

Campaign Talking Points

as we reach and surpass the \$2B milestone

Campaign overview and milestone

When the Campaign for UC San Diego was launched in 2012, the focus of this comprehensive fundraising effort was to transform the student experience, our campus, and ultimately the world. The three original goals included: 1) raise \$2 billion by the 2022 campaign conclusion; 2) develop a culture of philanthropy; and 3) build a sustainable base of support.

Thanks to the support of 135,000 donors, as of July 2019, UC San Diego has raised \$2.04 billion dollars (102% of goal) – and having crossed this threshold, we are the youngest university in the country to reach a multi-billion-dollar milestone in a single campaign. And we're just getting started.

We have built an incredible momentum of ideas that will have an enduring impact on our campus and our world, and so we will continue the Campaign until its planned conclusion in 2022. And for campaign donors—both large and small—we will thank them for the impact their support has provided as we invite them to continue to invest in UC San Diego.

To learn more about this \$2 billion milestone, our visionary partners who helped make it possible, and the impact we've made to date, visit campaign.ucsd.edu/milestone.

Impact highlights

- Reached the \$2B milestone three years ahead of schedule
- Gifts from 135,000+ unique donors (including 39,000+ alumni and 95,000+ new donors)
- 430+ unique areas on campus have been impacted through campaign gifts.
- 273 donors have contributed more than \$1M.
- 92 endowed chairs have been established (includes approved and pending).
- \$1B+ raised in support of UC San Diego Health and medical education
- 75% of alumni gifts benefit student support and success.
- Chancellor's Associates Scholarships have increased over 600% since 2013.
- 91% of donors have made gifts of less than \$1,000, with a median gift size of \$50.

Key messaging

At the University of California San Diego, challenging convention is our most cherished tradition. Through the Campaign for UC San Diego—our university-wide comprehensive fundraising effort concluding in 2022—we are enhancing student support, ensuring student success, transforming our campus, connecting our community, and redefining medicine and health care on a global scale. Together with our philanthropic partners, we will continue our nontraditional path toward revolutionary ideas, unexpected answers, lifesaving discoveries and planet-changing impact.

Continuing the nontradition

Our call to action to UC San Diego alumni, parents, and friends remains simple—and unchanged:

Together with your support, we will bring change to this university and the world, impacting lives here and across the globe. Help us continue the nontradition. Learn more at campaign.ucsd.edu.

Campaign Goals through 2022

Philanthropic investment in UC San Diego has the power to change the world. As the Campaign for UC San Diego continues through 2022, it will focus on four key priority areas:

Student support and success

- Increase access to a UC San Diego education via merit- and need-based undergraduate scholarships, as well as fellowships to recruit and retain top graduate students
- Provide a comprehensive network of programs to ensure the academic, personal and life-long success of all our students

Our campus and community

- Advance our campus' cultural, physical and intellectual transformation into a true living-learning community through support for capital projects and programmatic development
- Create a connected campus destination that actively welcomes members of our diverse community to engage with UC San Diego via artistic and athletic events, educational programming, science and technology workshops, and other activities

Research and innovation

- Facilitate groundbreaking interdisciplinary research collaborations with the potential to advance innovative solutions that change lives and society
- Expand the pipeline of discovery to speed breakthroughs from the university across regional and global markets

Health and medicine

- Improve health in our region and around the globe through leading-edge medical education, novel translational research, and compassionate patient care
- Focus on public health to define the future where medicine, biology, engineering and public policy come together

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