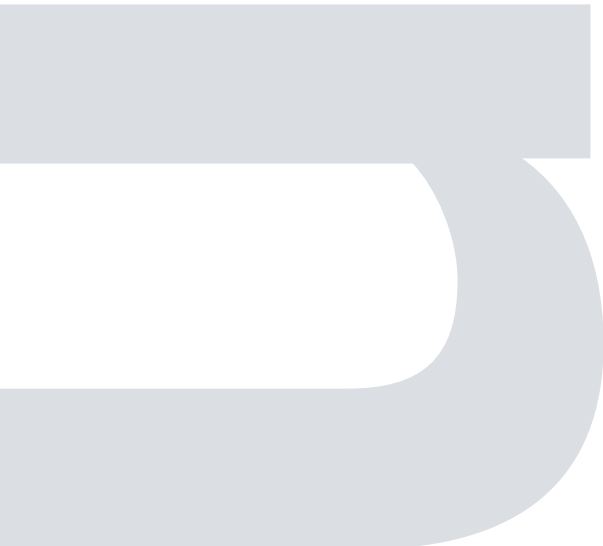
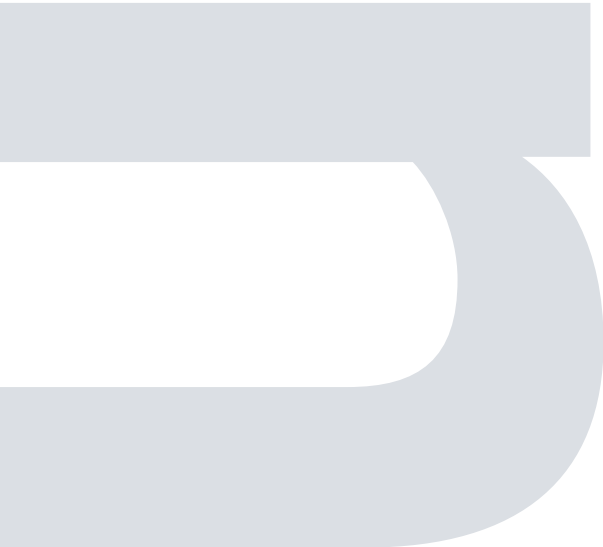


Continue the



tradition



The Campaign For
UC San Diego

A curious thing happens

when your campus is perched on the leading edge of the continent. You tend to see the world differently. Championing the nontraditional becomes your most cherished tradition. And for more than fifty years we've embraced the philosophy that perpetual optimism and inquisitiveness, when backed by philanthropic visionaries and ample resources, is a powerful way to make the world a better place.

To help UC San Diego continue to drive innovation, advance society, propel economic growth, and, ultimately, solve the world's most pressing problems, we have embarked upon an ambitious \$2 billion comprehensive fundraising campaign.

The Campaign for UC San Diego is our opportunity to take advantage of this extraordinary moment in our brief history to secure the philanthropic resources necessary to leverage and empower our audacious, purposeful campus community to make a difference — to make waves.



The Campaign for
UC San Diego

Established 1960. nonestablished every year after.

At the University of California San Diego, we prefer the path less traveled. And it has led us to remarkable new ways of seeing the world. Founded as a forward-thinking research institution for graduate and undergraduate study, we've developed a heritage of pursuing the greater good in unconventional fashion.

In our short history, through sheer determination and a relentless pursuit for groundbreaking discovery, UC San Diego has earned recognition as one of the world's premier research universities and one of the top-10 public universities in the nation. *Washington Monthly* has consistently ranked UC San Diego as the top public university for positive impact on the nation.

Together, our faculty, researchers, and students work to unlock solutions through unique multidisciplinary and educational partnerships, a synthesis of practice and theory, and an approach to technology and health care that is possible only here.

And though UC San Diego is known as a leader in STEM fields — science, technology, engineering, and mathematics — our distinctiveness abounds where these fields intersect with the arts and humanities. Original programs and initiatives cultivate unique, interdisciplinary approaches to problem-solving and production that merge scientific principles with the humanities.

Whether rooted in science or the arts, inspiration and collaboration across disciplines at UC San Diego truly is different; philanthropic investment here has the power to activate a collective of minds and one-of-a-kind assets that together will solve age-old problems.

You can take a lot of comfort in a little nonconformity.

We don't always follow the rules. It's our unconventional approach that fuels the next generation of maverick students, artists, entrepreneurs, researchers, policy makers, scholars, engineers, and healers who will serve humanity and make life better on our planet. These are the people who shape our legacy of nontradition every day, speeding us toward discovery and impactful results.

For us, following conventional wisdom makes total nonsense.

Ever since UC San Diego's inception, we've viewed the world through a different lens. Which makes sense when you consider that we started as an experimental campus. And we kept reexperimenting. Life's quirks spark our insatiable curiosity, leading us confidently down the rabbit hole in search of the next eye-opening, life-altering discovery.

It takes a collective effort to make the world's biggest problems one giant nonissue.

No matter the issue — climate change, poverty, social injustice, health care access, disease prevention, or educational disparity — philanthropic investment in our diverse arsenal of intellectual assets and perspectives enables us to think, tinker, and disassemble our way to new solutions.

We're already changing the world and on the cusp of tremendous breakthroughs because our innate curiosity drives us, motivates us, and connects us. We are proud that our deepest tradition is challenging tradition.

Help us continue the nontradition.

Continuing the nontradition

means an ever-evolving and always-improving UC San Diego.

The Campaign for UC San Diego is about transforming the student experience, transforming this campus, and ultimately transforming the way humanity approaches problems and develops solutions.

Our philanthropic partners are essential to fulfilling our aspirations, as we augment and leverage our strengths today and empower our talent for the future. With your support, we will bring together UC San Diego's people and our assets to address the urgent needs of our planet. This \$2 billion comprehensive fundraising campaign will bring change to this university and the world – today and for tomorrow – impacting lives here and across the globe.



Enhancing the Student Experience

Central to our mission of creating the next generation of innovators and leaders — Breakers, as we call them — is our commitment to ensuring that learning is accessible and affordable for all. And once these students arrive on campus, we must guarantee their success and enhance their campus experience, something that's vitally important as we anticipate the growth of our student population over the next decade.

Expanding annual and endowed scholarships ensures that we continue to enroll and retain a student body that is competitive and inclusive and mirrors California's diversity. Scholarships are critical to our ability to attract students of the highest academic merit, first-generation college students from underserved populations, and student-athletes — as well as provide enrichment scholarships for cocurricular or experiential learning opportunities.

Burgeoning writing, critical reflection, math, and experiential programs will support and ensure our students' success — both at UC San Diego and when they enter the workforce.

Providing the best inpatient care relies on medical students having the support to learn in a living laboratory, where they can practice the art of compassionate care. And working with partners across campus, UC San Diego will continue to provide future physicians with access to hands-on training and joint degree programs that prepare them for wide-ranging careers in medicine as biomedical engineers, hospital administrators, and biotech entrepreneurs.



Enriching Our Campus Community

As UC San Diego strives to become a true living-learning campus, we have the opportunity to reenvision the campus to better meet the evolving needs of our students, faculty, staff, and the community. From student housing to academic buildings to a new educational and cultural facility downtown, planned improvements will contribute to a welcoming, enhanced campus environment that promotes community and interaction and instills a spirit of bold experimentation and risk-taking.

Anticipating the arrival of the UC San Diego Blue Line light rail transit to campus in 2021, we will create new student-centered facilities and open spaces, incorporate a new university gateway, and foster a more accessible and pedestrian-friendly experience. These transformations will better connect us to downtown, diverse neighborhoods, and Mexico — inviting and encouraging the broader community to engage and connect with one another and all our intellectual and cultural offerings.

New, state-of-the-art buildings supporting the social sciences, arts and humanities, biological and physical sciences, marine sciences, and engineering will foster cross-departmental collaboration for students and faculty, provide specialized teaching and learning environments to support student research opportunities, and create spaces geared toward hands-on, experiential learning.

Investing in the modernization of teaching facilities, including undergraduate teaching labs in the sciences, arts and humanities, and engineering, as well as state-of-the-art “smart” learning centers, provide our faculty and graduate assistants with the latest student-centered tools and training they need to excel in the classroom.



Sparking Research and Innovation

Bringing together our unique constellation of experts, researchers, scholars, and specialists from across disciplines and divisions, UC San Diego is making significant headway on pressing issues that touch our lives or those close to us — including neurodegenerative diseases, autoimmune disorders, diabetes, climate change and conservation, data science and security, educational disparity, social mobility, ethical dilemmas, and much more. With world-class academic programs, clinical care, and translational research, no other university is as well positioned to tackle society's most dire concerns, converting discovery into impact.

Since our founding, UC San Diego has sought the most distinguished and distinctive educators and scholars. Expanding the number of endowed chairs and fellowships and providing flexible resources necessary to retain and recruit stellar and diverse faculty are critical to maintaining and bolstering our record of educational and research-driven success.

We are poised to develop solutions for the benefit of human health, ecosystems, and the environment, and sustainable agricultural practices, as our campuswide experts in cellular, molecular, and marine biology; superior data analytics; and pharmacology study and work together to derive insights from the clinic and the oceans.

Pioneers in the field of personalized medicine — matching treatment to your genes — our researchers are taking the DNA of individual patients and analyzing it to determine what treatments can best combat their illness, providing invaluable information for bigger, better data models to inform the next generation of cures.

UC San Diego's portfolio of neuroscience assets may be without peer — from a history of groundbreaking discovery in diseases like Alzheimer's and autism to the top neurosciences graduate program in the nation. Each is impressive on its own, but by fostering interdisciplinary collaborations, we speed our progress toward curing disease, catalyzing brain-related innovation, and understanding creativity and the frontiers of human knowledge.

Taking a distinctively unconventional approach to investigating how the world's atmosphere and oceans continue to change and evolve, our sociologists, political and atmospheric scientists, and behavioral economists are working together to find culturally fluent ways to discuss climate change and influence individuals' actions, while creating strategies to ensure that ambitious international climate change treaties succeed on a global level.



A Call to Lead

It is a time of remarkable potential for **UC San Diego** — and together with your philanthropic partnership, we aspire to educate and empower the world's current and future innovators in a campus community of assets unlike anywhere else in the world. And so we invite you to embrace the challenges ahead and to lead with us, so this next generation of innovators and disrupters will blaze a new path toward revolutionary ideas, unexpected answers, lifesaving discoveries, and planet-changing impact.

Continue the nontradition.





The Campaign For UC San Diego

9500 Gilman Dr. # 0937
La Jolla, CA 92093-0937

(858) 246-2400
campaign@ucsd.edu
campaign.ucsd.edu