

Office of the President

TO MEMBERS OF THE COMMITTEE ON EDUCATIONAL POLICY:

ACTION ITEM

For Meeting of September 17, 2015

ENDORSEMENT OF CENTENNIAL CAMPAIGN, LOS ANGELES CAMPUS

RECOMMENDATION

The President of the University recommends that the Committee on Educational Policy recommend to the Regents the endorsement of the public phase of the Los Angeles campus fundraising campaign, *The Centennial Campaign for UCLA*, with a goal of \$4.2 billion.

BACKGROUND

The Los Angeles campus launched the public phase of a fundraising campaign, The Centennial Campaign for UCLA, in May 2014 with a goal of raising \$4.2 billion by the time of UCLA's 100th Anniversary in 2019. The purpose of the campaign is to raise philanthropic support in the following areas: \$1.5 billion, or \$500 million each for undergraduate student scholarships, graduate student fellowships, and faculty support, including hundreds of new endowed professorships; \$1.65 billion to expand and add research programs; \$800 million for capital projects, including facilities in the School of Theater, Film and Television, the David Geffen School of Medicine, the Henry Samueli School of Engineering and Applied Science, and new training facilities for student-athletes; and \$250 million in unrestricted/flexible support.

The endorsement is pursuant to Regents Policy 5201, as amended by the Board in March 2014. The amended policy recognizes that in certain instances a campus may opt to publicly reveal the details of its fundraising campaign at a campus event and seek endorsement by the Board of Regents at a subsequent date. The Regents' endorsement would thus serve as clear, concise, and compelling support of campus fundraising efforts.

The campaign is being conducted by the UCLA campus with strong support from the UCLA Foundation. The Centennial Campaign Executive Committee co-chairs are Garen Staglin, a UCLA alumnus and private equity investor, and Anthony Pritzker, managing partner and co-founder of the Pritzker Group. Both are long-time donors who share a demonstrated commitment to improving society through investing in UCLA.

At the time of the public launch, UCLA had raised \$1.3 billion in cash and pledges, or 31 percent of its \$4.2 billion goal. Currently, the campus has more than \$2 billion in cash and pledges. As a result, this is an opportune time for the Board of Regents to receive an update on the progress and to endorse this effort.

While setting specific fundraising goals, the campaign is focused on enhancing UCLA strengths in transforming the educational experience, empowering new discoveries and creativity, and advancing human welfare and the public good. All of these fit under the overarching goal of preserving public interest through private support.

The campaign will be funded from campaign proceeds and campus discretionary funds.