



## REUNION CAMPAIGNS

2020

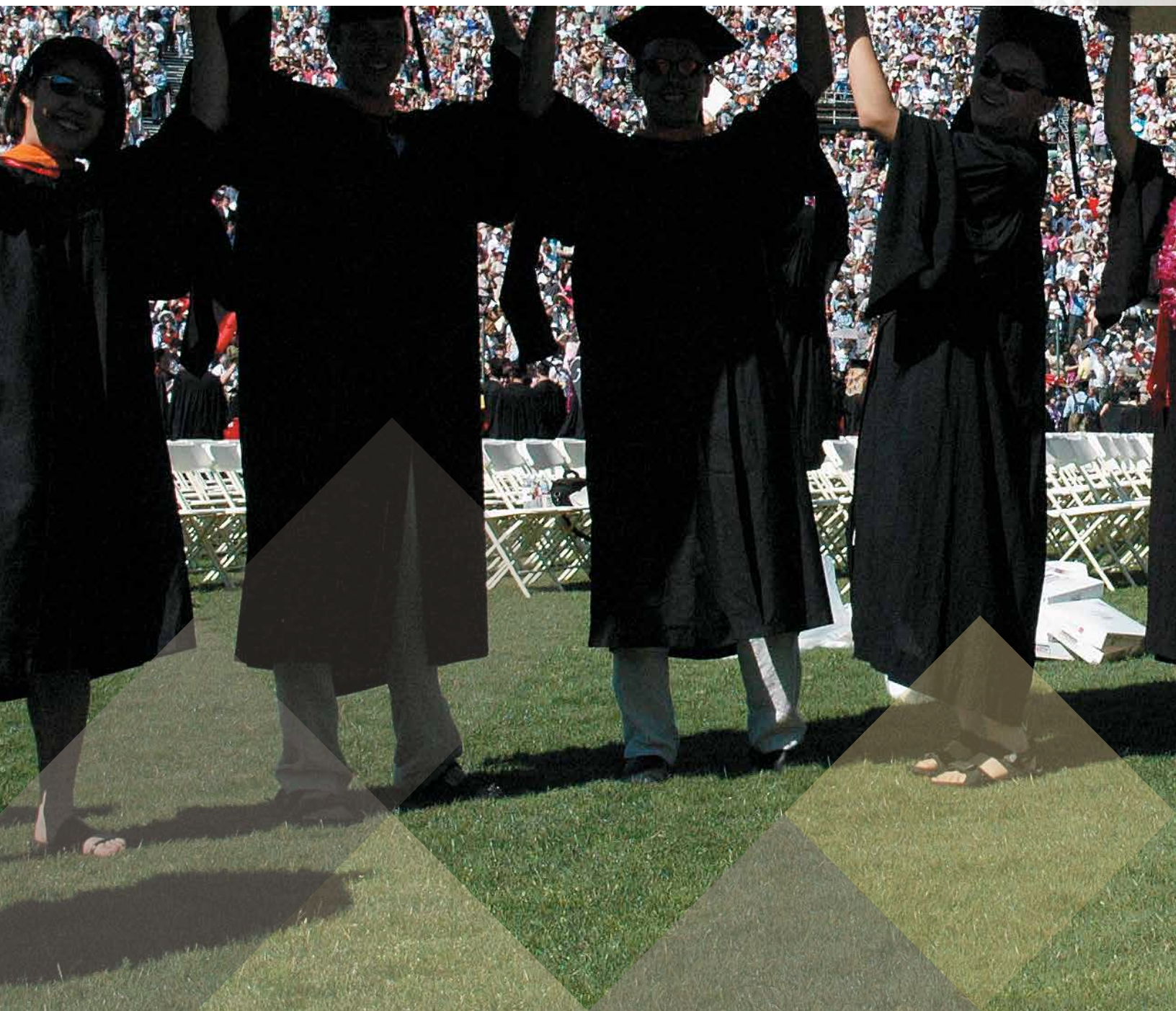


NOW IS YOUR TIME TO LEAD





WHEN YOU CAME TO **STANFORD**, IT **CHANGED YOU**.





# This year is your chance to return. To **reconnect, reflect,** and give back.

## You Can Play a Special Role in Your Reunion Campaign

A reunion campaign is a tangible way to help ensure that future generations of Stanford students will have the same opportunities as you and your classmates did. What better way to pay forward the Stanford experience—one that previous generations helped provide—to today's students?

During this reunion year, your classmates will ask you to make a leadership gift to the university. Reunion giving is a tradition at Stanford, and it's an opportunity for you to make a real difference. Everyone in your class is encouraged to participate in this reunion campaign. All gifts and pledges to Stanford made by your classmates during the year count toward your overall class goal.

Leadership gifts play a crucial role in your class's success. These commitments help Stanford in a variety of ways, such as funding for the undergraduate experience, scholarships, faculty, groundbreaking research, or new facilities.

Many classmates will commemorate their reunion with a pledge through The Stanford Fund for Undergraduate Education. These gifts are deployed strategically each year by the president and provost and are essential to maintaining an outstanding undergraduate program.

With so many exciting things happening at Stanford, some class leaders will make a special commitment to advance a part of the university that is near and dear to them. Wherever you choose to direct your gift, you are providing critical support while honoring your lifelong connection with Stanford.

“My 30th reunion is an opportunity to reflect on the pivotal role that the university has played in my life, both personally and professionally—and the impact Stanford has far beyond the Farm. As alumni, we have the opportunity to make a significant difference for others. It’s a great privilege to serve as a leader for The Stanford Fund, which is such a powerful catalyst for undergraduate education. I hope you’ll consider stepping up for your class campaign, in whatever way is most rewarding and meaningful for you.” —**Mike Morgan, '90, MA '90**, is the national chair of The Stanford Fund and co-chair of his 30th reunion campaign. Mike and his wife, Chrissi, are key supporters of the Vice Provost for Undergraduate Education’s Innovation Fund. He serves on the advisory boards for the Precourt Institute for Energy Advisory Council, the Stanford LEAD Council, and the DAPER Investment Fund. Mike also served on the GSB Management Board for four years.





# Lead the way forward for the next generation ...

- Serve as a volunteer with your class reunion campaign.
- Make a gift or multiyear pledge that celebrates the significance of Stanford in your life.

## Why Does Stanford Need Your Support?

**Both annual and endowed gifts make amazing things possible—from one of the most generous financial aid programs in the United States to research that benefits the world.**

- Although Stanford's endowment is significant—\$27.7 billion as of August 31, 2019—it covers only about 22 percent of the university's annual operating expenses. Stanford must fund the remainder from other sources.
- Tuition accounts for less than 15 percent of university revenues in a given year, and covers only about two-thirds of the real cost associated with a Stanford undergraduate education. That means that even those paying “full price” are not actually paying the full cost of four years at Stanford.
- More than 75 percent of Stanford's endowment is made up of funds that are restricted for certain purposes. That means that funds given for research cannot be used for financial aid, for example, or be transferred from one school or department to another.
- Nearly half of all Stanford undergraduates receive need-based aid from the university.



“Stanford truly made an impact on my life. While there, I learned how to think and seek out opportunity, and gained an everlasting and growing community of friends. Whatever small role I can play in supporting Stanford is time well spent.” —  
**Christina Reid Dickerson, '85**, is serving as co-chair of her 65th reunion campaign.



“It is undoubtedly clear to me that attending Stanford has changed the course of my life. Even on my most exhausting days here, I remain in awe of and inspired by the immense network of opportunity and support that surrounds me. Thank you for making my wildest dreams a reality.” —**Phoebe Quinton, '21**



# Inspire others and support future leaders.

While there are many ways to give in honor of your reunion, undergraduate scholarships, both endowed and expendable, are among the university’s highest fundraising priorities. Today, approximately half of Stanford undergraduates depend on need-based aid from the university. Your class reunion provides the opportunity to learn more about how your gift will benefit undergraduate education for years to come.

## Scholarships: A Defining Commitment

Endowed scholarship funds are the foundation of Stanford’s financial aid program. Dedicated to supporting students in perpetuity, they help carry Stanford’s commitment into the future.

Gifts of \$25,000 or more made through The Stanford Fund play a special role in reunion giving. These leadership gifts establish Stanford Fund Scholarships that connect donors to individual undergraduate recipients.

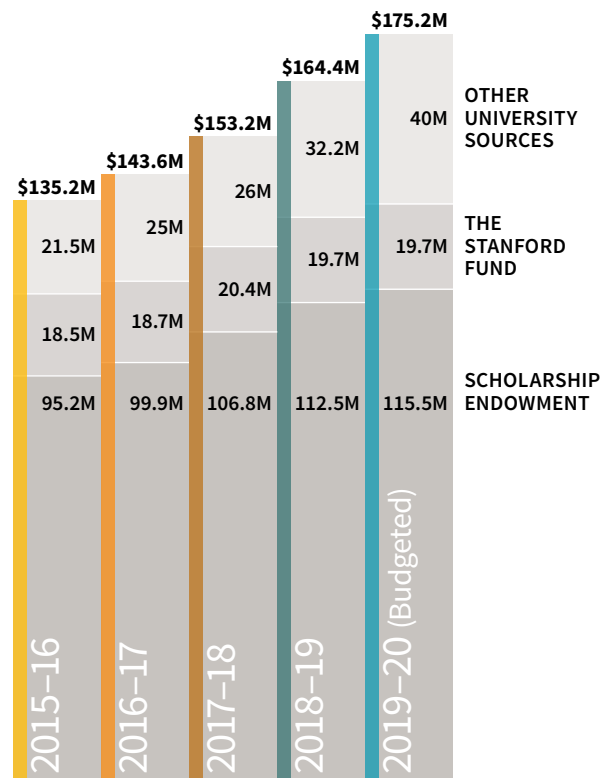
Like endowed scholarship donors, Stanford Fund Scholarship donors have an opportunity to learn about and get to know their student recipients—an especially rewarding experience. They also receive recognition at the President’s Fund level for their Stanford Fund giving.

The broad-based support of undergraduate alumni is vital to meeting the full demonstrated need of all U.S. undergraduate students.

### FUNDING NEED-BASED UNDERGRADUATE FINANCIAL AID AT STANFORD

Endowed scholarship funds generate the bulk of Stanford’s financial aid resources.

The Stanford Fund plays a critical role in filling the gap between scholarship endowment and other sources of financial aid.



### FACTS AND FIGURES

- Stanford’s financial aid budget has **more than doubled** since 2007.
- About one in four undergraduates qualifies for **zero-tuition** or **zero-parent-contribution policies**.
- 19 percent of new Stanford undergraduates are among the **first generation** in their families to attend a four-year university.
- 83 percent of undergrads left Stanford with **no debt** in June 2019. Of the remaining students who took out loans, the median debt upon graduation was \$13,557, well below the national average.



“Many of my fondest and most rewarding experiences occurred at Stanford. My time there was truly transformative and continues to pay dividends. I’m excited about playing a small role to pay some of that forward.” —**Chinedum Ottih, '10**, is serving as co-chair for his 10th reunion campaign.



# Celebrate your reunion with a gift through **The Stanford Fund.**

Many alumni choose to make annual gifts through The Stanford Fund because these gifts have an immediate impact. A multiyear pledge is a great way to make a reunion campaign commitment.

## Why Give Through The Stanford Fund?

Stanford Fund gifts are expendable, meaning they are put to work each year (as opposed to gifts of endowment, which are invested to provide ongoing support in perpetuity). Stanford Fund gifts are unrestricted, so they can be used where they are most needed within the undergraduate program.

In Stanford's overall budget, very few sources provide this flexibility. When critical needs arise, like the increased need for financial aid during an economic recession, The Stanford Fund plays a major role in meeting them.

The collective generosity of more than 24,000 Stanford Fund donors added up to more than \$26.5 million last year.

## Allocation of Stanford Fund Gifts

Stanford Fund gifts are allocated to top priorities in undergraduate education.



### **GENEROUS FINANCIAL AID**

More than 80 percent of The Stanford Fund annual donations go toward undergraduate financial aid. The impact of Stanford Fund gifts on the bottom line is immediate: A gift of \$25,000 is roughly equivalent to the annual payout on a \$500,000 endowed fund.



### **OUTSTANDING ACADEMICS**

All three schools at Stanford that grant undergraduate degrees receive support through The Stanford Fund to help maintain academic excellence. Gifts also provide expanded advising and mentoring systems, studio and electronic arts practice courses, redesigned introductory chemistry classes, and other innovative programs.

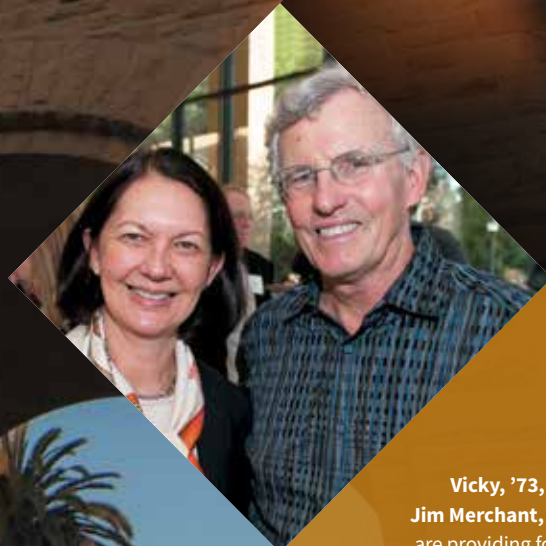


### **LIFE OUTSIDE THE CLASSROOM**

Gifts through The Stanford Fund support nearly 120 student-led organizations, including performing art clubs, public service groups, and club sports teams. For many students, these clubs provide an opportunity to build lifelong friendships and develop skills that prove valuable long after graduation.



“I came to Stanford as a bewildered 18-year-old with no inkling of what lay ahead. Stanford was transformative in shaping the arc of my life’s journey. I volunteer and give back with gratitude, and pay it forward with hope for those who are yet to come.” —**James Higa, '80**, is serving as co-chair of his 40th reunion campaign.



**Vicky, '73, JD '78, and Jim Merchant, MBA '72, JD '72**, are providing for a future gift to Stanford and are members of the Founding Grant Society.

# You can make a difference.

## Make Your Gift Count

Each class's reunion giving total will include gifts and pledges to Stanford made between January 1 and December 31, 2020. A gift of any amount during the year counts toward your reunion campaign, and adds your name to your Class Honor Roll.

Many alumni commemorate reunions by combining a commitment to The Stanford Fund with a gift of endowment for a scholarship, professorship, athletic program, or other purpose.

Reunion commitments often take the form of multiyear pledges, typically over a five-year period. The entire amount of the pledge counts toward your class's reunion giving total. Check your employer's policy on matching gifts—your company may double or triple your reunion gift.

## Be Recognized

All reunion donors are recognized in honor rolls shared with the entire reunion class throughout the reunion year. Stanford also recognizes the amount of each pledge payment in subsequent years.

Donors are recognized as Stanford Loyal when they give to Stanford three or more consecutive fiscal years (September 1–August 31), including at least one gift to an annual fund in one of the past three fiscal years.

## Plan for Your Future

Some donors realize considerable tax benefits by making a gift of appreciated securities, real estate, or other assets.

A life income gift, such as a charitable remainder trust or charitable gift annuity, can provide annual income and tax savings.

Bequests enable many donors to make substantial gifts. Although bequests are not counted in reunion totals, those with bequest intentions do qualify for membership in Stanford's honorary Founding Grant Society and are recognized in class donor listings.

### WAYS TO GIVE

Gifts can be made as pledges, payable over five years.

#### ◆ **ENDOWED NEED-BASED UNDERGRADUATE SCHOLARSHIPS**

\$250,000 and up (can be made in multiyear pledges)

\$175,000 and up when established by young alumni who received their undergraduate degrees 15 or fewer years ago.

#### ◆ **GIFTS OF ENDOWMENT**

Endowed funds establish permanent investments and provide a continuing source of support.

#### **PROFESSORSHIPS**

\$4 million

#### **SENIOR FELLOWS**

\$3 million

#### **FACULTY SCHOLARS**

\$2 million

#### **GRADUATE FELLOWSHIPS**

\$1.2 million

#### ◆ **LEADERSHIP GIVING THROUGH THE STANFORD FUND**

The Stanford Fund's most generous annual donors are recognized at the following giving levels:

#### **PRESIDENT'S FUND**

\$10,000 or more\* (\$25,000 or more establishes a Stanford Fund Scholarship)

#### **PARENT PARTNERS**

\$2,500 or more from parents of current undergraduates

#### **LEADERSHIP CIRCLE**

\$1,000 or more\*

★ **Young alumni levels** | \$5,000 or more for those five to nine years after graduation and \$1,000 or more for one to four years

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SUPPORT YOUR COMMUNITY.



**Stanford**  
Reunion Campaigns