

2020 - 2021

IMPACT REPORT



Berkeley University Business
Partnerships & Services

LETTER FROM THE EXECUTIVE DIRECTOR



In FY21, we learned the true meaning of the word partnership. Despite the uncertainty of life on campus, our partners continued their support of UC Berkeley, demonstrating flexibility throughout changes brought on from the pandemic.

Partners like [Bank of the West worked together with campus departments to support new requests](#), such as providing face coverings for incoming students. In addition, as campus events transitioned to digital formats, student groups had to account for unplanned expenses. Through the [Bank of the West Student Grant Program](#), student organizations were able to apply for funding that would allow them to continue providing services and programming to their members and the UC Berkeley community.

University Business Partnerships and Services (UBPS), in collaboration with the University of California Partnership Programs (UC Partnership Programs), [launched its first multicampus partnership](#) with Farmers Insurance Group (formerly MetLife Auto & Home). Through the program, students, faculty, staff and alumni at the Berkeley, Davis and San Diego campuses can access discounted auto, homeowners and renter's insurance. We continue to evaluate other multicampus opportunities that may provide additional benefits to our campus, including information technology solutions and products.

As we head into FY22, UBPS and our partners are excited to welcome our community back to campus this fall. UBPS will continue to [engage our partners to find unique and effective ways to help support campus initiatives and policies](#). In addition, we look forward to growing and expanding our support across campus through new collaborative relationships developed by [Partnership Services](#) and the [University Partnership Program](#).

Sincerely,

A handwritten signature in black ink, which appears to read "Amy Gardner".

Amy Gardner



WHAT PARTNERSHIPS DO

LEAD THE WAY

In FY21, UBPS spearheaded UC Partnership Programs' first multicampus sponsorship agreement. Working with our counterparts at UC Davis and UC San Diego, we led the partnership selection process and the negotiations with Farmers Insurance Group (formerly MetLife Auto & Home), securing substantial revenue streams for multiple units across the three campuses. The relationship, which formally launched in October 2020, also provides potential property and casualty insurance product benefits for students, faculty, staff and alumni. The relationship has expanded to five additional UC campuses in FY22.

\$3M
in collective revenue

5
year agreement

TELL OUR STORY

47%
of Berkeley courses are
sustainability-related

89%
of departments offer
sustainability-related classes

In an article focused on careers in sustainability, Bank of the West highlighted Berkeley's resources in this regard, using the university's dynamism in green career development as a case study for how students can prepare for, and succeed in, jobs addressing climate change. With help from UBPS, Bank of the West was able to interview UC Berkeley experts from the Office of Sustainability, the Student Environmental Resource Center and Cal Dining, as well as collate campus data to compile a compelling "how to" [piece that underlines Berkeley's leadership in green career prep](#).

GIVE US CHOICES

UBPS worked with Peet's, Pepsi and University Health Services (UHS) to provide the Berkeley community with healthier beverage options. [Peet's collaborated with UHS to develop a Healthier Menu](#) and Added Sugar Informational Chart for campus locations—a first for the company.

Pepsi, through discussions led by UBPS, agreed to tailor its campus offerings to meet the requirements of the UHS Food and Beverage Choices (FBC) policy. The policy, which focuses on increasing access to healthier food and beverages, specifies that healthier offerings must be part of retail and vending product mixes on campus.

12

Peet's Healthier
Menu items

60+

vending and retail
locations in compliance
with the FBC policy



LEND A HAND

\$270,240

in scholarship funding

\$44,874

in basic needs support

UBPS partners continued to provide key funding—academic and personal—to UC Berkeley students in need in FY21. From scholarships to basic needs investment, Bank of the West and Peet's Coffee lifted up Berkeley's young leaders during an unprecedented time, allowing them to get things done during a challenging year.

Additionally, Bank of the West and the Berkeley LEAD Center worked together to [fund student groups focused on supporting women's empowerment, financial literacy or sustainability](#)—values that the bank is committed to. This year's awardees included Berkeley Energy & Resources Collaborative; Berkeley Journal of Gender, Law and Justice; Expanding Your Horizons; IEEE Student Branch; Indian Students Association; Sigma Eta Pi; TEDxBerkeley; and Voyager Consulting.

KEEP IT CLEAN

This summer, UBPS, in collaboration with the Chancellor's Government and Community Relations (GCR) team, orchestrated a successful relationship between the [Cal Move-Out and Cooperative Reuse programs](#) and [Chipman Relocation & Logistics \(Chipman\)](#). Chipman, a family-owned transport firm which has an established relationship with the UC system, worked with student leaders to provide the campus community free pick-up and hauling services of reusable household items.

This year's initiative met record success, with more than 120 Southside student households having their gently-used furniture picked up free of charge for later donation and more than 2,500 people retrieving donated items.

1

City of Berkeley
recognition

198,000
pounds of materials
diverted from landfill

SHINE A LIGHT

70

social enterprises
interviewed

450

social enterprises
included in CSSL database
created for the bank

Working on behalf of Bank of the West, UBPS found the campus expertise needed to support its entrance into California's social entrepreneurship economy. The Center for Social Sector Leadership (CSSL) created a first-of-its-kind toolkit for the bank that includes an extensive database of social enterprises operating in the state. In addition, CSSL provided detailed recommendations addressing how Bank of the West can best enter and outperform in this growing sector.

The Center's output will also facilitate future scholarship on the social economy in California, potentially fueling additional innovation for, and among, purpose-driven businesses in the state.



Berkeley University Business Partnerships & Services

At UBPS, we strive to strengthen current campus relationships, while providing new opportunities that support and serve our campus community. UBPS oversees the University Partnership Program and Partnership Services units.

UNIVERSITY PARTNERSHIP PROGRAM

[University Partnership Program](#) builds meaningful, campuswide relationships with partners by collaborating across units to create partnership opportunities that align with Berkeley's values and mission of teaching, research and public service. Current campuswide partners include:



PARTNERSHIP SERVICES

[Partnership Services](#) provides consultation to UC Berkeley departments and campus groups looking to develop or broaden sponsor engagement. Our team is here to guide groups through every step of the sponsorship process, from creating a sponsorship strategy to developing a comprehensive sponsorship package. We provide each team with the necessary support in developing sponsorship opportunities that meet their needs and goals.

STAY CONNECTED



University Business Partnerships & Services
1608 4th Street, Berkeley CA 94710
upp.berkeley.edu