Campaign Talking Points for FY 22

Campaign boilerplate
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 June 30, 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.

Campaign overview
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 more than 155,000 donors, as of July 2021, UC San Diego has raised $2.63 billion dollars for the Campaign for UC San Diego. As our university heads into the final year of our ambitious 10-year Campaign, the campus completed its fourth consecutive year of record-breaking philanthropy with an all-time annual high of $376.4 million raised for the fiscal year 2020-21. And as we continue toward the Campaign conclusion on June 30, 2022, a $3 billion milestone is within reach.

Campaign impact highlights (as of June 30, 2021)
• 345 donors have contributed more than $1 million.
• 100 endowed chairs have been established (includes approved and pending).
• $1.3 billion+ raised in support of UC San Diego Health and medical education
• 76.8% of alumni gifts benefit student support and success.
• More than 1,400 Chancellor’s Associates Scholarships awarded since 2013
• 91% of donors have made gifts of less than $1,000, with a median gift size of $50.

The path to $2 billion
On July 31, 2019, UC San Diego surpassed its original $2 billion campaign goal three years ahead of schedule thanks to gifts from more than 135,000 unique donors — including over 39,000 alumni and over 95,000 new donors — to more than 430 unique areas on campus. When we crossed the $2 billion threshold, we became the youngest university in the country to reach a multi-billion-dollar milestone in a single campaign. And because we built an incredible momentum of ideas that will have an enduring impact on our campus and our world, the Campaign is continuing through its planned conclusion on June 30, 2022.

What’s next
Today, UC San Diego is emerging as a regional destination: We are continuing our historic intellectual, physical and cultural transformation — one that reinforces our reputation as a top 10 public university (U.S. News & World Report) and one of the best in the nation for contributions to social mobility, research and public service (Washington Monthly). And we are working with our philanthropic partners to build a campus where students live, learn and play in a supportive environment; scholars develop solutions through interdisciplinary partnerships possible only here; alumni come home to connect, network and mentor; patients from around the world receive leading-edge compassionate health care; and the community gathers to explore and enjoy all our campus has to offer.
Destination UC San Diego highlights

- As students, faculty and staff return to campus after 18 months of remote learning, instruction and work due to the pandemic, they are seeing incredible progress in UC San Diego’s physical transformation.
- 118,000+ freshman applications for the 2021-22 academic year, the second highest in the nation
- 42,700 students enrolled, as of fall 2021
- Largest residential campus in the United States by 2028
- Seventh College began serving students in fall 2020; planning is underway for Eighth College
- UC San Diego Health is ranked first in San Diego and fifth in California, according to U.S. News & World Report’s 2021-22 rankings, placing it among the nation’s best hospitals.
- 3,600 new parking spaces in parking structures and embedded in other projects
- Competition in the NCAA Division I Big West Conference began in fall 2020
- Two campus Light Rail stations along the new Blue Line extension opening in November 2021
- UC San Diego Park & Market, opening in 2021, will connect to San Diego’s innovation ecosystem via the UC San Diego Blue Line.
- In September 2021, the UC Regents approved construction plans for phase one of a multi-phase project to reimagine UC San Diego Health’s medical campus in Hillcrest.

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. The Campaign for UC San Diego will continue its 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
- Announced in 2021, the Chancellor’s Scholarship and Fellowship Challenge provides a $1 match per $2 up to $5 million for eligible gifts to undergraduate scholarships, graduate fellowships, and health-related professional school scholarships

**Our Campus and Community**

- Advance our campus’ cultural, physical and intellectual transformation into a true living and 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