



# LIVING THE PROMISE

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*THE CAMPAIGN for UC RIVERSIDE*

# Engines of Excellence



**A Place Where  
All Succeed**



**Fostering Creativity,  
Discovery, and  
Innovation**



**Building the  
Future**



THE CAMPAIGN for UC RIVERSIDE

# Solutions That Change Lives

**Social Innovation & Empowerment** – strengthening our social fabric through quality education, robust public policy, and community engagement

**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

**Health and Wellness** – advances in the study of human health, reducing healthcare disparities, and prevention and wellness

**From Genomics to Harvest** – the basic science, cultivation, and production of plants and food

**Emerging Technologies** – innovations that enrich how we experience and interact with our world

**Renewable Nature** – the environment, energy, and sustainable development for a healthier planet



THE CAMPAIGN for UC RIVERSIDE

# 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



THE CAMPAIGN for UC RIVERSIDE

# Campaign Timeline

## QUIET PHASE

July 2011-Sept. 2016

## PUBLIC PHASE

Oct. 2016-2020

UCR

THE CAMPAIGN for UC RIVERSIDE

# Engines of Excellence

## **A PLACE WHERE ALL SUCCEED**

*Goal: \$50,000,000*

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## **FOSTERING CREATIVITY, DISCOVERY, AND INNOVATION**

*Goal: \$100,000,000*

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## **BUILDING THE FUTURE**

*Goal: \$120,000,000*



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# Strengthen UCR's Endowment

**Total Endowment  
Market Value  
(08/31/2016)**  
**\$199,433,581**



Goal  
**\$300  
million**

**Endowed Chairs  
(08/31/2016)**  
**55**



Goal  
**75**



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CAMPAIGN GOAL:  
**\$300,000,000**



THE CAMPAIGN *for* UC RIVERSIDE