

CAMPUS DEPARTMENT AND ORGANIZATION GUIDANCE FOR PROVIDING WILDFIRE RELIEF

The How to Give Help [webpage](#) has been established to assist those who wish to provide support to students and employees who have been impacted by the August 2020 wildfires. Campus departments and organizations are encouraged to direct individuals to that page if they are looking for ways to help. If a campus department or organization chooses to launch a localized effort, they should follow the important guidance outlined below.

Fundraising

We encourage campus departments and organizations to direct persons interested in donating to impacted students and employees to make a gift to the [wildfire-relief fund](#) championed by the UC Santa Cruz Foundation and the Alumni Association. However, for campus departments and organizations looking to do their own localized fundraising, please contact Jeff Shilling, Associate Vice Chancellor, Philanthropy, for guidance prior to soliciting or accepting any funds.

Goods and Services

UCSC may serve as the agent of distribution only. For goods, campus departments and organizations may only set aside space and volunteers to help distribute donated items directly to students and employees. Please provide the following statement in any solicitation or acceptance of such goods:

UCSC is setting aside space and volunteers to help distribute donated items directly to students and employees. UCSC is serving as the agent of distribution only. Goods donated are not tax deductible.

Similarly, for donation of services, UCSC may only act as a mere referrer. Campus departments or organizations may only facilitate connecting the service provider with the student or employee in need. Donation of services is not a deductible contribution. When making such referrals please clarify:

UCSC is only a facilitator for connecting the service providers with students or employees in need. UCSC does not endorse or in any way vet the service providers or those indicating they are in need.

Housing

In addition to UC Santa Cruz operated emergency housing locations, Andrea Michels, a retired UC Santa Cruz staff member, is facilitating a list to provide private offers of housing for those in need.

To the extent campus departments and organizations want to provide additional housing support, UCSC may only act as a facilitator. Accordingly, please clarify the following in any housing referral:

USCS is facilitating a list to provide private offers of housing for those in need. This is not part of the official campus emergency housing program, and the campus does not inspect the homes nor does the campus review or vet those indicating they are in need. This is a volunteer operation run outside the campus emergency housing structure.

Information Privacy

Federal and State laws and University policy require that personal information is protected from unauthorized access, use and disclosure. To the extent you collect any personal information of students and/or employees, you are responsible for the storage and maintenance of such information and must take all necessary precautions to ensure that proper safeguards are established and followed in order to protect the records from unauthorized access, use and disclosure.

All employees and other individuals associated with the University who have access to records containing personal information must understand their responsibilities for safeguarding the privacy of that information. Resources outlining University's policies and procedures related to information security can be found here:

<https://infopractices.ucsc.edu/resources/index.html>

<https://policy.ucop.edu/doc/7000543/BFB-IS-3>

Additionally, prior to disclosing any student information, a student must authorize the disclosure by providing a FERPA waiver. Information on student records and a sample FERPA waiver can be obtained here: <https://registrar.ucsc.edu/records/privacy/>

Social Media

When posting information on social media sites, please ensure you follow the campus social media guidelines <https://communications.ucsc.edu/social-media/>. In addition, please make sure any information posted is consistent with information posted by UCSC including:

<https://status.ucsc.edu/fire/>

<https://status.ucsc.edu/fire/give-help/>

COVID 19 Mitigation

When planning your relief efforts, please keep in mind that UCSC and Santa Cruz County are still under State and Local Health Orders related to the COVID-19 pandemic. Any organized activity must comply with such orders and organizers should take all necessary steps to protect employees, students and the community from COVID-19, including avoiding indoor gatherings with those outside your household, maintaining physical distancing, wearing a mask, washing your hands and sneezing/coughing into your elbow.