

The Legacy Project for Tita Dieza – Campaign Details

1. Our campaign is expected to be one of the most inclusive fundraising efforts across the years of PC alumni, spanning year 1 to year 42 across many countries around the world. The expected breadth of alumni participation across the years is quite unique and is a function of the longevity and lifelong legacy of the Host Family Program of Tita Dieza from year 1. One of our objectives is to have one of the most number of PC years participate in one fundraising initiative. With your participation and encouragement of your peers at PC, we believe this is possible.
2. We expect first-time donors to participate with long-standing donors, thereby increasing the overall alumni participation rate. This initiative is based on the principle of increasing the alumni participation rate and the level of alumni support for scholarships.
3. Our recognition and appreciation of our hosts and fundraising for Pearson College allows us ALL to pay it forward, helping a future beneficiary of our fundraising in the same way that we ourselves have immensely benefited from studying at Pearson College as a scholar and feeling at home with the local community.
4. During our student days, Tita's residence was our home away from home. She always made us feel at peace, feel at home. She nourished us with a delicious meal, happy company and emotional support. Tita was more than a host. She was also a life coach, a spiritual mentor, a part of our extended family, like an older sister, an aunt, a mother. Since we left the college, she has been a lifelong friend. As selfless as she is, she would like to see us helping others. It is but fitting that we name this campaign after her since she exemplifies and embodies this spirit of generosity.
5. The Host Family Program is very much a part of the PC experience and our connection with the local community that has supported the college in over four decades. This fundraising seems to be the first fundraising in honour of one of PC's community hosts, a long-standing friend of the college that has warmly welcomed PC students into her home since PC Year 1, Class of 1974-75.
6. In order to make this fundraising socially meaningful, we also encourage everyone to think of projects that will involve other people in this initiative, be it our family, friends, colleagues or local community. These projects are expected to be largely localized since we are spread out all over the world. This will engender a community spirit, a sense of shared generosity and joy which Tita and the Feel at Home community will also appreciate.

Based on our experience, the following factors make a fundraising successful:

1. Compelling beneficiary, a PC scholar like we each were during our time
2. Inspiring force behind the advocacy, Tita Dieza and the Feel at Home community
3. Minimum recommended amount CAD\$80 (\$1 for each of Tita's birthdays!)
4. Generous anchor donors, each giving over \$1000 (With 50, we would meet our goal!)
5. Transparency and recognition of donors on the campaign web page (and possibly PC's Annual Report)

Timeline

We are launching this fundraising initiative with the following timetable in 2017

- January: Pledges from PC alumni
- January-April: [Donations to Pearson College](#)
- April 15 - Last day for donations to be made in time for Tita's birthday
- May 8 - Tita's 80th Birthday - announcement of total amount raised and list of names by giving level presented to Tita