

# The Campaign For UC San Diego

## Campaign Talking Points *(updated January 2022)*

### 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 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 nearly 160,000 donors, as of December 31, 2021, UC San Diego has raised \$2.85 billion for the Campaign for UC San Diego. As the university heads into the final stretch 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 December 31, 2021)*

- 374 donors have contributed more than \$1 million.
- 104 endowed chairs have been established (includes approved and pending).
- \$1.43 billion+ raised in support of UC San Diego Health and medical education
- 77% of alumni gifts benefit student support and success.
- More than 1,800 Chancellor's Associates Scholarships awarded since 2013
- 91% of donors have made gifts of less than \$1,000, with a median gift size of \$60.

### \$2 billion and counting

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.

### Destination UC San Diego

Shaped by more than 60 years of nontraditional thinking, UC San Diego is continuing its 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*). We are now a premier destination 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.

## Highlights

- [New and renovated spaces across campus](#) are bringing together students, faculty, staff, patients and our community to collaborate, innovate and create
- 118,000+ freshman applications for the 2021-22 academic year, the second highest in the nation
- 42,700+ students enrolled as of fall 2021
- Seventh College began serving students in fall 2020; Eighth College opens fall 2023
- UC San Diego Health ranked first in San Diego and fifth in California by *U.S. News & World Report* (2021), placing it among the nation's best hospitals
- 3,600 new parking spaces in parking structures and embedded in other projects
- Triton Athletics began NCAA Division I competition in 2020 and will be eligible for postseason championship play in the 2024-25 academic year
- UC San Diego Blue Line trolley extension opened two light rail stations on campus (Nov. 2021)
- UC San Diego Park & Market in downtown San Diego opens in 2022, providing our community new access to world-class education and enrichment
- Broke ground on Phase One of a 15-year plan to reimagine UC San Diego Health's Hillcrest Medical Center (Nov. 2021)
- Opened North Torrey Pines Living and Learning Neighborhood (Aug. 2020), our first mixed-use neighborhood that redefines how students and the community interact with UC San Diego
- Broke ground on our second mixed-use neighborhood, the Theatre District Living and Learning Neighborhood (opening fall 2023)
- Broke ground on the Epstein Family Amphitheatre, a new outdoor entertainment venue opening in fall 2022, just steps away from the Pepper Canyon trolley station
- Reopened UC San Diego's cherished Craft Center to the community in 2021
- Opened the Design and Innovation Building in fall 2021
- Franklin Antonio Hall opens in 2022, a new center for cross-campus, multidisciplinary research

## 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](https://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 continues 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 for eligible gifts to undergraduate scholarships, graduate fellowships, and health-related professional school scholarships through the close of the campaign

### 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