

Living the Promise: The Campaign for UC Riverside

Living the Promise

It's about grit, courage, determination

It's that sudden flash of insight—that bright, shining instant of clarity

It's discovering your path and realizing your true colors

It's asking the right questions

And finding that we are the answer

At UCR,

We inspire the dreamers and doers of tomorrow

We encourage connections that build thriving communities

We advance understanding of the human condition

We nourish ideas that will ensure a secure food supply

We embrace forward thinking

We create a cleaner, greener, healthier planet

Living the Promise is about believing

In the truth, in the cause, in the science

And in our ability to shape the universe around us

It's about knowing that we each rise faster when we all rise together

It's about remembering all those who helped us succeed

And extending our hand to the next generation





Thank You

Thanks to many donors and friends supporting all aspects of UC Riverside's mission in recent years, the university surpassed its \$300 million fundraising goal. "Living the Promise: The Campaign for UC Riverside" concluded in 2020, a year when private support to UCR increased by 21% despite the COVID-19 pandemic, which slowed higher education philanthropy across the nation.

More important than ever before, UCR's first comprehensive campaign propels the university into a bright future, supporting the faculty and student scholars who create and share knowledge, lead across all sectors of society, and transform our world by:

- Funding scholarships, fellowships, and opportunities to maintain UCR's promise of access and affordability for our deserving, accomplished students;
- Advancing UCR faculty research, discoveries, and inventions through new endowed chairs, interdisciplinary centers, programs, and initiatives; and
- Growing our campus with new buildings and enhancing current facilities to better serve students and faculty and support UCR's bold aspirations.

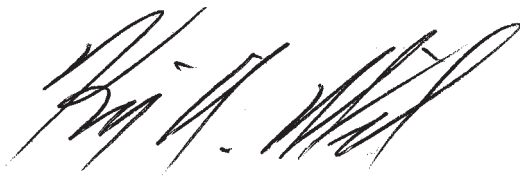
Stories about Living the Promise were shared widely across university channels and reinforced at events on campus and with alumni and friends at locations throughout California, the U.S., and around the world. You can find stories, videos, and more information at celebrate.ucr.edu.

UC Riverside is America's fastest rising university. This is our moment to give thanks for Living the Promise with us and providing the support to fuel our rise.



Message from the Chancellor

Several years ago when we began our first-ever comprehensive campaign, we made a series of promises. Our overarching belief was that funds raised should support student success and faculty who were forging discoveries. We knew we also needed funds for infrastructure, but even in that regard, our commitment was to ensure that money raised aligned with our mission to transform lives. We are excited to share the impact of our campaign. Every day, gifts from our generous donors impact the lives of students, faculty, staff, and our communities through the creation and sharing of knowledge, creative ideas, and innovative solutions. Thank you for your support, which empowers the university to realize its promise.



Kim A. Wilcox
Chancellor



Your Impact in Living the Promise

Total dollars raised: \$312,949,759

- \$2,652,615 raised from gifts under \$100
- 23,294 first-time donors raised \$121,394,884
- 5,733 graduates of the last decade (GOLD) raised \$494,165

Total # of gifts: 91,316

Total # of donors: 66,000+

More than doubled the value of the endowment

- June 30, 2010 endowment market value: \$110.032M
- December 31, 2020 endowment market value: \$328.23M

Doubled the number of endowed chairs

- 36 at campaign start
- 72 currently

Alumni Participation = 10%

- Goal = 12,500 | Total = 12,581 | Total living alumni: 126,244

Created 229 new endowments

- 215 endowed funds at campaign launch
- 444 funds in endowment currently

Record-breaking giving and a strengthened culture of philanthropy at UCR

- Largest individual gifts in campus history: \$10M each from Winston Chung and Rochelle and Allison Campbell
- Biggest days of giving in UCR history
- Significant growth in the number of six- and seven-figure gifts to the university
- An increase in legacy gift commitments to UCR, as people remember the university in their wills and estate planning



UC Riverside is Living the Promise to...

**Reflect a Changing Society by serving as a national exemplar
for diversity, inclusion, and community**

**Shape Our World by promoting a culture of engagement that
extends our reach regionally, nationally, and globally**

UC Riverside is Living the Promise with Solutions that Change Lives:

From Genomics to Harvest:

the basic science, cultivation, and production of plants and food

Today, UCR researchers provide statewide and global impact:

- Solving challenges for the nation's citrus industry, including current work to combat citrus greening disease
- Advancing the avocado industry with new varieties and disease-resistant root stocks
- Developing drought-resistant crops to provide a sustainable food supply
- Ongoing entomology research to support plant, animal, and human health, including an interdisciplinary team focused on plant pollination and the bees and birds that are essential to the process

Emerging Technologies:

innovations that enrich how we experience and interact with our world

UCR is today implementing:

- Materials science and biomimetics research that can produce new materials inspired by plants and animals
- Nanotechnology and materials advances that support more efficient transmission of energy in a variety of devices

- STEM outreach on big data in support of NASA and the Jet Propulsion Lab
- A business incubator and expanded technology commercialization of new discoveries

Health and Wellness:

advances in the study of human health, reducing healthcare disparities, and prevention and wellness

UCR research and service includes:

- A community-based School of Medicine that is addressing regional disparities in access to healthcare and medical education, including through the innovative Thomas T. Haider Program, which emphasizes excellence, access, and diversity in healthcare
- A highly cited psychology department examining such subjects as children's learning patterns, happiness, and worrying
- Groundbreaking research on mechanisms of aging
- Biomaterials and nanotechnology research on delivering therapies and medications

Renewable Nature:

advances in the environment, energy, and sustainable development for a healthier planet

UCR has particular strengths in:

- Developing new approaches to wastewater management and urban water use that could help California cope with drought
- Research on emissions and particulate matter in air quality
- Smart grid technology advances to integrate renewable energy sources and empower consumers to better understand consumption patterns
- Green energy research to produce biofuels and chemicals from plant waste material

Social Innovation and Empowerment:

strengthening our social fabric through quality education, robust public policy, and community engagement

The strengths at UCR in this area include:

- New interdisciplinary approaches to air and water quality, energy, and sustainability research
- Exceptional volunteerism levels by UCR students
- Partnerships with K-12 schools, community colleges, state colleges
- A new School of Public Policy educating California's future leaders
- Regional economic analysis from the School of Business

New Voices and Visions:

expressing and celebrating our humanity through the visual and performing arts, and nurturing voices from across the rich tapestry of society

UCR has unique capabilities in providing:

- Award-winning faculty publications in fiction, non-fiction, and poetry
- Diverse views on modern society in theatre and film
- A world-class doctoral program in dance
- Emerging artists from one of the most diverse student bodies in American higher education
- Strong Native American studies research and the California Center for Native Nations

Student Success:

enhancing opportunity for undergraduate, graduate, and professional students

- In its 2019 ranking, Washington Monthly ranked UCR second best in the nation in how well its low-income students perform. UCR's first-generation student performance was No. 14 on the list.
- The Education Trust named UCR among the best in the U.S. in terms of graduation success for Latino and black students.
- UC Riverside's graduation rate for students receiving Pell Grants is 25 points higher than the national average.

Research Support:

developing a leading research university for the 21st century through faculty and research support

- UC Riverside's research funding has gone up from \$124M in FY15 to \$195M in FY20.
- UC Riverside's research funding is up 70% in the past 10 years.
- No. 2 in Entomology research in the world – Center for World University Rankings
- A global leader in agricultural research, UCR has produced more than 40 different citrus varieties, including the popular Tango mandarin.
- Home to the largest indoor atmospheric test chamber, UCR is a national leader in air pollution and alternative fuels research.
- The world-leader in Integrated Pest Management research, UCR's market-ready biocontrol technologies help growers reduce their use of pesticides.