



LIVING THE PROMISE

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

FOSTERING CREATIVITY, DISCOVERY, AND INNOVATION

Goal: \$100,000,000

BUILDING THE FUTURE

Goal: \$120,000,000



THE CAMPAIGN for UC RIVERSIDE

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



THE CAMPAIGN for UC RIVERSIDE

CAMPAIGN GOAL:
\$300,000,000



THE CAMPAIGN *for* UC RIVERSIDE