

# Fundraising & Finance

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*The* UNIVERSITY *of* OKLAHOMA

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# Introduction

- USLUA is a 501(c)(3) tax-exempt non-profit that needs funding to support its mission:
  - Travel support for annual HEP DC advocacy trip [[2207.00122](#)]
  - Summer party @ CERN
  - Monthly get-togethers @ R1
  - Future plans:
    - Travel support for EC researchers to present their work @ APS/DPF
    - Participation in outreach events
    - Part-time professional support/consulting
- With in-person events on hold during the pandemic, no real need for fundraising
- We revived the fundraising efforts this year, raising over \$55k through:
  - Lab funding drive
  - University Research Association (URA) Visiting Scholars Program
  - Community funding drive

# Lab Drive

- Historically, labs have provided the majority of USLUA financial support
- Restrictions on usage
- Sent request to lab Directors along with a detailed description of USLUA
- Positive response from FNAL, SLAC, LBL, and BNL (many thanks!)
- In total, \$33k committed

# URA Visiting Scholars Program

- The URA Visiting Scholars Program (VSP) accepts proposals from researchers in residence at Fermilab for a laboratory-sponsored group activity (e.g. this meeting)
- Given the focus on the P5 report and the importance of this report for early-career researchers, assembled a group to prepare a request for travel support for early-career researchers to attend the meeting:
  - Tulika Bose (P5 Panelist)
  - Joel Butler (Past DPF Executive Committee Chair)
  - Steven Goldfarb (Annual Meeting Committee Co-Chair)
  - Kaori Maeshima (Local Organizing Committee Chair)
  - Harvey Newman (USLUA Executive Committee Chair)
  - John Stupak (Fundraising & Finance Committee Chair)
- Obtained letters of support from: Bonnie Fleming, Young-Kee Kim, Sekhar Chivukula, Joe Incandela, Beate Heinemann, Kevin Black, and Giorgio Apollinari
- Awarded \$20k
  - Restricted to URA members and only certain travel expenses
  - Able to offer full support to 11 students/postdocs

**Thanks to all who  
contributed to this effort!**

# Community Drive

- Sent a letter and flyer to the USLUA mailing list
- Forwarded to US-ATLAS, US-CMS, ALICE-USA, and Accelerator Upgrade Project lists
- Received \$2.3k from 17 donors (many thanks to those that donated!)
- **Unrestricted** funds → extremely valuable
- Could support ~2 additional DC trip participants

## Support high-energy physics (HEP) research in the US

*The US LHC Users Association* needs your financial support to fulfill its mission:

- \$10: sponsor a student to attend a networking event
- \$100: support a HEP outreach event
- \$500: send an early-career physicist to present their work at a conference
- \$1,500: support an additional participant on the DC trip



USLUA members with Senator Booker



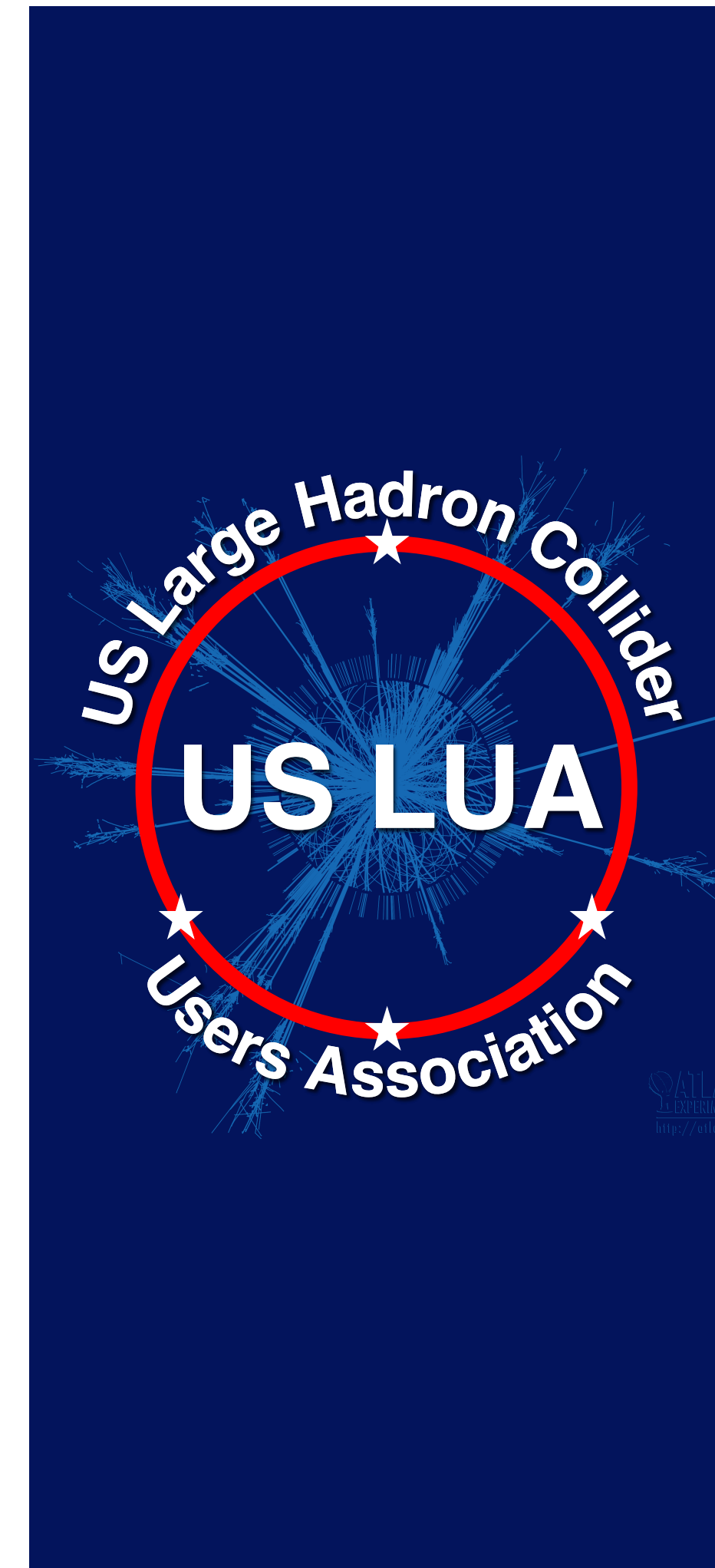
HEP advocates in DC

**Donate here:**

[tinyurl.com/uslua](https://tinyurl.com/uslua)

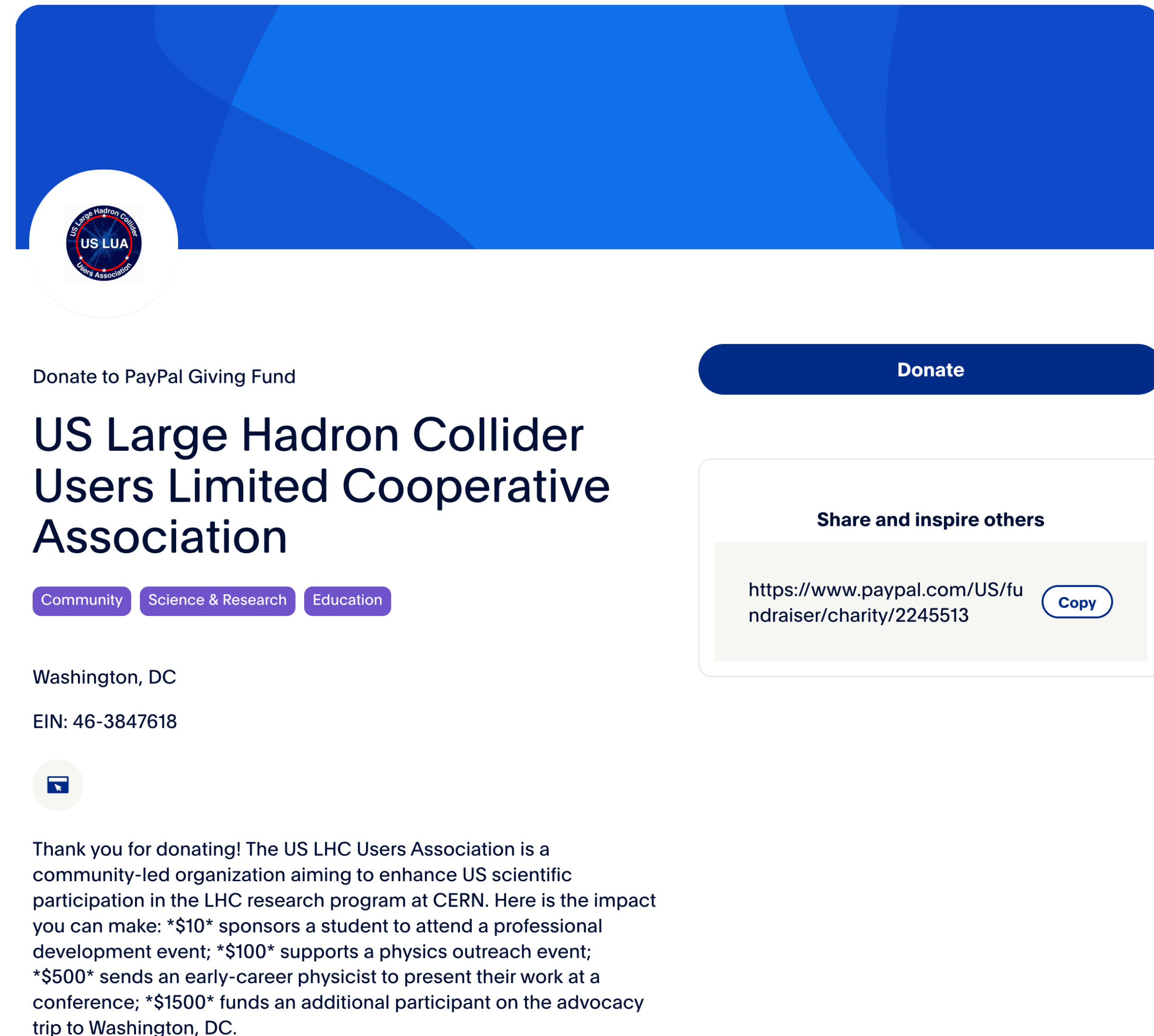


Early-career networking event at CERN



# PayPal Giving Fund

- Enrolled in the PayPal Giving Fund program and verified our 501(c)(3) non-profit status
- Somewhat limited functionality, but allows us to collect tax-deductible donations with no processing fees (typically  $\approx 3\%$ )
- Created a profile to accept donations: [tinyurl.com/uslua](https://www.paypal.com/US/fundraiser/charity/2245513)



The screenshot shows a PayPal Giving Fund profile for the US Large Hadron Collider Users Limited Cooperative Association. The profile includes a circular logo with the text "US Large Hadron Collider Users Association" and "US LUA". Below the logo, it says "Donate to PayPal Giving Fund" and "US Large Hadron Collider Users Limited Cooperative Association". There are three category tags: "Community", "Science & Research", and "Education". The location is listed as "Washington, DC" and the EIN is "46-3847618". A "Donate" button is visible in the top right. Below the profile information, there is a section titled "Share and inspire others" with a link to the PayPal fundraiser page and a "Copy" button. At the bottom, there is a thank you message and a list of donation impact examples: "\$10\* sponsors a student to attend a professional development event; \$100\* supports a physics outreach event; \$500\* sends an early-career physicist to present their work at a conference; \$1500\* funds an additional participant on the advocacy trip to Washington, DC."

US Large Hadron Collider Users Association

US LUA

Donate to PayPal Giving Fund

US Large Hadron Collider Users Limited Cooperative Association

Community Science & Research Education

Washington, DC

EIN: 46-3847618

Donate

Share and inspire others

<https://www.paypal.com/US/fundraiser/charity/2245513> Copy

Thank you for donating! The US LHC Users Association is a community-led organization aiming to enhance US scientific participation in the LHC research program at CERN. Here is the impact you can make: \*\$10\* sponsors a student to attend a professional development event; \*\$100\* supports a physics outreach event; \*\$500\* sends an early-career physicist to present their work at a conference; \*\$1500\* funds an additional participant on the advocacy trip to Washington, DC.

# Future Plans

- Private foundations
  - The David and Lucile Packard Foundation, Richard Lounsbery Foundation, and Science Philanthropy Alliance seem like reasonable matches for our work
- Corporate donors
  - Plan to start by reaching out to corporations we have close connections to, such as those that have received CMS industry awards
    - Are there similar lists for other experiments?
- The donor class
  - We are investigating commercial software and philanthropic databases to understand how to successfully reach/entice these folks
- Professionalization
  - We are physicists, not fundraisers
  - Looking into freelance consultants that could help us develop an overall plan for fundraising, improve our existing efforts, and go after bigger fish
  - We think an investment of a couple \$k could net a  $\geq 10x$  return

# Summary

- Our fundraising efforts have been revived
- Raised over \$55k to support the USLUA mission
- Thanks to everyone who donated or contributed to these fundraising efforts!
- Donations can be made [here](#) at any time
- Looking forward to taking our fundraising efforts to the next level

