What was the name of Cal’s first student newspaper?

Answer inside.
A Note from the Executive Director

Welcome to the fall issue of *Cal Futures*. I hope you are staying safe and in good health. The semester is underway, yet Sproul Plaza and Memorial Glade remain quiet. Around 30 percent of the students who normally live in the residence halls have returned to campus but all instruction is currently taking place online.

Throughout this crisis, campus leadership has focused on the students’ needs and experience. In addition to providing access to technology for students, the campus is offering workshops on remote learning, virtual student communities, and peer-to-peer support groups. Efforts are also underway to prepare for hybrid instruction as public health restrictions are lifted.

We look forward to the day when students can learn together in person again — on campus and abroad. Studying abroad as a student at Cal was so life-changing for Kendall Mau, who is profiled in this issue, that he has established a charitable gift annuity to provide future support to the Berkeley Study Abroad program. We hope students will be able to study worldwide again soon.

If you are interested in supporting students during the pandemic, please visit berkeley.edu and search for “Student Emergency Fund.” I also encourage you to watch the weekly “Berkeley Campus Conversations: COVID 19” videos at news.berkeley.edu/berkeley-conversations-covid-19. Lastly, your support for the university’s ambitious fundraising initiative, *Light the Way: The Campaign for Berkeley*, is needed now more than ever.

Please don’t hesitate to reach out with any questions or to let us know how you are doing. Contact us at (800) 200-0575 or ogp@berkeley.edu.

Fiat Lux!

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The Language of Generosity

Education Abroad program inspires globetrotting gift to undergrads

Sequestered at home in Upstate New York, Kendall Mau ’68 didn’t expect to be grounded by a global pandemic while running his international company, Prisma Microfinance de Honduras. But it’s not the first time he’s been housebound by a hostile player. As a financial executive working on a 10,000-acre banana plantation in Costa Rica during the ’80s, he was held hostage by Sandinista revolutionaries — not just once but twice, the first time for over a month. What was his secret for surviving, other than his disarming wit and charm?

“I spoke fluent Spanish, so I had no trouble communicating with everyone on the farm,” says Mau, a former Peace Corps volunteer who earned a B.A. in French from Cal. His captors, it turns out, were plantation workers striking for better pay and conditions. Mau, though a high-level executive, had regularly participated in social events on the plantation, so they knew him. “This is culturally something Latin American senior executives didn’t normally do.”

Suffice to say, Mau didn’t suffer, and the workers’ conditions were met.

Mau, who also earned an M.B.A. from the University of Maryland and a Doctor of Business Administration from Golden Gate University, says his success in life is born from more than just his easy-going nature and top-tier education. He tracks its genesis...
back to his junior year at Cal, which he spent in Spain with the University of California Education Abroad Program.

“It opened doors to the world,” says Mau, who believes he was accepted into the Peace Corps after college because of his study abroad experience. “My fluency in Spanish and the independence and adaptability I gained from living in a non-English speaking country put me at the top of my Peace Corps training class.”

The program was so impactful that Mau, raised in Hawaii by parents who encouraged cultural curiosity, is paying it forward to future Cal students who have an itch to expand their horizons. To support their life-changing experiences, Mau has made a generous gift to the Berkeley Study Abroad program through a charitable gift annuity. A savvy investor, he enjoys the income benefits now while also meeting his personal philanthropic goals: to grow the next generation of broad-minded global citizens.

At every turn, says Mau, his international experiences were a springboard to success. After earning his master’s, he answered an ad from what was then The Dole Food Company that said “Looking for MBAs with passports.” He had both. Twenty years later, after retiring at 50, he was still hungry to help. He became an international financial consultant for NGOs, where he was so successful helping others, he earned the United States President’s Volunteer Service Award in both 2007 and 2008. He even circled back to Cal, teaching DeCal courses on microfinance and serving on the board of the Center on Civility & Democratic Engagement in the Goldman School of Public Policy.

While the Berkeley Study Abroad program is, like him, currently grounded, he hopes that when students are once again allowed to travel, they take his leg-up in life and translate it into helping others.

“I’m a kid of the ’60s, where altruistic aims were important to us,” explains Mau. “I want to foster the same in others.”

**Answer to “What was the name of Cal’s first student newspaper?”**

The *College Echo*, published by students at the College of California before UC Berkeley’s founding in 1868, was the first paper with Cal roots. When the university moved to its permanent Berkeley campus, the newspaper became the *University Echo*. As Cal blossomed, so did the *Echo*. In 1897, the paper settled on its long-held moniker, *The Daily Californian*. One of the oldest college papers in the country, it made its own front-page news in 1971 when it gained financial and editorial independence from the university. Notable *Daily Cal* alumni include famed war correspondent Marguerite Higgins ’41, the first woman to win a Pulitzer Prize; Ron Fimrite ’49, beloved humorist and sportswriter; and Jann Wenner ’66, founder of *Rolling Stone* magazine.
The Benjamin Ide Wheeler Society

Data Science: An Invaluable Defense during a Global Pandemic

While California’s shelter-in-place rules prevented UC Berkeley from hosting the 33rd Annual Benjamin Ide Wheeler Society Luncheon in person, we were able to bring the event to Wheeler members remotely. On July 15, the Office of Gift Planning hosted a virtual live lecture with Professor Solomon Hsiang titled “Data, Policy, and the Fight Against COVID-19.” Close to 150 guests tuned in to this lively and informative virtual event. In his presentation, Dr. Hsiang outlined how faculty and students at Berkeley’s Global Policy Laboratory worked around the clock to produce breakthrough research that’s influencing critical policy decisions in the fight against COVID-19. After a Q&A moderated by Randi Silverman, Executive Director of the Office of Gift Planning, Chancellor Carol Christ closed out the event with a campus update, plans for the fall semester, and a warm message of gratitude to Wheeler Society members. The hour-long lecture was recorded and is now available to the Berkeley community. To watch this and other past lectures, please visit planyourlegacy.berkeley.edu/wheeler-society/event-lectures-addresses and click on the recording of your choice.

Leverage the CARES Act to Care for Berkeley

At UC Berkeley, we’re raising money for the Student Emergency Fund to support the critical needs of students as they work toward their degrees during the pandemic. You can help! Thanks to a new law, your giving can make an even greater impact this year than you may have expected.

Last March, the Coronavirus Aid, Relief, and Economic Security (CARES) Act was signed into law. Good through 2020, the CARES Act increases the charitable contribution deduction limit for qualified cash donations to 100% of a taxpayer’s adjusted gross income. Since the increased deduction limit does not apply to contributions made to donor advised funds (DAFs) or supporting organizations, this is an ideal time to make cash gifts directly to the public charities you support — including UC Berkeley. If you do have a DAF, please consider distributing out what you can during this time of great need.

If you are considering supporting Berkeley, we encourage you to consult with your tax and financial advisors to determine if taking advantage of this new law makes sense for you. Your support will go far in helping Cal students get through these difficult times.