



UNIVERSITY OF NEW MEXICO PRESS

Preserve. Educate. Disseminate. How can you help?



Give a Gift

✿ *Preserve the cultures, languages, and histories of New Mexico and the Southwest.*

✿ *Provide educational tools for children and for future generations.*

✿ *Disseminate important works of scholarship.*

Your gift to the University of New Mexico Press makes these objectives a reality.

The University of New Mexico Press is an internationally known and respected publisher. To build on that reputation, the Press has launched its first endowment campaign to raise more than \$5,000,000. These funds will allow the Press to produce and promote many more works of superior quality and of paramount importance.

The Press has reached a high plateau. We are recognized as an excellent regional press and as a leading academic press, but if we want to become one of the nation's leading publishers, we need additional funds to take the Press to the next level...UNM Press provides value to society, scholarship, and the university community...With a significant influx in funds, we can realistically strive to make every UNM Press book a cultural contribution.

—Luther Wilson, Director of UNMP

How the funds will be used

Your donations can help:

- More books be printed in color rather than black and white
- Pay for captivating artwork and instructive illustrations
- Include multimedia components to expand learning experiences
- Lower sale price so more parents and grandparents can afford to buy books
- Publish important scholarly and cultural books that might not otherwise be published

Specific Giving Opportunities

If a gift completely funds one of the series listed below, the donor may name the series. If a donor would like to endow a series covering a different subject matter, the Press team would be happy to discuss the opportunity. All of the endowments will allow books to be added to the funded series in perpetuity.

Establish or contribute to a new series endowment

Children's Multicultural Series—\$400,000 goal

Help children gain a positive view of their own culture and the cultures of other children with a gift to the Children's Multicultural Series. The series will support 2 to 4 titles per year, including the special marketing efforts to promote the titles, the hiring of independent artists and translators, and the four-color production costs necessary to make this series noteworthy.

Worlds of Wonder: A Children's Science Series—\$400,000 goal

Instill in young readers the thrill of science with a gift to the Worlds of Wonder: A Children's Science Series. This series focuses on science subjects observable by children and makes them both comprehensible and engaging at a level appropriate to their understanding. It is also the aim of this series to provide adults, particularly parents and grandparents, with accessible and stimulating books they can share with children. This series will support two exceptional four-color titles per year. Funds will also support the production costs and special marketing efforts for the series titles.

Native American Series—\$250,000 goal

Promote histories, cultures, and languages of the native peoples of the Americas. You can help ensure that these are not lost or forgotten. This series will support at least two titles per year.

Art and Photography Books—\$500,000 goal

Showcase New Mexico's world renowned and spectacular traditions in art, photography, sculpture, and all other forms of artistic expression that inspire the creative peoples who live and produce art in the Land of Enchantment. The funds given to this series will help to support two to three titles per year, including marketing efforts and production costs.

Grow an existing series

Paso por Aquí Series—\$250,000

Support Hispanic literary recovery such as the previously published

- *Defying the Inquisition in Colonial New Mexico: Miguel de Quintana's Life and Writings*, Francisco A. Lomelí, ed.; Clark A. Colahan, ed.
- *Fray Angélico Chávez: Poet, Priest, and Artist*, Ellen McCracken
- *Historia de la Nueva Mexico, 1610: A Critical and Annotated Spanish/English Edition*, Gaspar Pérez de Villagrà; Miguel Encinias, ed.; Alfred Rodríguez, ed.; Joseph P. Sánchez, ed.

Mary Burritt Christiansen Poetry Series—\$171,000 **FUNDED**

This popular series supports 2 to 4 books per year and began as a \$100,000 gift.

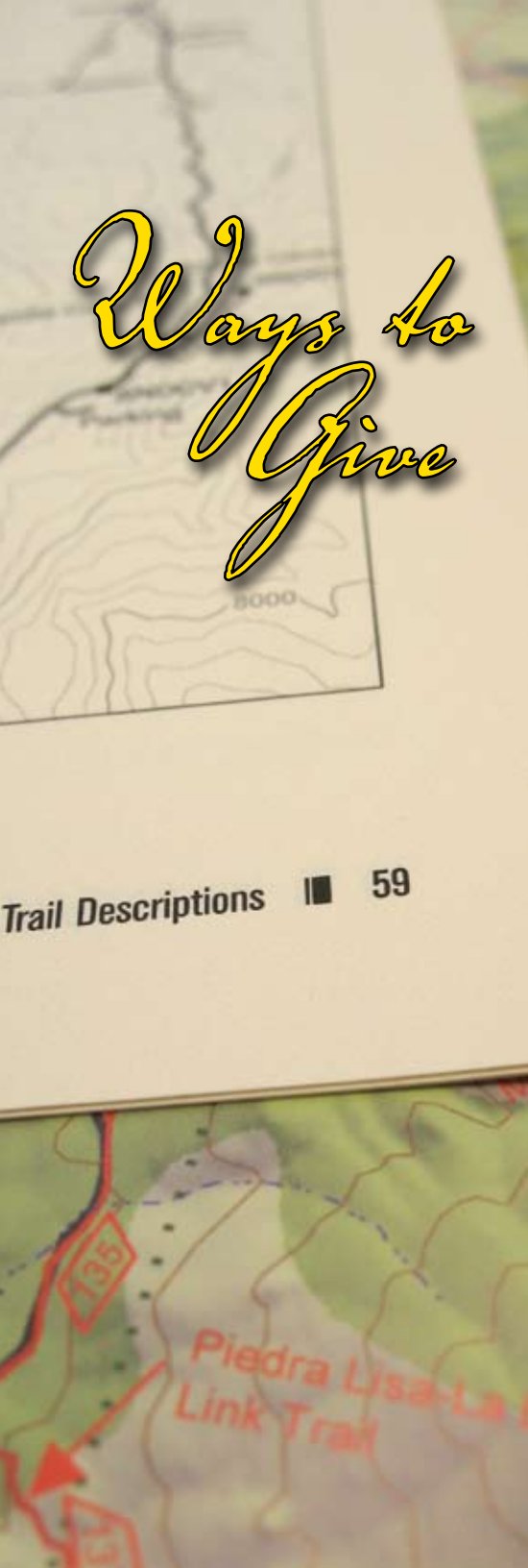
- *Tiempos Lejanos: Poetic Images from the Past*, Nasario García
- *In Company: An Anthology of New Mexico Poets After 1960*, Lee Bartlett, ed.; V. B. Price, ed.; Dianne Edenfield Edwards, ed.
- *Selected Poems of Gabriela Mistral*, Ursula K. Le Guin, Translator

Give to the General Endowment—\$3,200,000

Support new publishing directions, individual nonseries titles, and special marketing and promotional efforts. Money for the general endowment can come from your gifts of any amount not earmarked for a particular series or project. The bulk of this endowment will come from a \$2,400,000 gift whose donors may have the opportunity to name the UNM Press building which is visible from I-25.

Sponsor individual books

The long-term plan is to pull all necessary book subsidies from endowment funds, but until an endowment is fully funded, those monies cannot be accessed. In the meantime, a variety of books still need financial support. Subjects cover the full range of UNM specialties. Requested gift amounts can range from \$2,500 to over \$60,000 depending on the needs of the project. Contact Christina Frain to discuss books that currently need assistance.



Ways to Give

Levels of Support

CONTRIBUTIONS TO THE UNM PRESS GENERAL ENDOWMENT

Friend \$100-\$499—A UNM Press book of your choice will be donated to a library of your choice.

Patron \$500-\$999—Three UNM Press books of your choice will be donated to a library of your choice.

Director's Circle \$1000 and up—Invitation to an annual Director's Dinner.

SERIES ENDOWMENT DEVELOPMENT

Children's Multicultural Series—\$400,000 goal

Worlds of Wonder: A Children's Science Series—\$400,000 goal

Native American Series—\$250,000 goal

Art and Photography Books—\$500,000 goal

Paso por Aquí Series—\$250,000 goal

FUNDS FOR SPECIAL PROJECTS

Sponsor a Specific Book \$2,500 and up—Provide support to offset the costs associated with book production

Create a Series \$100,000 minimum—Completely fund and name a new endowment

Name the Building \$2,400,000—Creates unrestricted funds for a wide variety of Press projects

PLEDGE OF REGULARLY SCHEDULED DONATIONS

Kinds of Gifts—Cash, bequests or memorial gifts, stocks, bonds, real property, annuities

How to Provide the Support

- Contact Christina Frain to discuss your personal or corporate philanthropic objectives. She can work with you to find a project or a series that matches your interests. She can be reached at cfrain@upress.unm.edu or 505-272-7183
- Donate or make a pledge online at www.unmpress.com.

Gifts to the University of New Mexico Press are tax deductible as charitable contributions. The Internal Revenue Service Code requires non-profit organizations to provide donors with a good faith estimate of the value of any benefits provided as a result of their gifts.

The Endowment Campaign Advisory Committee

UNM Press is honored to have a distinguished group of advisors to help with the planning and execution of the \$5,000,000 Endowment Campaign. These individuals are all leaders in New Mexico's business and cultural community and bring a wealth of fundraising experience to the campaign. Thank you very much for donating your time and expertise.

Lee Blaugrund, Albuquerque

Alex Romero, Albuquerque

Tom Chávez, Albuquerque

Allen Sprowl, Albuquerque

Jan García, Santa Fe

Doc Weaver, Santa Fe

Larry Lujan, Albuquerque

A Little Press History

Established in 1929 by the Regents of the University of New Mexico, UNM Press is a highly-respected publisher in the fields of anthropology, archaeology, Latin American studies, the histories and cultures of the American West, art and photography. The Press averages eighty-five new titles annually, has almost one thousand titles in print, and distributes more than two hundred titles for more than thirty other local and regional publishers.

Contact Christina Frain—Chair, UNM Press Fundraising Program
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