

Office of the President

TO MEMBERS OF THE PUBLIC ENGAGEMENT AND DEVELOPMENT COMMITTEE:

ACTION ITEM

For Meeting of January 20, 2026

ENDORSEMENT OF INSPIRING CHANGE: THE CAMPAIGN FOR UC SANTA CRUZ

EXECUTIVE SUMMARY

UC Santa Cruz launched the public phase of its second fundraising comprehensive campaign, *Inspiring Change: The Campaign for UC Santa Cruz*, on November 15, 2025, with a goal of achieving \$750 million in philanthropic support by 2030. Chancellor Cynthia Larive and Vice Chancellor for University Advancement Mark Delos Reyes Davis 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 that the Regents endorse *Inspiring Change: The Campaign for UC Santa Cruz*.

BACKGROUND

Inspiring Change: The Campaign for UC Santa Cruz is a comprehensive effort to raise \$750 million by the end of 2030 so that UC Santa Cruz can continue to accelerate its positive impact on the region, California, and globally through transformative education, high impact research, and service that benefits the public.

The second comprehensive fundraising campaign launched by UC Santa Cruz, *Inspiring Change* reinforces the campus's historic strengths and reflects its aspirations to increase its impact. The campaign is organized around five interconnected priorities:

- Life-changing educational experiences;
- Bold solutions to climate impacts and environmental challenges;
- Regional and global community health and wellness;
- Research frontiers and groundbreaking innovations; and
- Creativity, artistic expression, and transformative dialogue.

UC Santa Cruz launched the campaign following the completion of its strategic plan, *Leading the Change*, in fiscal year 2023, the conclusion of a successful yearlong celebration of its 60th anniversary, with growing engagement and philanthropic support. President Emeritus Michael Drake previously approved the campus's silent phase period and the anticipated public launch timeline.

Thanks to generous donors, gift commitments to UC Santa Cruz have increased significantly over the past five years with annual totals averaging nearly \$70 million each year. Since the start of the comprehensive campaign's quiet phase in 2020, nearly 42,000 donors have contributed more than \$360 million toward the goal, surpassing the total amount raised in the previous campaign. The campus received its largest cash gift in 2024, a \$22 million realized bequest to establish the Sabatte Family Scholarship, providing full four-year scholarships and living expenses to hundreds of student-scholars with demonstrated financial need over the next three decades. The Student Success Initiative, launched in 2021, has raised more than \$80 million.

Inspiring Change is managed by the UC Santa Cruz campus and co-chaired by two alumnae: philanthropist Julie Packard ('74, biology; M.A. '78), and Bev Crair ('83, computer science and mathematics), an ocean conservationist and technology executive and advocate for women in engineering. The UC Santa Cruz Foundation Board, chaired by Loren Kinzcel, endorsed the public launch of the campaign at its October 2025 meeting and is delivering strong support. More than 370 guests attended the campaign's launch event in November 2025 at the Monterey Bay Aquarium.

The request that the Regents endorse the campaign is pursuant to Regents Policy 5201: Policy on Fundraising Campaigns. The Regents' endorsement would serve as clear and compelling statement of support for the campus fundraising efforts.