UCSF: The Campaign

FAS Town Hall Meeting

February 26, 2018

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Agenda

UCSF: The Campaign

- Why UCSF? Why Now?
- Campaign Goals
- A University-Wide Effort
- Solving Grand Challenges
- Thematic Framework
- Focus on Faculty and Students
- Fundraising Progress
- Impact of Record-Breaking Gifts
- Role of Development
- How UDAR Works
Why UCSF? Why Now?

- This is a remarkable time and place
  - Historic inflection point in our ability to understand the mysteries of health and life
  - The Bay Area is a singular destination for progress
    - Diverse ideas and people
    - Home to unparalleled innovation and entrepreneurship
    - A magnet for brilliant minds from around the planet
  - The campaign provides an opportunity for us to define ourselves and our goals
  - Campaign is additive: and instead of either/or
A comprehensive fundraising campaign supporting UCSF in our relentless pursuit of the grand challenges in biomedicine and the health sciences.

Goals:

- Raise $5 billion
- Help establish university priorities
- Elevate UCSF’s visibility
- Expand donor and volunteer base
- Identify, engage next generation of volunteers
A University-Wide Effort

With extensive faculty outreach, engagement, and input:

- 6 planning meetings with senior faculty and leadership
- 183 ideas submitted by faculty across the university
- 5 faculty content working groups
- Over 150 faculty actively engaged
Solving Grand Challenges

Three Grand Challenges
- Decoding Life to Improve Health
- Leveraging Discovery to Revolutionize Care
- Partnering to Achieve Health Equity

Cross-cutting “lenses”:
- Cancer, diabetes, Alzheimer's disease, etc.
- Professional schools and graduate division
- Population

Brilliant Minds
Thematic Framework

Decoding Life to Improve Health
- Programming our cells for cures
- Rewiring biological networks
- Stopping disease before it starts

Leveraging Discovery to Revolutionize Care
- Developing novel therapeutics
- Harnessing technology for better health
- Reimagining care delivery

Partnering to Achieve Health Equity
- Understanding and addressing health disparities
- Building access to life-sustaining care and cures
- Advancing precision public health in the Bay Area and globally
Our people are the lifeblood of UCSF, powering all our missions. Our relentless pursuit of grand challenges is driven by them. Campaign will focus on financial support for our people, who are at the center of—and make possible—all we accomplish.

**Supporting Capital Projects**

- UCSF Center for Vision Neuroscience
- Precision Cancer Medicine Building
- Child, Teen, and Family Center and Department of Psychiatry
- UCSF Weill Neurosciences Institute
- Zuckerberg San Francisco General Research Building
$5 Billion Goal: Over $3.7B Raised!

To keep UCSF at the forefront of clinical care, breakthrough research, and education

Data as of February 8, 2018

Cumulative Quarterly Total

Straight Line Goal

Millions

$3,739

$3 Billion Goal: Over $3.7B Raised!
Record-Breaking Gifts and Their Impact

$422.2M in cash*
$957.3M in new commitments**

* Outright gifts and grants, pledge payments
** Outright gifts and grants, new pledges

Fiscal year 2016 achievements

#5 among US universities in fundraising
The only public university in the top five

Impact—representative gift examples

- $10M gift to advance health using big data
- $25M gift to reduce “alarm fatigue” in nurses and other clinicians, and improve patient care and safety
- $50M gift to support the next generation of biomedical investigators
Role of Development

What we do:

- Deploy development staff and resources at the intersection of university priorities and philanthropic opportunities
- Work with Faculty to identify and engage prospective donors
- Partner with leadership, faculty, and volunteers to present a case for investment

What we do not do:

- Set university priorities
- Tell donors what to give to
- Marketing and public affairs
How UDAR Works

- Development teams organized to reflect thematic areas of focus and university priorities
- Work with patients, friends, and alumni to achieve their philanthropic goals
- Collaborate with faculty to:
  - Identify prospects—primarily, grateful patients
  - Assess opportunities
  - Develop strategies for individual prospects
  - Facilitate gift conversations (and solicit, when appropriate)
  - Create proposals
  - Thank and steward donors