



**UKRAINIAN CATHOLIC
EDUCATION FOUNDATION**

Educating Leaders for Church & Society

Focusing on the Future of UCU

In May and June of 2019, UCEF facilitated a series of focus groups with donors to gather their perspective on what we are doing well and where we can improve our marketing and fundraising. Thank you for your participation in these important and insightful discussions! As a result, UCEF is making some big changes in how we think about and execute our marketing and fundraising strategies. Some of these changes you are already seeing, for example, in the redesign of the UCEF website. More of these changes will be rolled out over the coming year as we look to deepen our relationships with existing donors and increase awareness of UCU and its mission within the Ukrainian American community.

You Spoke, We Listened

We heard you say:

1. While the Catholic identity of UCU is a very important reason why you give, the role UCU plays in laying the foundation for a just and democratic Ukraine by educating the next generation of moral, spiritual, civic and business leaders is also critical.
2. You want to hear more about the impact your contributions have on the university and its students.
3. You want to hear more about what students are doing, where they are going, and how they are impacting their world and Ukraine.
4. You want to be engaged by UCEF and UCU in different ways that suit your interests, your schedules, and your level of involvement.
5. You want to have opportunities to experience the university, its students, and its faculty either virtually or physically.
6. You trust UCEF and UCU to steward your contributions in a way that is responsible, ethical, and free of corruption and bribery and this is important messaging to reinforce.

In response to the important perspective that you shared, UCEF is in the process of implementing the following changes in how we engage you and share about the impact your support makes.



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1. We are updating the UCEF branding and messaging to align more with the look, feel, and tone of UCU to reflect both its Catholic heritage and its strong entrepreneurial spirit.
2. We are weaving into our messaging and communications more information about UCU's students - who they are, where they are coming from, where they are going and how they are making an impact, so that the students are the "heroes" of UCU's story.
3. We are elevating messaging about the important role UCU plays in building a strong Ukraine by providing future civic, business, and spiritual leaders with an education grounded in Catholic values and based on western democratic ideals.
4. We are exploring new ways to deepen our relationships with donors by better understanding what you are interested in and how you want to be involved in UCU's mission in order to offer a variety of ways to engage with UCU.
5. We are looking to the long-term future of UCU and sharing more about where the university is going, how it is growing, and the important role your support plays in that future.

As we continue to make these changes, we look forward to your continued support and feedback. It is your caring and contribution to UCEF and UCU over the years that has allowed UCU to grow into one of Ukraine's top universities. And it is with your continued involvement that UCU will succeed in reaching its vision of becoming a university that serves.

Again, thank you for participating in the focus group meetings. We value your support and perspectives.

Joe Solimini and your friends at UCEF