



Karol V. Mason
President
212.237.8600
president@jjay.cuny.edu

November 13, 2018

REMINDER: Annual Day of Giving – Wednesday, November 14, 2018

To the John Jay College Community:

John Jay's 2018 [Annual Day of Giving](#) – an all-College fundraising campaign engaging the entire John Jay community of administrators, faculty, staff, alumni and students – is almost here and you can help. Our goal is to raise \$50,000 for the Student Emergency Fund on Wednesday, November 14th, which will then be matched 2 to 1 by the Carroll and Milton Petrie Foundation for a total of \$150,000 for our students.

The Student Emergency Fund provides critical relief to students facing food and housing insecurity, family crises, property loss due to catastrophic events like flood and fire, and other difficulties so they can remain in college and complete their degrees. Nearly 40% of our students will experience food insecurity this year, which is why it is imperative that we keep this program going and available to our students. We need your support to make this happen.

Here's how you can help:

- **Share on social media.** Share our videos about the Student Emergency Fund and how it helps our most vulnerable students. We created a social media toolkit to help you: jjay.cc/socialtoolkit
- **Donate.** No amount is too small and remember every \$1 donated will be matched by \$2 dollars thanks to the Petrie Foundation, growing to \$3 for the Student Emergency Fund. Give online at jjay.cc/donate or call 212-237-8624.

Thank you,

Karol V. Mason
President