Goal Reached: The Campaign for UC San Diego

Talking Points

Overview of Milestone

- UC San Diego is the youngest university in the U.S. to have completed a $2 billion fundraising campaign.
- We set an ambitious goal to raise $2 billion by 2022 and surpassed that milestone three years ahead of schedule.
- As of July 24, 2019, UC San Diego raised $2.04 billion through donations from 135,367 unique donors.
- The Campaign reached 102% of its goal within 70% of the timeline.
- Gifts above $10 million are especially critical, accounting for nearly 40% of all dollars raised in the Campaign.

Impact

- The three priorities set forth by the Campaign are: (1) Student Support and Success, (2) Campus and Community, and (3) Research and Innovation.
- Many of the largest gifts as well as the highest percentage of dollars (67%) are being directed to the Research and Innovation priority.
- The highest volume of gifts has been directed to the Student Support and Success priority.

Fundraising Success

- Since the public launch of the Campaign in 2012, UC San Diego has achieved record-breaking fundraising totals each year.
- With the $100 million from Denny Sanford earlier this year, UC San Diego is well on its way towards its fiscal year goal of $350 million.
Beyond the Financial

- UC San Diego achieved its goal to build a sustainable base of support with more than 134,568 unique individuals supporting the university with both large and smaller gifts.
- Successful fundraising campaigns are more than the capital they raise.
- They are opportunities to meet like minds, share concerns, better understand the needs within our community.
- They are also opportunities to collaborate with the many brilliant and committed problem-solvers who are drawn to this dynamic city—which is transforming into a center for global solutions.
- Money doesn’t solve problems. People do... with the help of the right financial resources.
- The Strategic Plan and Campaign for UC San Diego started a chain reaction of collaboration that has created a kinetic “momentum of ideas” that we see continuing... in perpetuity.
- That “momentum of ideas” is contagious.
- And that’s why we are continuing the Campaign.
- UC San Diego has created a unique culture of philanthropy that focuses effort, explores, discovers, and produce results for everyday people.

What’s Next

- The Campaign for UC San Diego will continue through its planned completion date of June 30, 2022.
- In seven years, we expanded college access and affordability for underserved students, initiated campus-wide interdisciplinary research initiatives to foster collaboration and solve societal challenges, and strengthened university and community partnerships to drive regional impact.
- We are proud of the progress we have made in these and other areas and are committed to following through— with laser focus—the vision set forth in our Strategic Plan.
- UC San Diego has become true to its mission: a student-centered, research-focused, service-oriented public university.
- Our campus and facilities are quickly becoming preferred destinations for students, patients and the greater San Diego community.
- There are several things we would like to see accomplished through the end of this campaign, including:
- Increase access to a UC San Diego education via merit- and need-based undergraduate scholarships (ex: Chancellor’s Associates Scholarship Program)
- Recruit and retain top graduate students (Ex: Endowed Fellowships)
- Provide a comprehensive network of resources to ensure the academic, personal, and career success of all our students
- Build EDI Community centers
- Support The Hub and basic needs programs
- Establish and support a neuroscience institute
- Enhance UC San Diego’s Center for Microbiome Innovation
- Support Scripps Institution of Oceanography’s important work on climate change
- Create a connected campus community through capital projects like:
  - Triton Pavilion, the new heart of campus
  - The Design and Innovation building/Pepper Canyon amphitheater and Trolley stop, a key gateway to the broader San Diego community
- Endow ArtPower, deliver high quality arts programming to the community within new venues we are building here on campus
- Public Health Initiative: Define the future where medicine, biology, engineering and public policy come together
- Continue to invest in our patient experience, clinical care, in existing and new med facilities

**Answering, “Why Continue?”**

- Innovation requires connections to people, contributions of ideas, and financial resources to explore those ideas.
- Societal issues don’t go away on their own. They have to be researched and understood in order to find viable solutions.
- UC San Diego is still a relatively young institution, comparatively, and institutions with a long history are always in a Campaign, whether silent phase or public, so this is the expectation going forward for UC San Diego.
- The Campaign for UC San Diego sets the foundation and path for the next campaign that will follow.
- Our future will always include silent and public phases of a campaigns.