



UNIVERSITY OF CALIFORNIA
SANTA CRUZ
 1965–2015

THE ORIGINAL
 AUTHORITY ON
 QUESTIONING
 AUTHORITY



THE CAMPAIGN FOR UC SANTA CRUZ



Since its founding, UC Santa Cruz has pushed the status quo with extraordinary results. Our faculty, students, and alumni have changed the world for the better. The Campaign for UC Santa Cruz supports investment in the people and ideas shaping the future. As our campus celebrates its 50th Anniversary, the campaign is setting the stage for the next 50. Join us!



FIRST This is the first major campuswide campaign for UC Santa Cruz. The fundraising goal of the multi-year campaign is \$300 million.

CULTURE The campaign is building a culture of philanthropy, which is critical to sustaining excellence and innovation in the future.

PRIORITIES The campaign supports initiatives all across campus, placing special emphasis on student experiences, genomics, coastal sustainability, data science, and the arts and sciences.

GIFTS Gifts of every size are welcome and all count toward the campaign.



CAMPAIGN PRIORITIES

The Campaign for UC Santa Cruz supports initiatives across campus and places special emphasis in these areas:

TRANSFORMATIVE STUDENT EXPERIENCE



From the start, UC Santa Cruz's distinctive focus on undergraduate education has set it apart. The initiative is bringing new resources to that experience—enhancing research opportunities, student programs, library facilities, and the colleges. Reopening the iconic Quarry Amphitheater, a touchstone for the entire campus, is a special priority within the initiative.

INSTITUTE OF THE ARTS AND SCIENCES



The Institute of the Arts and Sciences at UC Santa Cruz is built on a visionary premise: to harness the combined power of the arts and sciences to explore the critical issues of our time, and share its research with the public. The institute's galleries, learning spaces, and events facilities will invite collaboration and learning in all their forms.

UC SANTA CRUZ GENOMICS INSTITUTE



We are developing the platform for unlocking the most challenging medical and scientific issues of our time, from decoding cancer to species preservation. Building on three decades of pioneering genomics research and deep commitment to public service, the UC Santa Cruz Genomics Institute provides the framework for the next great leap in genomics.

DATA SCIENCE LEADERSHIP



UC Santa Cruz is developing foundational mathematical and computational theory and educating future scientists in data's great promise as well as the ethics and societal issues that surround it. From storage systems to security protocols, the initiative underscores applying data science for social good, on the efficient use of resources, and serving humanity.

COASTAL SUSTAINABILITY



UC Santa Cruz's renowned programs in marine science and land-based environmental programs come together to fight for restoring and sustaining coastal zones. The initiative establishes a graduate program in coastal sustainability, enhances coastal science research, and expands our agroecology and sustainable food programs.

EXCELLENCE ACROSS THE UNIVERSITY



Each academic division—Arts, Baskin School of Engineering, Humanities, Physical and Biological Sciences, Social Sciences—and the library have identified priorities and goals continued excellence and national leadership. Support for scholarships and fellowships ensures top students from all backgrounds and circumstances can choose UC Santa Cruz.