Dear Friend of the Maryland Parents Association,

According to the Federal Reserve Bank of New York, student loan debt in the United States jumped to $1.34 trillion dollars in 2015, an increase of nearly $80 million since 2013.¹

That's $1.34 TRILLION.

At the University of Maryland, the average 2015 graduate amassed more than $27,000 in student loan debt. These numbers are staggering – and for some UMD students the cost of a college education is completely out of reach. The financial hardships they are experiencing will not allow them to finish their education and earn their degree.

As Maryland parents, we would like every student to be able to take full advantage of the world-class education this University has to offer. You can help us by supporting our 14th Annual Silent Auction to be held during Family Weekend, October 14-16, 2016. All monies raised during this event are directed to the Maryland Parents Association Scholarship Fund, providing need-based scholarships to students who may be unable to continue their education at the university due to extenuating financial circumstances. Last year, we raised nearly $50,000 and our goal is to surpass that amount this year.

By donating an item to this event, not only will you enable deserving students to have the necessary financial resources to stay in school, but your organization will also receive recognition for your support. In the past two years, over 13,000 students, parents, and families have attended Family Weekend and had the opportunity to participate in this signature event. Additionally this year, Maryland will host a football game versus Big Ten rival, University of Minnesota, which is sure to bring tens of thousands of fans to campus - and to the auction!

As a donor, we recognize that your participation is key to the success of our event. Your contribution will be acknowledged both at the event, and through our website www.sagiving.umd.edu/silentauction. A number of items will also be available for online bidding through Bidding For Good, an online auction platform for non-profit auctions with more than 450,000 followers throughout the country.

Enclosed you will find a donation form, along with more information about this exciting event. On behalf of the Parents Association of the University of Maryland, we thank you for your fearless support of our students as they strive to become active participants in our global society.

Sincerely,

Barbara Berenhaus
Grace Turcotte, ’81
Susan Wachs Goldberg, ’80

Maryland Parents Association
Silent Auction, Co-Chairs

¹ The Federal Reserve. April 2016.
FAQ

Q: When is Family Weekend?
A: The 36th Annual Family Weekend will be held from October 14-16, 2016.

Q: What is Family Weekend?
A: Attended by nearly 7,000 people, Family Weekend is the largest University-sponsored program for the parents and families of undergraduate students. The weekend is filled with social and academic programs, sporting events, lectures, concerts, theater performances, and much more. The Silent Auction is an integral part of the weekend. It is conveniently held in the Grand Ballroom of the Stamp Student Union in conjunction with Family Weekend registration on Friday, October 14th. Participants will have the opportunity to visit and participate in bidding through Saturday, October 15th.

Q: How can I get involved in Family Weekend and the Silent Auction?
A: There are two major ways to get involved: Corporate Sponsorships and Silent Auction donations. Sponsorships enable your organization to build its brand among our UMD students and families during and beyond Family Weekend. Silent Auction donations enable the Maryland Parents Association to continue sponsoring this annual event that raises much needed funds for the Maryland Parents Association Scholarship Fund.

Q: What does the Silent Auction support?
A: The Silent Auction was established fourteen years ago to raise funds for the Maryland Parents Association Scholarship Fund. Each year, numerous students receive scholarship support that enables them to stay in school when they encounter extenuating financial and personal circumstances. The Parents Association was able to provide scholarships to over 20 students during the 2015-2016 academic year.

Q: What benefits do I/my organization receive by participating?
A: Sponsorship benefits vary by level but include visibility during Family Weekend – including signage and acknowledgement on the Family Weekend Website and Mobile App. All Silent Auction donors receive the benefit of acknowledgement located on the table with their donation in addition to recognition on the online “Honor Roll” on www.sagiving.umd.edu/silentauction. In addition, donated items and sponsorships are considered charitable gifts to the University of Maryland and are tax deductible as allowed by law.

Q: What kinds of items do you need?
A: We typically have over 300 items in our Silent Auction and as you can imagine, they run the gamut. Our goal is to have something for everyone. Of particular interest are unique or one-of-a-kind items and experiences. Travel and restaurant gift certificates are always very popular along with tickets to theaters, sporting events, concerts, etc.

Q: I do not live near University of Maryland; do you still want my contributions?
A: Absolutely! Family Weekend attracts parents and families from all over the nation. In addition, a variety of items will be available for our online bidding through Bidding For Good, whose network includes approximately a half million qualified bidders.

Q: Who can I contact if I would like more information about the Silent Auction?
A: Please direct your questions to Silent Auction Co-Chairs at mpauctionumd@gmail.com.

Q: I am interested in learning more about the Division of Student Affairs and additional corporate sponsorship opportunities.
A: Please contact Roz Moore, Assistant Director of Development and External Relations. She can be reached at rozmoore@umd.edu or 301.314.3694. We also invite you to visit www.sagiving.umd.edu for more information about the charitable giving and sponsorship opportunities at University of Maryland.

*Gifts in support of the University of Maryland are accepted and managed by the University of Maryland College Park Foundation Inc., an affiliated 501 c(3) organization authorized by the Board of Regents. Gifts are tax deductible as allowed by law. EIN Tax ID: 52-2197313. Please consult your tax advisor.
SILENT AUCTION DONATION FORM
FAMILY WEEKEND OCTOBER 14-16, 2016

We are seeking donations for our annual Maryland Parents Association Silent Auction which will be held during Family Weekend on Friday, October 14 – Sunday, October 16, 2016. Proceeds will benefit the Maryland Parents Association Scholarship Fund. This Fund was established to award scholarships to full-time undergraduate students who may be unable to continue their education due to extenuating financial circumstances. Your donation will help us raise funds needed to support a growing number of students who greatly appreciate your generosity.

DONATED ITEM/EXPERIENCE

Item Name: __________________________________________________________________________________________
Item Description: ______________________________________________________________________________________
______________________________________________________________________________________________________
Fair Market Value: ______________________________________________________________________________________

☐ Please call me to arrange for pick-up/discuss delivery options at: ____________________________
☐ Please check here if the item was made by hand/self-made

DONOR INFORMATION

Business Name: ________________________________________________________________________________________
Contact Name: ________________________________________________________________________________________
Address: ____________________________________________________________________________________________
_____________________________________________________________________________________________________
Phone: ________________________________________________________________________________________________
Email: ________________________________________________________________________________________________
Signature: _____________________________________________________________________________________________
How did you hear about our event: ____________________________________________________________________________

Please return this completed form and your gift(s)* to:

Roz Christina Moore
University of Maryland, Student Affairs Development Office
8400 Baltimore Avenue, Suite 200
College Park, MD 20740
Office: 301.314.3694
Fax: 301.314.0222
Email: rozmoore@umd.edu

*Please send valuable items via a carrier that can track shipment status (i.e., FedEx, UPS, USPS Priority Mail, etc.)

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