



Matador

Hearts

— *for* —

Matador

Minds

HERE'S WHY OUT-OF-STATE STUDENTS CHOOSE CSUN:

**>\$10K
PER YEAR**

CSUN's tuition is less than \$10,000 a year for out-of-state students through the Western Undergraduate Exchange program.

**ALMOST
300
STUDENT
CLUBS**

Students find their niche among our almost 300 student clubs, including CSUN Anime Club and CSUN Board Game and Tabletop Club.

**61
MAJORS**

Our campus offers 61 majors, including many that are nationally ranked —such as our film major — and unique, like our bachelor's degree in deaf studies.

**LA
LESS THAN
20 MILES**

We're in sunny Los Angeles, just miles away from major attractions. Hollywood is 20 miles away. Coastal cities, like Santa Monica, are also nearby.

CSUN ALUMNI ASSOCIATION SCHOLARSHIPS



Supporting students who are the first in their family to attend a four-year college/university.



Supporting students who are the child or grandchild of a CSUN/San Fernando Valley State College alum.



Supporting a CSUN alum who is continuing their education at CSUN beyond the undergraduate level.

THE IMPACT

15

Scholarships awarded annually

\$2K

Amount awarded for each scholarship

\$30K

Total award money given to students annually

345

Scholarships awarded all time

\$464K

Total award money given all time

CSUN | ALUMNI

Dear {FIRST NAME},

There is something special about being a Matador. You feel a connection with CSUN graduates and kinship with all your fellow Matadors.

As members of the CSUN Alumni Board, we are constantly looking for ways to support our students.

And then 2020 happened. We saw firsthand how the pandemic deeply impacted those most vulnerable and made the road toward graduation more challenging. This became a call to action for us, one that we ask you to support.

We have launched the Matador Hearts for Matador Minds scholarship giving campaign. We are appealing to the hearts of CSUN alumni to help our students in their educational journey. Help us help students stay the course and realize the dream of earning a degree.

As Matadors know, a college degree creates professional and personal opportunities for a lifetime.

Donating is easy. Text **“alumni21”** to **243-725**. You could also return the slip accompanying this letter or go to csunfunder.csun.edu/alumnischolarships21 to make an online donation.

Your donation will fund scholarships for first-generation college students, students whose parents or grandparents have graduated from CSUN, and alumni returning to CSUN for graduate school.

The Alumni Board is comprised of individuals like you who see CSUN’s success as their own. We have launched this campaign with an initial donation. We’re asking you to join us. Every bit counts. Your heart can elevate minds.

Again, you can text **“alumni21”** to **243-725**, return the slip accompanying this letter, or go to csunfunder.csun.edu/alumnischolarships21.

Thank you for considering making a donation.

Sincerely,



Cherry Henricks '69
Alumni Board Scholarship Committee Chair



Dan Chernow Ed.D., '67, M.A. '89, M.A. '03
CSUN Alumni Board President



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Together, We Have Created Momentum

CSUN Alumni's **Matador Hearts for Matador Minds** scholarship giving campaign has raised thousands of dollars in its first couple of weeks. That means scholarship money for deserving students when the need is even more acute.

Join the cause. [Make a donation today.](#)

Here's why alumni and organizations have already joined in:

"As Matadors, we appreciate the value of higher education. And as parents, we understand how skyrocketing costs make it difficult for many families to afford to send their children to college. We are fortunate to be able to 'pay it forward' and hope that our participation in the CSUN Alumni Scholarship Campaign will help these very worthy students achieve their goals."

— Scott '79 (Political Science) and Jill Feinstein

"Project GRAD Los Angeles has supported thousands of students to pursue their life dreams with higher education. The support for the Matador Hearts for Matador Minds campaign continues Project GRAD Los Angeles' support for students to pursue their dreams of educational and life success."

— Ford Roosevelt, President & Chief Executive Officer, Project GRAD LA

[Learn More](#)



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Play Video

Today, CSUN Alumni launches the **Matador Hearts for Matador Minds** scholarship giving campaign.

The need is now. Your help can be life-changing.

Watch this video to find out how.

[Click Here](#)



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You Can Help Us Impact More Students

The **Matador Hearts for Matador Minds** scholarship campaign has received tremendous support so far. You can make an impact, too, by giving before the campaign ends on March 26.

We are raising money from CSUN supporters like you to fund student scholarships for deserving students, many in need, in three categories:

First-Generation Students

The first in their immediate family to attend a four-year college or university

Legacy Students

The child or grandchild of CSUN/San Fernando Valley State College alumni

Graduate Student

A student who has earned an undergraduate, graduate degree or teaching credential from CSUN and is enrolled at CSUN working toward a higher degree

[Make Your Impact Today!](#)



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Thank You
for Helping Us Surpass the Goal!

Thank you for donating to the **Matador Hearts for Matador Minds** campaign. Thanks to you and many generous supporters, we raised \$207,538, surpassing the \$200,000 goal we set when the campaign launched in February.

What does meeting our goal mean? It means more Matadors will meet their goals.

Together, we have raised money to fund scholarships for first-generation students, legacy students and graduate students.

If you're looking for more ways to get involved with CSUN, [click here](#)

You have made a tremendous impact. From our heart to yours, we appreciate your support.

Thanks for visiting!

This project is now in update mode. Check back regularly to see how things are progressing.

Matador Hearts for Matador Minds Alumni Scholarship Campaign



\$207,973

103%

Raised toward our \$200,000 Goal
262 Donors



PROJECT HAS ENDED

Project ended on March 26, at 11:59 PM PDT

[Project Owners](#)



Share to Maximize



Description

Updates (5)

Donor Wall

Levels Choose a giving level

Matador Hearts for Matador Minds Alumni Scholarship Campaign

When we launched this year's campaign, we set \$200,000 as a target because we want to set the bar higher than last year's campaign. The donations thus far have shown us that our alumni believe in this cause — to raise as much money as possible for student scholarships. Now we have a few days to raise the bar even higher and in turn, create more scholarship opportunities for CSUN students.

CSUN Alumni have come together to launch the "Matador Hearts for Matador Minds" scholarship giving campaign. We are appealing to the hearts of people like you to help our students in their educational journey. This is our way of helping students stay the course and realize the dream of earning a degree.

CSUN Alumni scholarships are transformational

We saw how a pandemic can so deeply impact those who are vulnerable and make the road toward graduation more challenging. This has become a call to action for us, one that we ask you to support.

Donate to help CSUN Alumni fund student scholarships. Annually, CSUN Alumni awards scholarships to deserving students, many in need, in three categories:

First-Generation Students

The first in their immediate family to attend a four-year college or university.

Legacy Students

The child or grandchild of CSUN/San Fernando Valley State College alumni.

Graduate Student

A student who has earned an undergraduate, graduate degree or teaching credential from CSUN and is enrolled at CSUN working toward a higher degree.

\$15

\$15

Small donations can make a big impact. An accrual of donations at this level can add up quickly and help us provide additional scholarships in the future.

Contribute \$15

\$50

\$50

CSUN has been helping students rise since 1958. Your gift of \$50 helps propel the success of CSUN students and alumni.

Contribute \$50

\$100

\$100

CSUN's first graduating class was nearly 100 students. CSUN now graduates about 10,000 students annually. Donate \$100 to alumni scholarships and help CSUN students on the path toward earning their degrees.


Contribute \$100

How can you make a difference?

The CSUN Alumni board is comprised of individuals like you who see CSUN's success as their own. We have launched this campaign with an initial donation.


We're asking you to join us. Every bit counts. Your heart can elevate minds.

CSUN ALUMNI ASSOCIATION SCHOLARSHIPS




**1st
GENERATION**

Supporting students who are the first in their family to attend a four-year college/university.



LEGACY

Supporting students who are the child or grandchild of a CSUN/San Fernando Valley State College alum.



GRADUATE

Supporting a CSUN alum who is continuing their education at CSUN beyond the undergraduate level.

THE IMPACT

15 <i>Scholarships awarded annually</i>	\$2K <i>Amount awarded for each scholarship</i>	\$30K <i>Total award money given to students annually</i>	345 <i>Scholarships awarded all time</i>	\$464K <i>Total award money given all time</i>
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\$150

\$150

CSUN Alumni currently awards 15 scholarships annually. Support these awards with your gift of \$150.

Contribute \$150

\$300

\$300

CSUN Alumni has presented more than 300 scholarships to our outstanding students. Your donation will help endow these scholarships so support is available to students in perpetuity.

Contribute \$300

\$1,000

\$1000

Make an even larger impact. \$1,000 will get us closer to our goal, but it will also truly make a difference for a student in need.

Contribute \$1,000