gained more confidence in my networking and communication skills.”

—STEPHANIE BRITO, USC STUDENT
THE CAMPAIGN
for the
University of Southern California
FAS REGNA TROJAE