Honoring 40 Years

Celebrating OUR HERITAGE
Tradition & Culture

A Legacy of the USC Mexican American Alumni Association
One of the oldest, largest and most dynamic Latino alumni associations in the United States, the USC Latino Alumni Association has been dedicated to serving underrepresented, first-generation college-educated Latino students and remaining connected with our growing alumni base since 1973.

We have awarded more than $15 million in scholarships to more than 7,500 USC undergraduate and graduate students. Our scholarship endowment fund — currently totaling $5.6 million — is one of the nation’s largest for a Latino alumni association, but must be continuously enhanced to meet student need.

Over the course of four decades, our mission has expanded to engage more Latino alumni in the organization — sustaining the legacy of the Latino Alumni Association — and include leadership development and mentoring support to ensure that our students rank among the most competitive college graduates in the country. The Latino Alumni Association has developed a dynamic network that provides opportunities for USC students and graduates to connect with others within the Latino community to aid them throughout their careers.

But so much more remains to be achieved. Your participation helps us strengthen and diversify the Trojan network and bolster the support we provide to deserving students throughout the university. Every gift makes a meaningful difference.

With your partnership, I am confident that the USC Latino Alumni Association will continue to produce great results, assisting Latino Trojans for generations to come.

Fight On!

Domenika Lynch ’98
Executive Director
USC Latino Alumni Association
Preventing
TOMORROW’S LEADERS

The USC Latino Alumni Association (LAA) is one of the nation’s leading Latino alumni organizations, devoted to the academic advancement and development of Latino students attending USC and to maintaining those bonds after graduation. Throughout our four decades of service, our primary mission remains supporting outstanding undergraduate and graduate students who have shown a commitment to the Latino community. But the most meaningful legacy of the LAA is our dedication to preparing tomorrow’s leaders and fostering lasting relationships that have far-reaching benefits within the university — across Southern California and around the world.

From leadership training and networking opportunities to service learning experiences and special events, the LAA unites alumni, philanthropic partners, corporate executives and other friends to support new generations of professionals and community leaders.

OUR MISSION

The mission of the USC Latino Alumni Association is to provide scholarship assistance for the academic development and advancement of USC students who demonstrate financial need and show commitment to the Latino community.
Key Milestones

In 1973, eight USC Mexican American alumni set out to create an association dedicated to supporting the advancement of Latinos in higher education; assisting Latino students with the high cost of college; and increasing the number of Latino students attending USC. The USC Mexican American Alumni Association (MAAA) was born, with Raúl Vargas as founding executive director. USC showed its support by establishing a 2:1 matching program for undergraduate scholarship funds raised by the association.

In 1994, with the help of alumni and community businesses, the association established an endowment to provide an enduring source of scholarship funds for USC’s Latino students. A million dollars was raised by 1995, and the endowment is worth more than five times that amount today.

To better reflect the broad reach of the association, the name was changed to the USC Latino Alumni Association in 2010. The new name includes the tagline, a legacy of the USC Mexican American Alumni Association since 1973, to commemorate our founders and the heritage of the MAAA.
The USC Latino Alumni Association awards approximately 200 partial-tuition scholarships every year to outstanding USC undergraduate and graduate students. We consider a number of factors in selecting awardees, including demonstrated commitment to the Latino community, leadership potential, and exceptional academic and professional potential.

Our competitive scholarships supplement other sources of financial aid, including CSS/PROFILE, Free Application for Federal Student Aid (FAFSA), USC financial aid, student loans and college work-study. Scholarship applicants must be full-time students. Undergraduate students must complete a minimum of 12 units per semester with a 3.0 cumulative GPA, and graduate students must complete a minimum of 8 units per semester with a 3.0 cumulative GPA.

USC Latino Alumni Association scholars are required to perform volunteer service and participate in key association events, as well as enroll in a series of life-skills workshops designed to enhance their networking abilities and career readiness.

| 200 scholarships per year (approximate) | 7,500 scholarships awarded to date | $15 million in scholarship funds | $5.6 million endowment |

“The USC Latino Alumni Association scholarship was a tremendous help to me in attending USC. More importantly, I benefited from my involvement. Right away, LAA gave me opportunities for business training and volunteerism. I feel a strong familial connection to LAA and want to contribute back as much as I can.”

— JUAN LUIS BRAVO, USC JUNIOR
The USC Latino Alumni Association creates networking and learning opportunities for students, alumni and business partners.

FOR STUDENTS, WE OFFER:
- Life-skills workshops focused on leadership and network building, financial literacy and community service. Workshops include budgeting basics, personal safety, healthy mind and body, business-dining etiquette, dress for success and networking 101.
- USC Career Center services aimed at finding internships and future employment.
- Access to USC Latino Alumni Association business partners, alumni and friends. Through events such as our career panels and luncheons, students build networks and learn firsthand from professionals and organizational leaders.
- Mentorship opportunities with alumni and friends of the USC Latino Alumni Association.

FOR ALUMNI AND FRIENDS, WE OFFER:
- Networking opportunities through signature events.
- Mentorship opportunities with USC Latino Alumni Association scholars.
- Volunteer opportunities through various committees, fundraising activities and events.
- Personalized assistance for USC-related questions and requests.

FOR BUSINESS PARTNERS, WE OFFER:
- Access to high-achieving scholars and alumni through events tailored to support diversity and excellence.
- The opportunity to engage thousands of students, alumni and friends through strategic marketing and advertising initiatives across multiple media.
- A forum for professionals across industries to discuss best practices in preparing students for a competitive job market.
By the Numbers

Of the nearly 190 recipients of USC Latino Alumni Association scholarships, 145 are undergraduates and 45 are graduate students.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>65%</td>
<td>first-generation college</td>
</tr>
<tr>
<td>100%</td>
<td>on financial aid</td>
</tr>
<tr>
<td>3.46</td>
<td>undergraduate scholars’ average GPA</td>
</tr>
<tr>
<td>3.51</td>
<td>graduate scholars’ average GPA</td>
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USC Latino Alumni Association scholars are pursuing degrees in the following academic units:

- Dornsife College of Letters, Arts and Sciences
- Viterbi School of Engineering
- Marshall School of Business
- Annenberg School for Communication & Journalism
- Arts Schools
  - (Architecture, Fine Arts, Dramatic Arts, Music)
- Leventhal School of Accounting
- Sol Price School of Public Policy
- School of Cinematic Arts
- Keck School of Medicine
- Davis School of Gerontology
- Division of Occupational Science
- School of Social Work
- Rossier School of Education
- Gould School of Law
- Ostrow School of Dentistry
- School of Pharmacy
GET INVOLVED

We invite alumni and friends to join the USC Latino Alumni Association in transforming the lives of our scholars while strengthening and empowering our Latino community.

VOLUNTEER
By becoming a mentor, you can inspire the next generation of Latino leaders. Students are eager to learn from the experiences of successful alumni and friends. Whether leading a life-skills workshop or providing one-on-one advice, you can positively influence the lives and future careers of our outstanding scholars.

ATTEND
Our annual events are the main source of endowment funds that enable us to provide scholarships to deserving students each year. These occasions are fun and inspiring, and offer terrific opportunities for networking and reconnecting with friends and alumni.

SERVE
Serving on one of our committees gives you the opportunity to share your time and talents to ensure our success. Our committees help select scholarship recipients, plan events, support public relations and marketing, assist with ongoing fundraising efforts and much more.

GIVE
The USC Latino Alumni Association relies on the support of individuals and partnering organizations to ensure that deserving Latino students acquire the necessary educational opportunities and leadership skills to achieve their highest potential.

“The USC Latino Alumni Association bridges the gap for bright-minded Latino students who otherwise lack the financial resources to pursue their academic dreams.”
— NICK J. G. SANCHEZ, USC JD ’99
The Ulloas, Walter ’70, Roland ’73 and Ronald ’76, grew up in a small agricultural community in California’s Imperial Valley. Their parents dreamed of the brothers attending USC — and they did just that, each earning a bachelor’s degree, followed by law degrees at other institutions. All three have become successful broadcast executives.

Roland practices immigration law and is president of Dos Costas Communications Corporation, which owns several radio stations. Walter is chairman and CEO of Entravision Communications Corporation, which owns 53 television stations (including Univision’s largest television affiliate group), 48 radio stations and a robust digital platform. Ron is president of two Los Angeles television stations, KXLA-DT and KVMD-DT.

The Ulloa brothers share their success with new generations of Latino Trojans through their support of the USC Latino Alumni Association. Ronald is a member of the LAA Corporate Advisory Council and the brothers have served as sponsors of the association’s annual Scholarship Dinner.

“I can remember USC back in 1971; there weren’t many Latinos,” Roland says. “It’s terrific to see how diverse USC’s student population has become.”

Ronald, the youngest, says that when he attended USC he found a home away from home at El Centro Chicano — a support and resource center within the division of Student Affairs — and LAA. “I felt grounded at USC because I was able to surround myself with individuals who looked like me and who valued my heritage,” he says.

The brothers support LAA to honor their father (one of the first Mexican American certified public accountants in California), and to ensure that current and future generations of Trojans will have the resources and mentoring to excel.
Sponsorship opportunities at our fundraising events are available for individuals, companies, and USC schools and programs. Sponsorships allow you to support the USC Latino Alumni Association’s fundraising goals and to get your message out to students, alumni and friends.

Our annual fundraising events include:

THE SCHOLARSHIP DINNER

**SPRING**

*The Scholarship Dinner has been held annually for 40 years to recognize exceptional student and alumni achievement.*

THE GOLF CLASSIC

**SUMMER**

*The Golf Classic is recognized as one of the best tournaments in Los Angeles, and remains one of our most popular events.*

THE HOMECOMING TAILGATE

**FALL**

*The Homecoming Tailgate celebrates USC football and the Trojan Family spirit with a pre-game picnic to welcome back alumni and friends.*
“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

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Norene Zapanta
Dr. Richard ’68, MD ’73 and Rebecca Zapanta
Your donations toward student scholarships, educational programs and special events are an investment in the future. Gifts to the USC Latino Alumni Association can transform lives by empowering Latino students at USC and helping them realize their full potential.

You may designate your tax-deductible gift to go to a specific endowed scholarship or give to the USC Latino Alumni Association endowment fund to help provide scholarships in perpetuity.

SUPPORTING THE USC L

Here are some of the ways you can give:

**ENDOWED SCHOLARSHIPS**

Endowments are an excellent way to ensure continual support of Latino scholarships and leadership. You can create an endowed scholarship in your name, the name of a loved one or the name of your company. Or you can add to the USC Latino Alumni Association’s general scholarship endowment. Each year the interest earned on the endowment will be used to provide scholarships while the principal is reinvested.

**DONOR-ADVISED FUNDS**

Donors contribute a lump sum to the USC Latino Alumni Association and get an immediate tax deduction in return. The association legally controls the money, but the donor advises us on how the funds will be disbursed.

**CHARITABLE REMAINDER TRUSTS**

A donor transfers assets to an irrevocable trust and receives regular payments from the trust. At the end of the trust’s term, the remainder goes to the USC Latino Alumni Association. The donor receives an income-tax deduction for the amount estimated to remain with the association, though the payments to the donor are generally taxable.
We can help you find a way to contribute that’s right for you.

Contact us for more information:
(213) 740-4735
latinoalumni@usc.edu

You may also give online at https://latinoalumni.usc.edu/giving.

LATINO ALUMNI ASSOCIATION

CHARITABLE LEAD TRUSTS
Essentially a reverse of a charitable remainder trust, a donation is made to a trust and the USC Latino Alumni Association receives regular payments. At the end of the trust’s term, the remainder is returned to the donor.

CHARITABLE GIFT ANNUITIES
With an annuity, the USC Latino Alumni Association receives a donation, then regularly pays a fixed amount to the donor for life. Although a portion of the annuity payments is taxable, the donor receives an immediate income-tax deduction for the amount estimated to remain with the association.

MATCHING GIFTS
Many corporations match employee gift contributions to charitable institutions. Consult your company’s benefits office for details.

GIFTS IN KIND
Gifts or services — such as printing, furniture, catering or office supplies — may also be donated to the association. The value of the gift will be credited to your name and the contribution is tax deductible.
“I remember stepping foot on the USC campus upon being accepted and feeling excited, nervous and a bit overwhelmed. The Latino Alumni Association embraced me and made me feel like I was in the right place. The scholarship provided meaningful support, but even more important was the vote of confidence. I stand on the shoulders of those who came before me and paved the road. This is why I give back.”

— CARMEN NAVA ’84
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