

The Torch Initiative for Women's Philanthropy

The Torch Initiative for Women's Philanthropy will inspire action and serve as a catalytic force within the USC Marshall community by inviting women to participate as major contributors to the school's top priorities. By contributing financial gifts, as well as your time, voice, connections, and stories, you can open doors for the next generation of leaders and support this initiative.



During a three-year initial fundraising campaign, we aim to advance key goals at the school by:

- Raising \$30M;
- Doubling the number of women donors to USC Marshall, and;
- Inspiring 100 women to make a leadership gift to the school.



Women donors who give to the Torch Fund or make a major gift will be recognized as part of The Torch Society.

In December 2027, we will announce the collective impact of all gifts to the school as projects and programs that have been “Powered by the Torch Society”.

Why we need *The Torch Initiative*

Marshall women walk Trousdale Parkway with purpose, study hard in Hoffman and Popovich Halls (thanks to the generous support of trailblazer Jane Hoffman Popovich '65), and collaborate in a vibrant academic, social, and professional community. As Marshall students, you set bold goals, and now as alumnae you have experienced firsthand the strength of a Marshall education and the support of the Trojan family.

You have changed the business world for good, influenced your communities, and achieved personal objectives, yet there is still lots of work to do.

USC Marshall was a national leader in reaching gender parity in both its undergraduate and MBA programs. Yet there is a clear gender gap in philanthropy, as fewer than 10% of all our major donors are women.

Women donors contribute unique insights, values, resources, and connections. Our goal is to ensure that our alumni and donor communities reflect the values that Marshall embodies in the classroom.



Nov. 1997 - Randolph W. Westerfield, dean of the USC Marshall School of Business, Kenneth Leventhal, chair of the Building on Excellence Campaign, President Steven B. Sample, Jane Hoffman Popovich and J. Kristoffer Popovich celebrate at the ground-breaking ceremony for Popovich Hall.

FY22 DONOR STATISTICS

2,339

Total Unique Donors

35%

Women Donors

>10%

Major gifts are from women

Ignite*Change*



The Torch Initiative deeply values the important contributions of women in various forms—time, talent, treasure, ties, and testimony. Our goal is to foster meaningful connections among each other and the school while empowering everyone to engage in philanthropy and activities that align with their professional, academic and personal interests.

Together, we'll send a powerful message to the entire Trojan family: Marshall women are invested in our community's success.

Together, we will:



Amplify women's voices and influence

by bringing women's philanthropic priorities to the forefront through exceptional business education, programming, and resources for students, faculty, and the broader Marshall community.



Demonstrate the strength of women's collective action and leadership

by making the impact of Torch Society gifts visible through named chairs, programs, and physical spaces that leave a lasting legacy.



Diversify volunteer leadership

by asking more women to take their seats at the table as philanthropists, Marshall board members, advisors, and mentors because representation and connections matter.



Inspire the next generation of Trojans

by cultivating a philanthropic women's community that embraces action and impact.

Get *Involved*



Make a gift and be recognized as part of The Torch Society. Ignite the kind of change you want to see at the school by contributing to this thriving network and help us meet our initial goal for women's giving - raising \$30M over 3 years - which will be publicized and celebrated in December 2027 as impact "Powered by the Torch Society". We hope you will help us.



Contact Us

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Ways to get involved:

The Torch Fund

Give to the innovative Torch Fund which allows women a greater voice in the giving process and enables donors to determine how the funds are applied toward pressing priorities.

Young Visionaries

To ignite the next generation of philanthropists, we invite women under 40 to make leadership gifts of \$25K or above (e.g., a pledge of \$5K/year for 5 years) and become an integral part of this movement. These donors are invited to Torch Society led discussions on funding opportunities for the Torch Fund, curating a list of voteable funding opportunities.

100 Women Giving \$100,000

We are seeking 100 generous and visionary women to donate \$100,000 or more to any Marshall designation of their philanthropic interest to create opportunities for aspiring scholars, support groundbreaking research, and drive innovation across disciplines. These ambitious initiatives, endowed chairs, and cutting-edge programs "powered by The Torch Society" will shape USC Marshall's future of education. For instance, four of the first six teaching chairs in the school's history were established by Torch Society supporters.