



Expect Greater

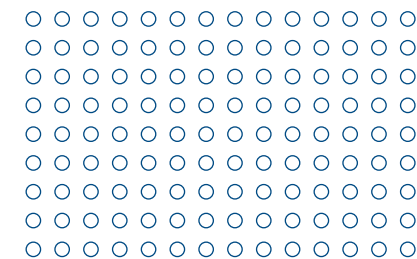
From UC Davis. For the World.

CAMPAIGN VOLUNTEER HANDBOOK

UCDAVIS

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Welcome!



Dear Volunteer Leaders:



Thank you for your commitment and dedicated leadership on behalf of UC Davis. Volunteers like you are critical to driving the success of our Expect Greater campaign—the most comprehensive and ambitious fundraising campaign in our history.

Together with those who share our vision for a better world, we are redefining expectations for what a great public research university can achieve.

Your volunteer leadership is key to propelling our core strengths to even greater heights—inspiring bigger ideas, bolder solutions and a brighter future for the planet we all call home.

Development and Alumni Relations (DEVAR) staff have prepared this booklet as a resource for you, to share best practices and answers to the questions we hear most often from our volunteers. I invite you to talk with development staff and share your ideas to further strengthen our culture of philanthropy.

We are grateful for your generous investment of time, energy and resources in shaping the future of UC Davis—which, in turn, will shape a brighter future for our world. Thank you for joining this effort. When we reach our campaign goals, we will be able to say that we have done something truly important. We look forward to celebrating success with you!

Sincerely,

Shaun B. Keister, Ph.D.

Vice Chancellor, Development and Alumni Relations
President, UC Davis Foundation



Expect Greater

From UC Davis. For the World.

Under the leadership of Chancellor Gary S. May, UC Davis is pursuing a bold strategic vision that will take our excellence to even greater heights. The Expect Greater campaign, the university's second comprehensive campaign, is key to realizing this vision.

Philanthropy is the force that propels every element of our university's mission to the next level—expanding access to a top-notch education, pushing the boundaries of discovery and innovation, and improving quality of life in California and worldwide. Now is the time to build on the great strides made in our previous campaign. To reach our full potential, we need to invest in our future. The world needs UC Davis, now more than ever.

The Expect Greater Campaign for UC Davis is:

- A fundraising effort to support UC Davis by raising \$2 billion by 2024
- A multiphase project that began in 2016 and went public in 2020
- A communication effort on behalf of every college, school and unit at UC Davis

Why the Campaign Matters

From groundbreaking cures to increased opportunities for our remarkable students, the campaign advances key priorities to help us meet the unique challenges of our time. And while the state has long supported the University of California in order to offer students a high-quality educational experience, state funding is shrinking even as UC Davis pursues its most ambitious goal—to be a leader among the world's top 100 universities. Our fundraising priorities are grounded in our mission to:

- **Enhance** the student experience
- **Catalyze** interdisciplinary research opportunities
- **Create** an innovative and entrepreneurial environment
- **Embrace** diversity and strive for equity
- **Support** the vitality of communities, ecosystems and economies
- **Expand** our international impact and global leadership

Campaign Timeline

Planning (Quiet) Phase 2016 - 2020

Public Phase 2020 - 2024

2016

- Big Ideas Symposium
- Identify and recruit campaign volunteers
- Identify and engage prospective donors

2017

- Inaugural Volunteer Leadership Summit

2019

- Volunteer Leadership Summit
- Big Ideas Symposium
- Identify and recruit additional campaign volunteers
- Plan public launch

2020

- **Public Launch Virtual Celebration (October 10th)**
- Announce goal and progress to date
- Press and media coverage
- Highlight major donors

2021

- Virtual Volunteer Leadership Summit

2022

- Continue prospective donor engagement and solicitation

2023

- Volunteer Leadership Summit

2024

- Meet \$2 billion campaign goal
- **Campaign Celebration**

Campaign Pillars

We are a powerhouse in agriculture, veterinary medicine and the health sciences. Yet our impact is so much greater than the sum of our parts. Inspired by a vision of our greater future, our goals for the Expect Greater campaign will strengthen four key pillars of UC Davis' impact:

Sparking Innovation and Creativity

As a hub for thinkers, doers, makers and innovators, our university fosters collaboration across disciplines and borders to ask bigger questions, explore greater possibilities and push the boundaries of what's possible.

Sustaining Healthier Communities

From clinical outreach to policy-shaping research, UC Davis is deeply committed to reversing climate change, uprooting injustices, and removing the barriers that stand between us and a greater future.

Preparing Change Makers

Students are at the center of all that we do. These driven scholars dream of a brighter, healthier and more just tomorrow, and they expect great things from their education. We are committed to growing as many opportunities for them as possible.

Reimagining Medicine

As more people live longer in our complex world, health care needs are changing rapidly. UC Davis is driving medical discoveries, technologies and clinical innovations that bring hope and healing to patients and families everywhere.

Supporting these pillars are the **UC Davis Big Ideas**, six transdisciplinary initiatives with unique capacity to maximize our university's impact for the greater good of the world. Our researchers, scientists, clinicians and others are conducting innovative and ambitious work in sustainability, food, animal and human health, and more—and their transformative projects can only be fully realized through partnerships with passionate donors, whose gifts will lead to discoveries that help solve the world's most pressing problems.

- **Aggie Launch** is preparing change makers to launch meaningful careers in a complex world through targeted mentorship, tailored work opportunities and comprehensive skills development.
- **Healthy Aging in a Digital World** is designing technological solutions for independent living by accelerating connection across the devices that empower people to optimize their health.
- **Smart Farm** is creating a new generation of resilient, competitive farming and food systems and preparing highly skilled graduates for careers in sustainable agriculture.
- **The Center for Violence Prevention Research** is leading national efforts to understand the causes, consequences and prevention of violence—translating UC Davis research into evidence-based solutions that communities and policy makers can put to practical use.
- **The One Climate Initiative** is uniting UC Davis sustainability experts and tomorrow's leaders with industry, government and community partners to scale bold solutions to global climate challenges.
- **The Veterinary Medical Center** will enhance UC Davis' national impact and global leadership in the veterinary sciences as a high-tech hub for patient-centered care where clinicians develop the most innovative, effective treatments.



Volunteer Leaders' Keys to Success

As highly visible and important representatives of UC Davis, volunteer leaders help achieve our philanthropic goals and serve to inspire pride, promote involvement and provide support that deepens UC Davis' impact. You help the university identify, understand and cultivate potential donors to advance the university's research, teaching, innovation and engagement. This means you will be involved in fundraising as an ambassador, advocate and/or asker. You are part of a larger network of UC Davis volunteers helping to open doors and facilitate relationships with prospective donors.

As you begin your work as a volunteer, know that you have access to plenty of support and tools. DEVAR staff will work closely with you to support and guide your activities.

How You Help:

- **Lead by example.** Personally prioritize UC Davis in your philanthropy by making a campaign gift that inspires your peers to do the same.
- **Stay informed.** Know the campaign goals and priorities of the university as a whole and those of the colleges, schools or units you represent.
- **Provide expertise.** Help develop strategies and generate new ideas to support UC Davis fundraising goals.
- **Work with UC Davis staff.** Assist with donor identification, cultivation, solicitation and stewardship to inspire philanthropic support. This may include being an ambassador, an advocate or an asker.

Be an Ambassador

- Help foster new relationships between your personal contacts and UC Davis
- Host informational dinners and receptions that promote UC Davis
- Share your knowledge, enthusiasm and expertise about UC Davis:
 - Read and become familiar with UC Davis case statements describing campaign priorities across the university
 - Develop your personal message about why you support UC Davis
- Develop your understanding of UC Davis' commitment to diversity, equity and inclusion (DEI):
 - Read and become familiar with UC Davis' Principles of Community; the university's Diversity and Inclusion Strategic Vision; and DEVAR's Ally Statement (see the following page)
- Steward relationships:
 - Write follow-up notes, cards and letters to deepen relationships
 - Make thank-you calls after visits and meetings

Be an Advocate

- Represent UC Davis at public functions
- Use your social media channels to promote UC Davis; for example, on Give Day, a 29-hour online fundraising drive
- Work with development staff to engage prospective donors
- Go on donor visits with development staff and university leadership
- Serve as a communication liaison for your donors and prospects
- Provide information that helps build relationships between UC Davis and donors

Be an Asker

- Participate in solicitations when appropriate
- Make follow-up phone calls
- Sign solicitation letters in collaboration with development staff

Development and Alumni Relations Ally Statement

Crafted by the DEVAR Diversity, Equity and Inclusion Committee in partnership with DEVAR leadership, this statement is a reflection of our organizational commitment to upholding the Principles of Community. We ask that all volunteer leaders read and reflect on this statement (see page 4).

The UC Davis Division of Development and Alumni Relations (DEVAR) is committed to fostering a diverse, equitable and inclusive organization in which all employees, volunteers and partners feel seen and valued. We recognize the violence and inequities faced by Black Americans, Indigenous people and other marginalized communities in the United States, and the following statement is grounded in our acknowledgment of current and historical calls for justice.

DEVAR stands in solidarity against racism and discrimination. We recognize the injustices experienced by our donors, alumni, students, faculty members, colleagues and family as their lived experiences and truth.

As a division, we reject racism, exclusion and discrimination in all forms and all the places it exists. Moving forward, we intend to place the prevailing discriminatory treatment of marginalized communities at the forefront of our work and discourse, catalyzing a historic movement to address the social and economic inequalities in our society and our everyday lives. We welcome partnership and collaboration in our ongoing efforts to improve access to education and end the prejudice and disproportionate limitations that are pervasive throughout the United States.



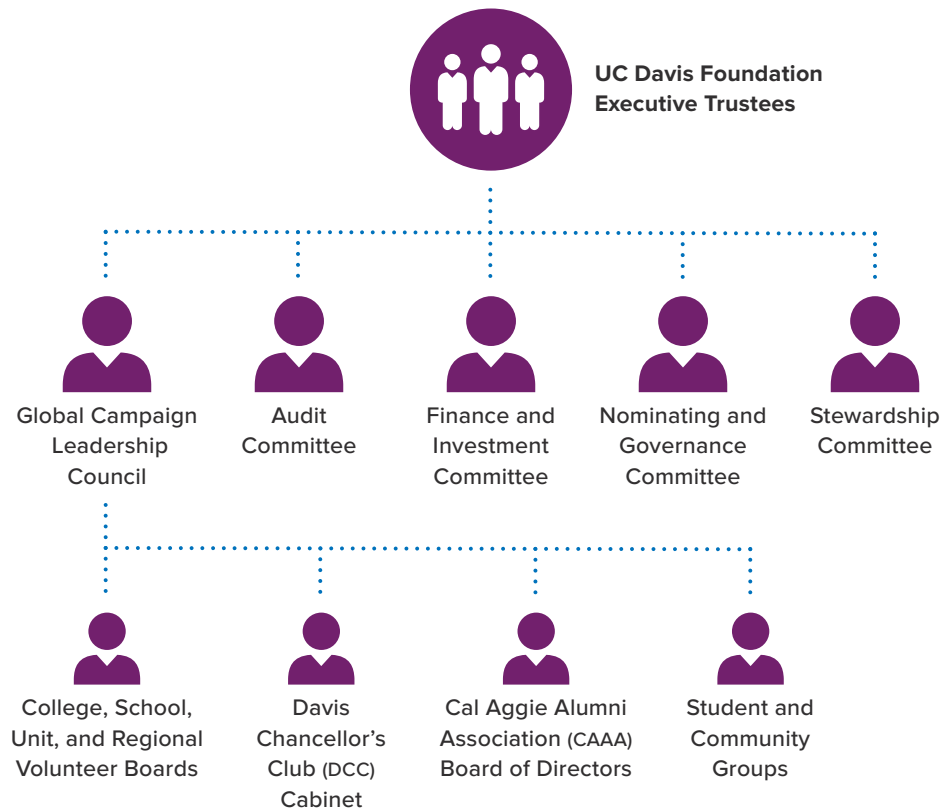
Furthermore, we acknowledge and take ownership over our responsibility to build and maintain actions that demonstrate inclusion of all identities and individuals. As such, we ask you to hold us accountable to the commitments we have made below that will aid us in achieving a diverse, inclusive and equitable DEVAR, UC Davis and community:

- To prioritize the recruitment, retention and promotion of a diverse workforce within DEVAR
- To ensure that DEVAR is a safe environment for all employees to thrive
- For DEVAR leadership, including the Vice Chancellor, Associate and Assistant Vice Chancellors, supervisors and managers to commit to making structural changes to ensure an inclusive, equitable and just workplace
- To uplift diversity, equity and inclusion related funding opportunities in our development work and make certain that every member of the organization is equipped to apply a diversity, equity and inclusion (DEI) lens to their work
- To support the continued social and cultural knowledge acquisition of DEVAR staff
- To continue support of the DEVAR DEI Committee in making recommendations to improve the division
- To support and participate fully in training and engagement opportunities which promote unity, solidarity and allyship

It is our hope and expressed intention that these initial action steps will help us build a community where all individuals feel a sense of belonging and connection to UC Davis.

Campaign Volunteer Structure

The nonprofit UC Davis Foundation plays an essential role in sustaining and enhancing the excellence of the university by highlighting the impacts of philanthropy and stewarding private donations. It is governed by a distinguished volunteer Board of Trustees. Each Trustee serves on one or more of the five standing committees (Audit, Finance and Investment, Global Campaign Leadership Council, Nominating and Governance, and Stewardship) that help provide strategic guidance to the university.



As a Volunteer, You Help Development Staff By:

- Participating in peer screenings—sharing information you may know about a prospect’s capacity or interests in other philanthropic causes or organizations
- Knowing how potential supporters would like to engage with the university, including whether they would be interested in:
 - Volunteering or serving on committees or boards
 - Attending a briefing session with volunteers and academic leadership
 - Visiting campus for opportunities such as cultural or athletic events, award programs and more
 - Participating in building or facility tours
 - Meeting with students
- Regularly communicating with development staff—sharing your progress and being aware of prospect assignments, in order to help determine if the person you have identified is already engaging with UC Davis



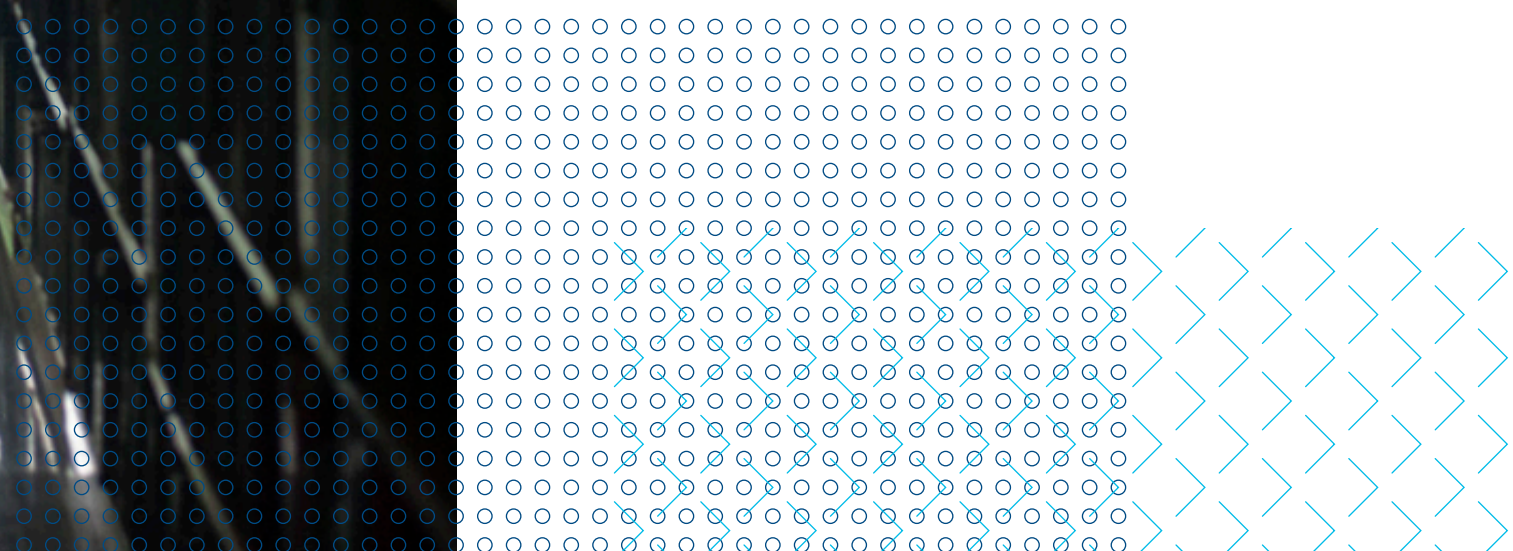
Volunteer Tools

Working With Staff To Engage Prospective Donors

The most important aspect of your role as a volunteer is to help bring potential supporters into a closer relationship with the university. You are not alone in this effort. Regular communication with development staff will help guide you in how to best make these connections.

DEVAR Staff Will Assist You By:

- Providing you with helpful background information and materials for your visits
- Collaborating with you on strategies
- Helping you with correspondence, including letters and gift acknowledgments
- Accompanying you on visits, as appropriate
- Providing networking opportunities with university leadership and insider updates on UC Davis



Making the Connection

Throughout the campaign, you will partner with your UC Davis team comprising of development officers, other DEVAR staff and/or senior university administrators. Development officers are ultimately responsible for presenting proposals and asking prospective donors for gifts. As a volunteer, your goal is to foster a prospect's deeper level of understanding and involvement that may lead to a gift.

Below are some examples of how you might engage in conversations with prospects and some tips for how to handle each situation.

Hosting Small Gatherings With Identified Supporters

Hosting small gatherings is an opportunity to get to know your supporters and their interests better.

- This is a good occasion to express your personal reasons for supporting the campaign
- Prepare a plan with a development officer in advance to discuss a prospect's interests and how they might become involved
- Learn more about the relationship that the prospect has or wants to have with the university
- Ask about areas of the university they currently support
- Ask about other causes they support and how the university could become one of those causes
- Use your UC Davis team to answer technical or tough questions

Making Introductions for University Leadership and DEVAR Staff

Keep in mind that the goal is to open the door to a visit with a potential supporter rather than to set an appointment.

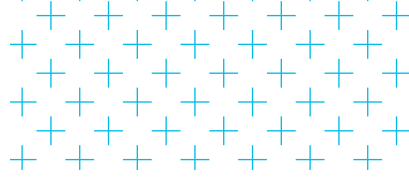
- Rely on information regarding the prospective donor's personal interests and history with UC Davis to guide your conversation
- Use a memorable or common experience as a way to connect
- Ask if they would welcome a visit or an opportunity for a conversation about UC Davis
- If possible, join university leadership and the development officer on the visit

Following Up

A campaign conversation with a prospective donor will generally conclude with one of three answers: yes, no, or not now. As a volunteer, your responsibilities are to:

- Make sure your development officer is aware of your conversation and the result
- If there is a problem, or if further discussion is required, contact your development officer to discuss how to proceed
- If there is a gift to secure, personally thank the donor and contact the development officer to finalize the gift

Although you may not be the one asking for a gift, it's important to be comfortable with talking about giving. Relationship-building is at the heart of fundraising—learning more about the person and their interests, including other philanthropic organizations they may support, will help you introduce potential supporters to UC Davis' goals and objectives. Our development staff are ready to help you build your fluency in philanthropy. Planning your conversation with a prospective donor, becoming familiar with the tools we provide volunteers, and strategizing with a development officer are all ways to determine how you can use your unique skills to advance our university.



Talking Points

As a dedicated advocate and trusted ambassador for UC Davis, you are a powerful voice for the university. The talking points below offer some key points you can share to help those in your networks understand why a world-class public research university like UC Davis matters so much—and how philanthropy advances our mission to serve the public good.

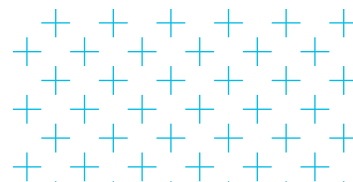
Why Philanthropy

- Private support is key, but philanthropy is not just about closing the state funding gap. It's about funding the margin of excellence—driving transformational impact in every field.
- Philanthropy makes the difference between a good university and an exceptional one. It's the pivotal force that moves every element of the university's mission to the next level—expanding access to a top-notch education, pushing the boundaries of discovery and improving quality of life for all.
- Demand for public higher education continues to rise. Access to a high-quality, affordable education is linked to higher earnings, better health outcomes and other benefits. It's also a key factor in regional, statewide and national economic growth. California sets the platinum standard for public higher education—educating one out of every nine U.S. college students.
- The ideas and innovations generated by top public research universities like UC Davis have never been more urgently needed. Our faculty and students lead the way in addressing complex challenges locally and globally, from climate change to hunger to health inequities.

- Public funding for public higher education has declined sharply in our lifetimes—a nationwide trend felt acutely in California. Though UC Davis is a public institution, state funding is a small fraction of our budget. Only about 10% of the UC's operating budget comes from the state.

Why Support Undergraduate Student Scholarships

- Support for undergraduate scholarships allows UC Davis to make a world-class education affordable to top students of all backgrounds. Philanthropic support for students is an investment in possibility—each Aggie who succeeds here sustains UC Davis' reputation as a destination for stellar students driven to make a difference in the world.
- Scholarships lower the cost of attendance. Private support empowers a broader range of students, particularly those from middle- or lower-income families, to make the most of their education.
- Competitive scholarships attract students of merit. Scholarships enable us to recruit and retain talented students and support them as they pursue even greater achievements.
- Scholarships let students focus on their education without sacrificing their future to pay it off.
- Scholarships are a powerful force for equity and social mobility. They make education accessible to every student and increase opportunities for students from underrepresented backgrounds.
- Scholarships prepare students for the new world of work. They allow students the flexibility to pursue hands-on learning opportunities such as internships, research and entrepreneurship training that lead to academic and career success. More than 50% of UC Davis students conduct research or complete two or more internships before graduating.



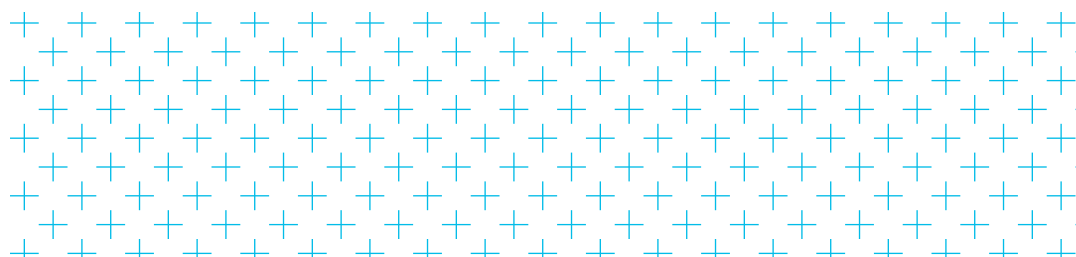
Why Support Graduate and Professional Students

- With fresh perspectives and disruptive ideas, graduate and professional students play a critical role in keeping UC Davis' research on the cutting edge. They add value to every aspect of the university, becoming leaders in their own fields while shaping the next generation of leaders. Your support of their work pays lasting dividends.
- Graduate and professional students sustain our university's reputation as a research powerhouse with far-reaching relevance. Through their research and practice, they tackle urgent societal issues and innovate innovative solutions with global impact.
- Students pursuing advanced degrees amplify the value of a UC Davis education. When they teach, they translate our research mission into high-quality instruction that gives undergraduates immediate access to cutting-edge scholarship and professional training.
- Philanthropic support for fellowships allows UC Davis to recruit and retain top graduate and professional students from around the world—and in turn, elevate our reputation for excellence.
- Many students pursuing advanced degrees are entrepreneurs. Many enhance their research experience by forming a startup, applying for a patent or running a small business based on their work.
- Graduate and professional students deserve to focus on their career development. Fellowships give them the gift of time to focus on their own research and training without needing to take on extra jobs to pay for it.
- Fellowships make graduate and professional education affordable for promising scholars. Philanthropy opens the doors of possibility for those from middle- and lower-income families and from groups that have been underrepresented in academia.



Why Support Faculty and Research

- World-class faculty and their work are the reason UC Davis is a tier-1 research institution and an education powerhouse.
- When you endow a faculty position or research initiative, you support the UC Davis mission now and in the future. Endowed funds have immediate and sustained impact on research, student opportunities and more.
- Endowed faculty positions, which can be named to honor individuals, families or areas of study, are a key competitive advantage in the hiring process. These coveted professional honors attract gifted researchers and educators and elevate faculty already doing great work at UC Davis.
- Endowed positions foster ecosystems of excellence. Faculty in these positions attract the most competitive students to join in their work and develop the next generation of leaders who will move society forward.
- Endowed research funds may be created in support of a specific research project, faculty member or field, or may be targeted to another high-priority area within a department, college, school or other university unit.
- Endowing a faculty position or a research fund creates an investment that generates funds forever. Because your principal investment is left alone to grow, these gifts make the most of your money and ours, year after year.



Why Support Endowments

- Gifts to endowed funds deepen our impact and empower our university to compete at the highest level for the world's top faculty and students. They provide stable, permanent sources of support to UC Davis, allowing us to plan confidently for the future and change the world around us for the better—today and tomorrow.
- Each year, a portion of the income from an endowed fund is spent to support the donor's stated purpose and advance UC Davis' mission, leaving the principal untouched. Another part of the income is reinvested in the principal, growing its value into the future. Thanks to generous new gifts and steady returns on our investments, the total market value of UC Davis endowments has tripled over the last decade, while still providing earnings to support donor-designated priorities.
- An endowed fund creates an investment that generates funds forever and leaves a legacy of excellence that is seen and felt for generations to come.
- Endowments offer UC Davis the stability to weather economic ups and downs. By leveraging resources beyond public funding, tuition and grants, they provide the nimbleness to seize new opportunities—from enhancing student aid to recruiting more world-class faculty and advancing high-impact research.

Why Support Capital Projects

- Many of UC Davis' buildings were constructed in the 1950s, '60s and '70s and funded by state support. Today, as state support for capital projects has nearly vanished, our buildings need seismic upgrades, new technology and flexible spaces to serve many more students in a diversity of fields.
- Capital gifts can transform existing buildings to meet their potential and build new spaces that carry us forward into the future. Buildings are so much more than concrete and steel—they are everything that happens inside: learning, discovery, creative growth, research and patient care.
- State-of-the-art facilities create physical spaces that elevate the innovative work happening at UC Davis—and lay the foundation for possibilities we haven't yet imagined.
- Capital projects shine a light on our shared commitment to UC Davis' mission and global impact, and highly visible naming gifts inspire other philanthropists to follow a lead donor's example.
- To recruit and retain world-class faculty, we must offer cutting-edge facilities and spaces that support exceptional research, learning and clinical care.
- We build spaces that are environmentally sustainable, resilient and adaptable for whatever the future may hold. All new university construction must be LEED-certified; more than 40 of our existing buildings are certified green buildings.
- The Gateway District is a prime example of the difference capital gifts can make. What was once a field is now the site of campus crown jewels including the Mondavi Center, the Manetti Shrem Museum, the Robert Mondavi Institute and the new home of the C.N. Gorman Museum—spaces that are launching an inclusive arts renaissance with international impact and raising our profile as a leader in creative innovation.



Frequently Asked Questions

Q: How will my gift make an impact in such a large campaign?

Reaching a goal this ambitious will take several years and, during that time, every gift will count toward our goal. Quite simply, UC Davis will not reach its goal without the steadfast support of alumni, parents and friends giving at every level.

Q: What kinds of projects do donors support in a campaign?

Donors contribute to a variety of programs and projects that support the university's public mission in virtually every department and unit. These private gifts support student scholarships, research funds, endowed faculty positions, capital projects and other priorities. Many of these priorities reflect areas for which investments add to state support and enable UC Davis to achieve excellence in particular programs. Other gifts raised during a campaign go toward the university's endowment to ensure long-term, stable support for a wide range of initiatives.

Q: What gifts count as campaign gifts?

We count all gifts, philanthropic grants, pledges and qualifying bequest expectancies made during the comprehensive campaign toward the campaign goal.

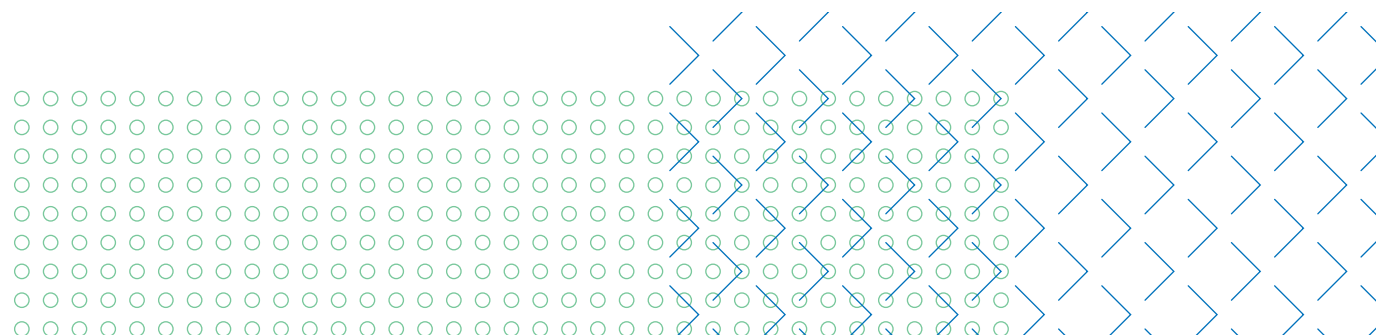
Q: Why is private support necessary for a public institution?

The UC system and its partners work closely to highlight the need for increased state investment in higher education and will continue to make this a priority in future legislative sessions. While state support has increased since the end of the Great Recession, state funding per student is still far less than it was a generation ago. For example, in 1990, the state funded 78% of the total cost of education per UC student. Today, the state funds only 39% of a student's education. The goals of the campaign are fundamentally the same as the funding priorities the university has always sought from the state—improving access, affordability and quality of life.

Q: If UC Davis can raise millions from its donors, why does the university need state funding at all?

Approximately 80% of philanthropic gifts are designated or restricted to specific purposes—including most funding for research support, medical center revenues and proceeds from auxiliary services such as housing—and must support only those operations. State funds and tuition revenue, on the other hand, are more flexible and are crucial for core academic functions, such as student services and faculty support. The flexibility of state funds makes those dollars crucial to the effective operation of the university.

UC Davis is proud to be a public university dedicated to serving the people of California and beyond. Investing in UC Davis is a wise use of public dollars: the university's most recent economic impact report shows UC Davis annually generates \$8.1 billion in statewide economic activities.



Q: Can UC Davis use donor funds to lower the price of tuition?

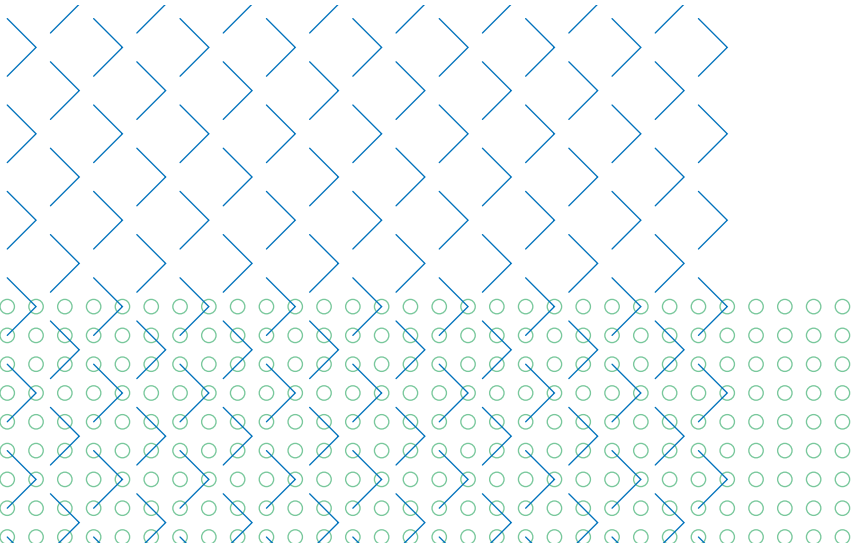
Many donor contributions are used for scholarships and fellowships to offset tuition costs, with thousands of UC Davis students benefiting from private support each year. However, because these gifts vary in length of use, investment type and allocation, it would not be prudent to factor them into fixed tuition budgets. Additionally, public universities in California must adhere to guidelines in setting tuition and fees that are established by the legislature and other governing bodies.

Q: Can the donations from the campaign be used to boost faculty salaries?

In a way, yes—through endowed faculty positions and research support. For more information about endowed faculty positions, talk with your development officer.

Q: Will all units benefit from the campaign?

Yes. All schools, colleges and programs are part of the campaign and have established their goals and funding priorities.



Ways To Give

We respect that, for each donor who wishes to provide significant philanthropic support, there are personal, financial and gift planning aspects to consider. We will work with every donor to realize their philanthropic vision and develop the gift plan that best meets their needs. At donors' request, we can also work with their tax and financial advisors.

Following are various gift types and their associated benefits. Donors may wish to consider a mix of gift types to help achieve both their philanthropic and financial objectives.

Cash Gifts

- Are the simplest and most popular giving method
- Can be tax deductible in the year they are given

Gifts of Securities

- Include stocks, mutual funds and bonds
- Can avoid capital gains taxes
- Can provide an income tax deduction for the full fair market value of long-term, appreciated securities

Gifts of Real Property

- Include land, farms, personal residences, and rental or commercial property
- Can avoid capital gains tax on appreciated assets
- Can provide an income tax deduction for the full fair market value of long-term, appreciated property
- Can eliminate property expenses and taxes
- Can provide continued use for life through a retained life estate gift

Bequests and Living Trusts

- Establish the UC Davis Foundation as a beneficiary of your estate
- Can provide an estate tax deduction equal to the value of the gift
- Offer flexibility by allowing you to provide for family first

Retirement Plan Gifts

- For current gifts, utilize the IRA Charitable Rollover provision (for donors aged 70½ and older)
- Name the UC Davis Foundation as a beneficiary
- Can eliminate income tax on the plan distributions
- Preserve the plan's full value for gift purposes

Life Income Gifts

- Include charitable remainder trusts and gift annuities
- Can provide potential tax savings on income, estate and capital gains
- Generate income for you and/or your loved ones for a fixed period of time or until your passing
- Distribute the remaining assets to the UC Davis Foundation

UC Davis at a Glance

Go-Getters, Change Makers, Problem Solvers

Opened in 1908, UC Davis is the most academically comprehensive university on the West Coast. We're known for working across disciplines to solve the world's most pressing problems and for our commitment to artistic and cultural expression.

What Drives Us

We empower a dynamic educational experience. We discover and innovate. We foster a diverse and inclusive community. We advance better, more equitable health outcomes. We nourish and feed the world. We protect and sustain the environment. We champion curiosity. We rank among the world's best.

The Rankings

1st in the world in agricultural economics and policy (*Center for World University Rankings*)

1st in the nation and **2nd in the world** in veterinary science (*QS World University Rankings*)

1st in the nation and **2nd in the world** in agriculture (*U.S. News & World Report*)

1st in the nation and **2nd in the world** in plant and animal programs (*U.S. News & World Report*)

1st among best value colleges for women in STEM (*Forbes*)

2nd among top 100 producers of minority undergraduate degrees in biological and biomedical sciences (*Diverse: Issues in Higher Education*)

3rd greenest university in the world (*GreenMetric World University Rankings*)

3rd among top U.S. colleges doing the most for low-income students (*The New York Times College Access Index*)

UC Davis by the Numbers

Research funding (2020-21): **\$968 M**

Private support (2020-21): **\$269 M**

Colleges: **4**
Agricultural and Environmental Sciences, Biological Sciences, Engineering, Letters and Science

Professional schools: **6**
Education, Law, Management, Medicine, Nursing, Veterinary Medicine

Student enrollment (fall 2021): **40,031**

Faculty/academics: **4,736**

Staff: **17,272**

Student employees: **9,690**

Living alumni: **260,000**

Undergraduate majors: **102**

Graduate programs: **101**

Intercollegiate sports: **25**
16 women's, 9 men's

Davis Campus area: **5,300 acres**

5th most international public institution in the U.S. (*Times Higher Education*)

5th best public university in the nation (*The Wall Street Journal/ Times Higher Education*)

8th most transformative college in the country (*Money*)

The UC Davis Children's Hospital ranks **8th** in pediatric orthopaedics, **20th** in pediatric urology, **30th** in neonatology, **33rd** in pediatric nephrology and **47th** in pediatric diabetes and endocrinology (*U.S. News & World Report*)

10th among public universities nationwide (*U.S. News & World Report*)

11th top medical school: primary care training (*U.S. News & World Report*)

14th in research funding among U.S. ranked public universities (*National Science Foundation*)

One of 15 public four-year colleges with high graduation rates leading to high incomes (*College Scorecard, U.S. Department of Education*)

46th among best nursing schools in the nation for master's degrees (*U.S. News & World Report*)

UC Davis Medical Center and UC Davis Children's Hospital consistently rank among the nation's **top 50** hospitals (*U.S. News & World Report*)



Glossary

Annual Giving: Annual, unrestricted, current-use support for UC Davis. Annual Fund contributions provide the university with crucial, flexible funding to enrich student life, respond to emerging opportunities and meet pressing needs.

CAAA: Cal Aggie Alumni Association.

Campaign: An organized effort to raise a specified amount of money for a particular purpose in a specified period of time.

Comprehensive Campaign: An organized fundraising effort to raise a specified amount of money for the broad needs and opportunities of an entire institution in a specified period of time. Such campaigns are designed to feature high-priority goals, with intensive fundraising efforts focused on their achievement.

Cultivate: To engage and maintain the interest and involvement (of a donor, prospective donor or volunteer) with an organization's people, programs and plans.

DEVAR: The Office of Development and Alumni Relations.

Donor: A person, organization, corporation or foundation that makes a gift.

Endowment: A permanently restricted net asset, the principal of which is protected and the income from which may be spent and is controlled by either the donor's restrictions or the organization's governing board.

Fiscal Year (also abbreviated as **FY**): The period from July 1 through June 30.

Give Day: UC Davis Give Day is a 29-hour online fundraising drive to support initiatives across the entire UC Davis enterprise. The first UC Davis Give Day was held in Spring 2017 in conjunction with UC Davis Picnic Day, an annual open house event held each April. The goal of Give Day is to

bring the UC Davis community together to celebrate the Aggie spirit by sharing, following and financially supporting programs that have made an impact on the lives of people everywhere.

Major Gift: At UC Davis, "major" gifts are defined as gifts of \$50,000 and above. Different institutions may have different thresholds for how they define "major" and "principal" gifts.

Pledge: A multi-year commitment (up to five years) divided into specific annual contributions.

Pledge Payment: Payment of all or a portion of a pledge.

Principal Gift: At UC Davis, "principal" gifts are defined as gifts of \$2.5 million or above. Different institutions may have different thresholds for how they define "major" and "principal" gifts.

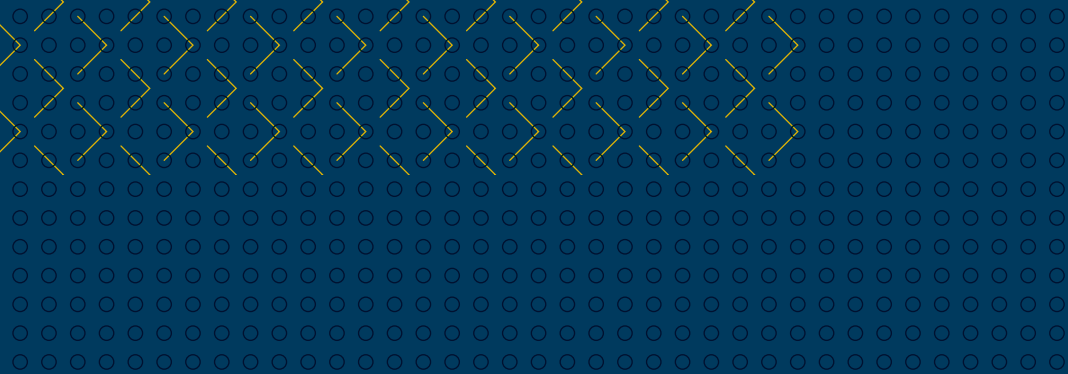
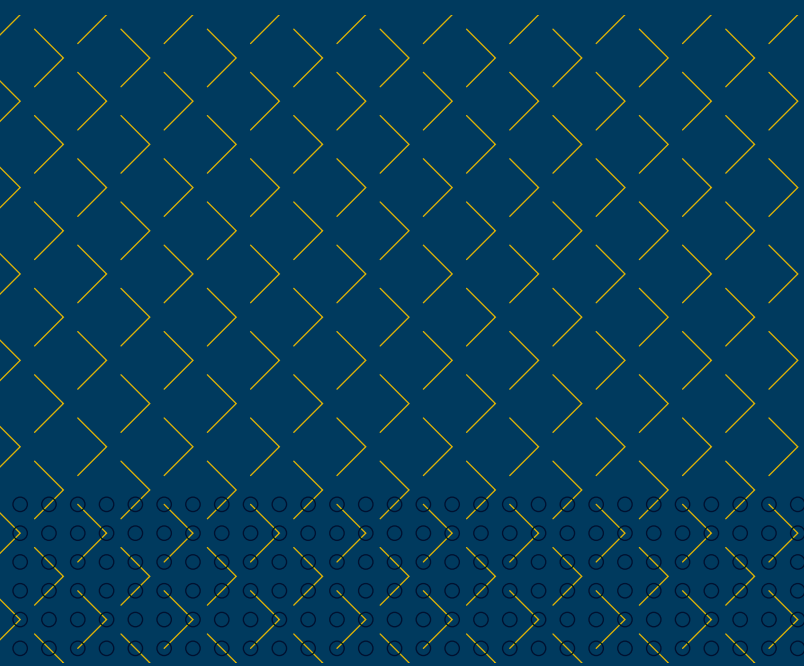
Prospect (also **Prospective Donor**): Any potential donor whose ties to the university, giving ability and interests have been confirmed.

Public Phase: The period of public solicitation during a campaign that usually follows the successful completion of a campaign's nucleus fund and the establishment of a pattern of giving. This phase consists of solicitation activity in contrast to campaign planning.

Quiet Phase (also **Silent Phase**): The period in a campaign prior to the public announcement or launch of the campaign. The purpose of the silent phase is to build momentum and collect the nucleus fund (a significant percentage of the necessary funds, approximately 50%) from a targeted group of high-level supporters.

Solicit: To make a request or appeal, such as for a contribution.

Stewardship: Meaningful engagement with donors to demonstrate responsible management of the resources entrusted to UC Davis.



UC Davis: ucdavis.edu

Giving: giving.ucdavis.edu

UC Davis Alumni: alumni.ucdavis.edu

UC Davis News ucdavis.edu/news

Campaign Volunteer Leadership
giving.ucdavis.edu/resources/volunteers

Please follow us on social media
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