

****Revised****

Additions shown by underscoring; deletions shown by strikethrough

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Office of the President

**TO MEMBERS OF THE PUBLIC ENGAGEMENT AND DEVELOPMENT
COMMITTEE:**

ACTION ITEM

For Meeting of September 14, 2016

ENDORSEMENT OF COMPREHENSIVE CAMPAIGN, RIVERSIDE CAMPUS

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 Riverside campus fundraising campaign, *Living the Promise: The Campaign for UC Riverside*, with a total dollar goal of \$300 million.

BACKGROUND

The Riverside campus will launch the public phase of its first comprehensive fundraising campaign, *Living the Promise: The Campaign for UC Riverside*, in October 2016 with a goal of raising \$300 million by 2020. The purpose of the campaign is to generate philanthropic support in the following areas: \$120 million for department support (including more than 60 new endowed professorships); \$90 million to expand and add research programs; \$30 million in capital construction funds; \$25 million for undergraduate student scholarships and graduate student fellowships; and \$2 million in unrestricted/flexible support.

The endorsement is pursuant to Regents Policy 5201: Policy on Fundraising Campaigns, as amended by the Board in March 2014. The Regents' endorsement would serve as clear, concise, and compelling support of the campus fundraising efforts.

The campaign is being conducted by the UCR campus with strong support from the UCR Foundation. The Living the Promise Campaign co-chairs are Regent Emerita S. Sue Johnson, a UCR alumna, former Chair of the University of California Board of Regents, member and former chair of the UCR Foundation Board of Trustees, and Dr. Thomas Haider, a member and immediate past chair of the UCR Foundation Board of Trustees. Both are long-time donors who share a demonstrated commitment to improving society through investing in UCR.

Chancellor Wilcox will give a presentation outlining the goals, timeline, and priorities of the campaign.