

Office of the President

TO MEMBERS OF THE PUBLIC ENGAGEMENT AND DEVELOPMENT COMMITTEE:

ACTION ITEM

For Meeting of January 18, 2023

COMPREHENSIVE CAMPAIGN, MERCED CAMPUS

EXECUTIVE SUMMARY

UC Merced launched the public phase of its first fundraising comprehensive campaign Boldly Forward: The Campaign for UC Merced on September 14, 2022, with a goal of achieving \$100 million in philanthropic support by 2030. Shortly thereafter, the campus doubled the campaign's fundraising goal to \$200 million, thanks in great part to the prolific support of campus donors. Chancellor Juan Sánchez Muñoz and Vice Chancellor for External Relations and Strategic Communications E. Edward Klotzbier will give a presentation outlining the goals, timeline, and priorities of the campaign.

RECOMMENDATION

The President of the University recommends that the Public Engagement and Development Committee recommend to the Regents the endorsement of the public phase of the UC Merced campus fundraising campaign, Boldly Forward: The Campaign for UC Merced, with a dollar goal of \$200 million, supporting three campaign pillars: leading through discovery, cultivating healthy societies, and empowering student excellence.

BACKGROUND

Boldly Forward: The Campaign for UC Merced is a comprehensive effort to raise \$200 million by the end of 2030 to invest in the campus' exceptional students and faculty, innovative research, and expanded growth and development. The first comprehensive fundraising campaign to be launched by the University of California's tenth and youngest campus, Boldly Forward builds on UC Merced's momentum as the 21st century's first major learning and research institution. Chancellor Juan Sánchez Muñoz and Vice Chancellor for External Relations E. Edward Klotzbier will give a presentation outlining the goals, timeline, and priorities of the campaign.

UC Merced launched its campaign at a key point in its history. Boldly Forward coincides with the 20th anniversary of the campus' groundbreaking and is significantly guided by the campus' ten-year strategic plan, which defines the institution's ambitions and goals to further catalyze

educational access and excellence, social mobility for students, and improved outcomes for the region and beyond.

Boldly Forward will empower UC Merced to not only sustain its excellence and leadership but will propel the campus to new heights for generations to come. This pivotal and historic moment is an opportunity for the campus to reflect on all it has achieved in the past 20 years, while preparing for its bright future inspired by the momentum, excitement, and optimism of its campus community and partners.

With the launch of **Boldly Forward**, UC Merced will continue to raise support for the university's core strengths through three high-level, campus priority areas:

1. **Leading Through Discovery:** UC Merced will deliver a new era of education as one of the country's fastest growing universities, widely recognized for innovation and the ability to create social mobility for graduates.
2. **Cultivating Healthy Societies:** The campus community will continue addressing longstanding disparities and improve outcomes in public health, healthcare access and quality, and employment opportunities in the Central Valley.
3. **Empowering Student Excellence:** UC Merced prioritizes providing higher education access and opportunity to the outstanding students who represent the diversity, promise, and innovative spirit of California. To achieve this, the campus will scale services, support programs, and financial aid in order to educate, train, and mentor future leaders and change makers.

The **Boldly Forward** campaign is managed by the UC Merced campus with strong support from the UC Merced Foundation. The immediate past president of the UC Merced Foundation Board of Trustees, Denise Watkins, is serving as campaign chair. Additional volunteers from the foundation board of trustees, the alumni association, and campus community are also involved and committed to ensuring a successful campaign for UC Merced, as evidenced by the attendance of nearly 250 at the campaign launch event, *Illuminate*, on October 22, 2022.

Boldly Forward has raised \$74,366,313 towards its goal \$200 million goal (as of December 5). Most recently, UC Merced received a \$15 million gift—one of the largest individual gifts bestowed to the campus—from Regent Emeritus Frederick Ruiz and his wife Mitzie Ruiz to provide scholarships for Central Valley students.