

The Campaign For UC San Diego

Campaign Talking Points and Impact Statements

Background for the UC San Diego campus community—not for distribution

Campaign Talking Points

Setting the nonstandard

The University of California San Diego is truly different. We don't always follow the rules. Our most cherished tradition is challenging tradition.

Founded in 1960 as a forward-thinking research institution for graduate and undergraduate study, UC San Diego has been shaped by distinguished scholars who aren't afraid to take an unconventional approach in pursuit of the greater good.

We constantly defy expectations. As one of the premier research universities in the world, UC San Diego is a major force in stimulating breakthroughs and propelling new technologies to market. Here you will find an audacious intellectual community and one-of-a-kind assets, together in one place.

The Campaign for UC San Diego is an opportunity for our philanthropic partners to help us continue evolving. To make a difference—to make waves.

Campaign goals

Philanthropic investment in UC San Diego has the power to change the world. Whether the issue is climate change, poverty, social injustice, healthcare or educational disparity, private support is necessary to help us solve our planet's most pressing problems.

The Campaign for UC San Diego is the most ambitious fundraising effort in our history. The goals are:

- Raise \$2 billion through private philanthropy
- Generate engagement by reinforcing relationships with all constituents
- Creating a culture of philanthropy

The Campaign for UC San Diego will help fund three key priorities:

- Enhancing the student experience
- Enriching our campus community
- Sparking research and innovation

Continue the nontradition

Our call to action to UC San Diego alumni, parents and friends is simple:

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 Impact Statements

*These key messages are intended to inspire giving by highlighting the power philanthropic investment has to transform the student experience, our campus and, ultimately, humanity. **We encourage you to incorporate this information into your campaign communications efforts—from email messages and phone calls to web content, letters and social media.***

Giving Opportunities

Philanthropic partnership will boost UC San Diego's efforts in three key areas:

Enhancing the student experience

- Increase scholarships and grow our commitment to diversity by offering a premier education that is accessible and affordable to all
- Recruit and retain stellar faculty to expand our community of prestigious scholars, including Nobel laureates, Pulitzer and Tony award winners, MacArthur fellows and recipients of the Fields Medal, National Medal of Science and Presidential Medal of Freedom
- Continue to develop new academic programs and opportunities that nurture the aspirations of our brightest minds and allow our innovators to thrive

Enriching our campus community

- Better meet the changing living and learning needs of our students, faculty and staff through planned improvements to facilities from student housing to academic buildings
- Build a stronger society by deepening our engagement with the community and making our cultural, academic and social experiences more widely available
- Advance our society beyond campus by exchanging ideas, offering research opportunities and sharing business incubation resources with private enterprise leaders

Sparking research and innovation

- Convert research and breakthroughs into solutions that change lives.
- Combine the stellar intellect of our students, artists, entrepreneurs, researchers, engineers and healers into groundbreaking collaborations
- Create partnerships to expand our pipeline of discovery from the university across the region and the globe

About The Campaign for UC San Diego

At the University of California San Diego, challenging convention is our most cherished tradition. As one of the top 15 research universities in the world, UC San Diego is blazing a path to a better future. The Campaign for UC San Diego is a \$2 billion comprehensive fundraising effort to transform the student experience, our campus, and ultimately the world. With philanthropic partnership, we will continue the nontradition as we impact lives here and across the globe. #GiveUCSD. #ContinueTheNonTradition. Learn more at campaign.ucsd.edu.

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