IMPACT OF GIVING:
THE CAMPAIGN
FOR UC SANTA CRUZ
The values that define UC Santa Cruz resonated with donors throughout the Campaign for UC Santa Cruz. From raising a barn to fighting childhood cancer, donors helped imagine and make new things possible. They endowed programs, created scholarships, sparked imaginations. They supported what makes UC Santa Cruz great—an extraordinary student experience, high-impact research, and an ethos of social and environmental responsibility.

We’ve raised more than $335 million during the campaign. With gifts of every size, alumni and friends of the university took our defining pillars to the next level. In all, 63,064 donors advanced this great university’s mission of creating new knowledge and educating the leaders, thinkers, and doers of tomorrow.

Together, we imagined possibilities. Today, they are realities.
$335 million raised during the Campaign for UC Santa Cruz. When we say philanthropy is changing the future, we mean it. Here are some of the ways.

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Classrooms in the wild

Science built on experiential learning in wilderness habitats in the UC Natural Reserves is thriving at UC Santa Cruz. New private support is bolstering that research—making it available to more students from a wider range of backgrounds than ever before. On the horizon: a planned gift of a large parcel in San Benito County that will become a new UC Natural Reserve overseen by UC Santa Cruz. Currently four coastal reserves stretching from Año Nuevo to Big Creek and the Campus Reserve are using expanded resources and outreach to inspire interest in conservation and science career paths.

A new presidential chair held by the director of the reserves supports facilities and hands-on experiences open to all majors. Pioneering marine mammal researcher Ken Norris helped establish the reserves and led the first expeditions to practice observation in them—the resulting Natural History Field Quarter has become a beloved rite within the Environmental Studies Department. The course now has permanent funding, thanks to an endowment from the David and Lucile Packard Foundation. An additional gift is helping showcase UC Santa Cruz’s 130,000 insect, plant, and fungus specimens and taxidermied birds and mammals. The collection enables research and education in disciplines ranging from art to biology, and together with the field quarter, has a new home in the Kenneth S. Norris Center for Natural History—named in honor of the person who started it all.

Key support provided by the Helen and Will Webster Foundation, the David and Lucile Packard Foundation, and an anonymous donor.

Left: Field study students explore the sands in Younger Lagoon Reserve.
Infused with counterculture values since its founding in 1965, decades later UC Santa Cruz is a trusted partner in preserving the norm-bending underground cultures of the ’60s and ’70s. In its best-known gift, members of the Grateful Dead gave memorabilia from the band’s heyday to the University Library. “We looked around, and UC Santa Cruz seems the best possible home,” band member Bob Weir said. “If you ever wrote the Grateful Dead a letter, you’ll probably find it [in the archive]!” Other donors were inspired to support curation of the band’s gift and a display room, Dead Central. In what became the largest single gift in campus history, the library was selected to house the Pirkle Jones and Ruth-Marion Baruch Photography Collection, including more than 12,000 photographs documenting the people, landscape, and politics of California in the mid-20th century. The archive contains the work of Jones and Baruch, and select prints from collaborators Dorothea Lange, Edward Weston, Ansel Adams, and Minor White. An exhibit commemorating the 50th anniversary of the Summer of Love highlights work from both collections—it is open to the public at McHenry Library’s Dead Central through June 2018. Donors also gave two other archival gifts, one documenting new music forms and the other comic books of the ’60s and ’70s, to the library. The acclaimed San Francisco–based nonprofit Other Minds—dedicated to the promotion of new and experimental music—donated its multi-decade archive. And, from the “Silver Age” of comic book art came a private collection of superhero Marvel comics, including the Black Panther, introduced in 1966. A library exhibit curated by three doctoral students explored the connection between the Black Panther superhero and the Black Panther Party—the subject of iconic photos taken by Ruth-Marion Baruch.

Key support provided by the Grateful Dead, the Marin County Foundation, Other Minds, James L. Gunderson (Rachel Carson ’77, philosophy), and Peter Coha (Kresge ’78, mathematics)

Left: Black Panthers from Sacramento at a Free Huey rally at Bobby Hutton Memorial Park in Oakland, from a photo essay on the Black Panthers by Pirkle Jones, 1968. The woman with the camera at center-left is Ruth-Marion Baruch.
Coastal science and policy

UC Santa Cruz is extending its environmental leadership in coastal science with a robust new program that will welcome its first cohort of students in fall 2018. The Graduate Program in Coastal Science and Policy will train advocates and develop government and community responses to pressing sustainability issues. The program is one-of-a-kind in its goals and resources: significant private support is making possible full-ride fellowships for the inaugural class. The Ed Ricketts Fund, named for the marine biologist and muse of John Steinbeck, will support an internship program. The new graduate program will be based on the Coastal Science Campus, where private support is leveraging state investment in a new Coastal Biology Building and the marine mammal pools. At the Center for Ocean Health, the Holo Family Classroom honors the family’s investment in the coastal campus. Keeley Coastal Scholarships are giving UC Santa Cruz students the opportunity for hands-on summer research in coastal sustainability. A few miles down the coast, in the Pajaro Valley, UC Santa Cruz research supported by the Gordon and Betty Moore Foundation and others is advancing technology for farmers that addresses groundwater conservation and quality. It’s part of the Recharge Initiative, a collaboration addressing this critical coastal science and policy issue.

Key support provided by the David and Lucile Packard Foundation, Julie Packard (Crown ’74, biology; M.A. ’78), the Helen and Will Webster Foundation, Wells Fargo Foundation, Hope Hardison, Christine Holo (Oakes ’90, biology), Rob Holo (Crown ’87, history, East Asian studies), the Joseph and Vera Long Foundation, the Gordon and Betty Moore Foundation, and Fred Keeley, the Marisla Foundation

Left: A joint UC Santa Cruz and U.S. Geological Survey project tracks sea otters off the California Central Coast using a radio receiver and a telescope.
As California becomes more diverse, so do UC Santa Cruz students—including more than a third from families in which neither parent has a four-year college degree. Donors are working to ensure that opportunities to succeed in the sciences, arts, politics, and society are available to all regardless of circumstances. The Academic Excellence Program, Lamat, Summer Research Experience, and Summer Research Institute are giving students experiences that might otherwise have been out of reach.

Services for Transfer and Re-entry Students (STARS) supports those transferring from community or other colleges, re-entry students, military veterans, and student parents. The Doris Duke Conservation Scholars program brings 20 underrepresented students a year to campus to experience hands-on conservation research and leadership opportunities. The Dreamweavers Fund provides aid and scholarships for young undocumented immigrants, while the Smith Renaissance Society supports students who lack traditional familial support. Ensuring a welcoming place and services for LGBTQ students, a bequest will provide an endowment for the Lionel Cantú Queer Center. Students from the Central Valley and Compton High School in LA have access to special scholarships. And the new Koret Undergraduate Research Scholarships are awarded to scores of students regardless of discipline—ensuring opportunities whatever their backgrounds or majors.

Key support provided by Julie Packard (Crown ’74, biology; M.A. ’78), Siemens, the Peggy and Jack Baskin Foundation, Anne Irwin, David Kirk, Bill Dickinson (Cowell ’68, philosophy), Janet and Wylie Greig, the Koret Foundation, the Doris Duke Charitable Foundation, the Bernard Osher Foundation, the Chanstart Foundation, Craig Wilkerson (Memili ’88, biology), Bev Crair (Stevenson ’83, computer and information science), Tom Akin (Cowell ’74, biology), AT&T, and the Community Foundation Santa Cruz County.

Left: Incoming graduate students gather for orientation in the Humanities courtyard.
Putting genomics to work

Private investment is helping leverage UC Santa Cruz’s global leadership in genomics research as never before. Building on three decades of pioneering research supported by public funds, private donors are stepping forward to accelerate life-saving discoveries. The UC Santa Cruz Genomics Institute’s work on childhood cancer has especially resonated with donors. A chair in pediatric genomics supports research into targeted treatments and the work of the Treehouse Childhood Cancer Initiative. National organizations have jumped in, too: Alex’s Lemonade Stand Foundation, St. Baldrick’s Foundation, and Unravel Pediatric Cancer. Donors are also supporting development of underlying data infrastructure and universal genomics technologies. A grant from the W. M. Keck Foundation is helping create a comprehensive map of human genetic variation. The Gordon and Betty Moore Foundation provided support for research in species conservation. Researchers are using a petabyte-capacity data storage system from Hitachi Data Systems Corp. to manage large amounts of cancer genomics data. A multi-year grant from the Chan Zuckerberg Initiative supports development of a shared, coordinated data platform for the Human Cell Atlas, an ambitious plan to map and characterize every cell type in the human body. It is work that will fundamentally connect the dots in genomics and breakthrough research in science and medicine.

Key support provided by Bud and Rebecca Colligan, Alex’s Lemonade Stand Foundation, St. Baldrick’s Foundation, Unravel Pediatric Cancer, W. M. Keck Foundation, the Gordon and Betty Moore Foundation, Hitachi Data Systems, the Simons Foundation, the Chan Zuckerberg Initiative
Innovation in data science

Data science creates new possibilities in fields as diverse as genomics, language processing, and digital arts. At UC Santa Cruz, increased individual and corporate giving is supporting foundational advances in these and other new frontiers. Entrepreneur Sage Weil advanced his own highly successful and industry-changing innovations in open-source software while a graduate student at UC Santa Cruz. His philanthropy is now ensuring that others can, too. He’s established the Center for Research in Open Source Software and a faculty chair to support invention by new cohorts of graduate and undergraduate students. In the critical field of data security, a new chair in storage and security supports frontline work. The UC Santa Cruz and tech ties go both ways. Last year, the university opened a new campus in Santa Clara. Bridging the launch of innovative student research and Silicon Valley careers is the Corporate Sponsored Senior Projects Program, supported by a dozen tech companies that introduce graduating seniors to real-life engineering problems. Additional tech partners are supporting the new Data, Discovery, and Decisions (D3) center of excellence at UC Santa Cruz, which is developing foundational research in data-driven discovery and decision making. The center provides a forum for researchers in industry and academia to exchange ideas and develop practical solutions—smartly and quickly.

Key support provided by Sage Weil, (Ph.D. ’07, computer science) and by Veritas/Symantec, Glassbeam, and other corporate sponsors, including Toshiba, SK Hynix Memory Solutions, and Micron.

Left: Students and faculty explore theoretical foundations and practical applications for richly structured, heterogeneous data.
Grounded in history, the future

Where others saw a falling-down barn, alumnus Alec Webster (Rachel Carson ’02, environmental studies), saw possibilities. Today, the rebuilt Cowell Ranch Hay Barn is a landmark that symbolizes the university’s powerful connection to the land and a future built on its unique history. The restored Civil War-era barn is now a magnificent event space and vibrant home for UC Santa Cruz Farm and Garden programs, environmental programs, and community activities. It was 50 years ago that master gardener Alan Chadwick started the Student Garden Project at the just-opened UC Santa Cruz, helping launch the organic food movement and ultimately shaping the campus mission of sustainability. An endowment established by an anonymous donor for the Center for Agroecology and Sustainable Food Systems and the Apprenticeship in Ecological Horticulture gives these storied programs greater financial stability, helping to ensure that educating farmers in organic and sustainable food production will continue to spread locally and globally. With donor support, we even wrote the book on it: an updated 700-page how-to on teaching organic farming and gardening used worldwide.

Key support provided by the Helen and Willi Webster Foundation, Joanna Miller, Roberta Gordon (Rachel Carson ’81, environmental studies, chemistry), the S. H. Cowell Foundation, the Gaia Fund, the Joseph and Vera Long Foundation, and an anonymous donor.
College Eight meets Rachel Carson

As a writer and conservationist, Rachel Carson promoted a fundamental belief: “in nature nothing exists alone.” Humans are members of the natural world, not its masters. This simple, yet revolutionary view launched the modern environmental movement. By naming College Eight after Rachel Carson, donors to the Campaign for UC Santa Cruz recognized her courage and ability to activate the public—traits that are as important today as ever. A college that went unnamed for 30 years is now the first college on campus to bear a woman’s name. The Rachel Carson College endowment from the Helen and Will Webster Foundation will create research and environmental education opportunities for students in perpetuity. It is only fitting that UC Santa Cruz, a campus with a rich tradition of scholarship and activism, would continue Carson’s legacy. Two new faculty chairs endowed in conjunction with the renaming will support training science communicators and addressing issues of ecology and environmental justice.

Key support provided by the Helen and Will Webster Foundation, Mark Headley, (Stevenson ’83, politics, economics), and Christina Pehl

Left: Rachel Carson—shown at Southport Island, Maine, in 1960—and her legacy as an environmental activist and writer live on at UC Santa Cruz.
Arts and letters for the ages

In what used to be a provost’s garage there is a workshop where students practice centuries-old techniques of typography and printing. At Cowell College’s printing press, traditional metal typefaces and wooden forms give prose and poetry physical heft. A gift from Pat and Rowland Rebele will preserve the Cowell Press as a refreshing throwback to a pre-digital age. The enjoyment of poetry will also continue in perpetuity with the George Hitchcock Modern Poetry Fund, which supports public performances and readings for students and the broader community to enjoy. Charles Dickens, one of the 19th century’s most beloved voices, will continue to incite scholarship beyond misty summers at the Dickens Universe, thanks to an endowed chair in the literature department. A grant from the Mellon Foundation will support graduate student training and mentorships. And it will fund public talks on questions that matter—like how anger can affect an election and the role of play in our lives.

A planned gift will support the Department of History to continue the exploration and understanding of the past.

Key support provided by George Hitchcock, John Jordan, the Andrew W. Mellon Foundation, Linda Peterson (Stevenson ’70, history), Patricia Rebele (Porter ’88, art history), Roland Rebele, Tilly Shaw, Marjorie Simon, and Michael Stern

Left: At the Cowell Press, student artisans create timeless works using illustration, poetry, and a hand-operated letterpress.
The reopening of the iconic and beloved Quarry Amphitheater, closed since 2006, took a village. It took a partnership among students—who committed millions in already collected fees toward the project—campus leaders, alumni, and friends of the university who supported the project with their philanthropy. Among the first donors to step forward: alumnus William Hancock (Cowell ’79). He, like many others, had memories of great experiences in the Quarry and wanted those to be part of the student experience again. With rebuilt seating, upgrades to the stage, a new power infrastructure, improved access and safety, and WiFi access, the Quarry is reopening in fall 2017. It will serve again as a center for the campus’s diversity of artistic and intellectual expression, performances, ceremonies, and spontaneous gatherings. And it will act, as it did beginning in 1966, as a powerful connection for the campus to its history and natural landscape.

Key support provided by students and by donors, including William Hancock (Cowell ’79, environmental planning), George Kraw (Cowell ’71, history, literature), Alison Galloway, Mark Headley (Stevenson ’83, economics, politics), Christina Pehl, Joanna Miller, Tom Akin (Cowell ’74, biology), and hundreds of others.

Left: Students rehearsing in April, 1980. The Quarry Amphitheater was designed by landscape architect Robert Royston.
Connecting the arts and sciences

Exploring the big questions and critical issues of our time has always been the goal of the arts at UC Santa Cruz. Launched as part of the campaign, the Institute of the Arts and Sciences (IAS) was created to produce innovative exhibitions, support unique academic projects, and offer public events connecting the arts with the sciences, social sciences, humanities, and technology. The amazing Crochet Coral Reef project embodied these principles brilliantly, with over 200 student participants in and out of the classroom and at least another 200 community members involved. Artist-in-residence Russell Crotty’s work Look Back in Time: Russell Crotty and Lick Observatory at the San Jose Institute of Contemporary Art, received national attention and press. The Collective Museum exhibition across campus provides a rich history of the campus, told by current and former students, faculty, and staff. The IAS has been instrumental in advancing arts faculty projects, including helping bring Chinese documentary filmmaker Wu Wenguang for a residency and supporting Extraction, an investigation of the multi-faceted implications of resource mining. Made possible with donor support, these and other high-profile curated programs and collaborations speak to a deep commitment to the spirit of exploration in the arts and sciences.

Key support provided by Nion McEvoy (Porter ’74, literature), Patricia Rebele (Porter ’88, art history), Rowland Rebele, Jack Reynolds (Stevenson ’69, psychology), Elliot Fruchtman (Cowell ’04 legal studies, history), and Pamela Pierson (Cowell ’69, sociology).

Left: As part of the Crochet Coral Reef project, visitors to the Sesnon Gallery explore an “undersea grove” of miniature coral “Pod Worlds” featuring plastic bottle anemones.
Activating social change

Marginalized perspectives often come to the forefront of research at UC Santa Cruz. Luckily, there are donors who support this ethos. A new faculty chair is helping ensure that feminism will not be a fringe view, but instead a mainstay of the humanities. A grant from the Mellon Foundation kicked off the speaker series *Non-citizenship*, addressing global issues shaped by the movement of refugees, immigrants, and guest workers. An endowed chair and funding for the Everett Program supports a student-run information management program that uses technology and ingenuity to amplify communications from distant lands. The naming honors Dorothy Everett, a UC employee who devoted her life to student success. Because of donor support, history students with the Gail Project will journey to another corner of the world, guided by an Army officer’s black-and-white photos from the 1950s, to collect stories from Okinawans affected by the U.S. Army occupation. When those who have been silenced are able to speak up, the path toward social justice becomes clearer to navigate.

Key support provided by Mark Headley, (Stevenson ’83, economics and politics) and Christina Pehl, the Peggy and Jack Baskin Foundation, the Andrew W. Mellon Foundation, the Andromeda Foundation, and Gail Gail.

Lives honored, in memoriam

Honoring those who lives exemplified the best of UC Santa Cruz inspired the creation of scholarships, student awards, and memorials in their names. Families, friends, colleagues, and others gave generously to commemorate those legacies. Among the many honored were some whose lives were cut tragically short, including Annais Rittenberg (Porter), aspiring environmental studies major; Gabriel Zimmerman (Stevenson ’02, sociology), congressional aide; Elizabeth Butler (Kresge, ’96, community studies), Santa Cruz police officer; Josh Alper (Stevenson ’00, literature), staff librarian; Terry Freitas (Crown ’97, environmental studies, biology), social and ecological activist; Clare Wedding (Porter ’09, history of art and visual culture), Oceania specialist; Kenneth Gram (Kresge ’09, literature), writer; and Gordon Smith (Rachel Carson ’86, mathematics), retired staff at Long Marine Lab. Others whose lives were honored include Don Rothman, writing instructor; Mary Katherine Long, mentor to students; Bruce Lane, project architect; Mary Zavanelli (Graduate Division ’91, Ph.D. biology), biology lecturer; Aaronette White, psychology professor; Rita Pister, chancellor’s associate and student advocate; and Sophia Garcia-Robles, financial aid officer.

Support provided by the families, friends, colleagues, and others touched by the lives honored.
Doubling down on faculty chairs

The **16 new chairs** established by donors during the campaign nearly doubled the number of academic chairs at UC Santa Cruz. Vital to attracting and retaining outstanding faculty, the chairs highlight excellence in every division and the shared vision of donors and campus leaders. The work these endowments support brings lasting recognition and resources—and a burst of energy. The new chairs: **Dorothy E. Everett Chair for Global Information and Social Entrepreneurship | Veritas Presidential Chair in Storage and Security, Computer Science | Kenneth R. Corday Family Presidential Chair in Writing for Television and Film | Sage Weil Presidential Chair for Open Source Software | Jordan-Stern Presidential Chair for Dickens and 19th Century Literature Studies | Richard L. Press University Librarian Presidential Chair | The Faggin Family Presidential Chair for the Physics of Information | Wilton W. Webster Jr. Natural Reserves Presidential Chair, Natural Reserves | Stephen R. Gliessman Presidential Chair in Water Resources and Food System Sustainability | Robert Headley Presidential Chair for Integral Ecology and Environmental Justice | Colligan Presidential Chair in Pediatric Genomics | Narinder Kapany Professor in Entrepreneurship | Peggy and Jack Baskin Foundation Presidential Chair for Feminist Studies | E. K. Gunderson Family Chair in Theoretical Astrophysics | Presidential Chair in Science Communication | Murray Baumgarten Chair in Jewish Studies

Key support provided by the Helen and Will Webster Foundation, Mark Headley (Stevenson ’83, economics, politics), Christina Pehl, Sage Weil (Graduate Division ’07, Ph.D. computer science), Ken Corday (Porter ’75, aesthetic studies), John Jordan, Michael Stern, Bud and Rebecca Colligan, James L. Gunderson (Rachel Carson ’77, philosophy), Valerie J. Boom, Narinder Kapany, Helen and Sanford Diller, the Koret Foundation, the Fedenco and Elvia Faggin Foundation, the Peggy and Jack Baskin Foundation, Symantec Corp./Veritas Technologies, and the UC Office of the President.

Left: Among those honored with a chair naming is Murray Baumgarten, distinguished emeritus professor of English and comparative literature and projects coordinator for Jewish studies.
Together, we raised $335 million

THE CAMPAIGN FOR UC SANTA CRUZ created real differences and new possibilities in the lives of our students and faculty, providing increased opportunities in education and enabling even more world-class research. In our first-ever comprehensive fundraising campaign, together we built a stronger more dynamic future for UC Santa Cruz.

I
Foundations, Other Organizations: $132.87 (40%)
I
Parents and Friends: $90.89 (27%)
I
Alumni: $64.71 (19%)
I
Corporations: $47.15 (14%)

I
Other Organizations: $2,587,213 (8.2%)

I
Students and Programs: $143.34 (43%)
I
Research and Faculty: $130.73 (39%)
I
Campus Improvements: $42.80 (13%)
I
Unrestricted and Other: $18.75 (5%)

I
Cash: $229.62 (68%)
I
Planned Gifts: $56.26 (17%)
I
Gifts in Kind: $49.75 (15%)

I
Other Organizations: $2,587,213 (8.2%)

WE BUILT A CULTURE OF PHILANTHROPY

In gifts large and small …
63,064 donors
40,274 first-time donors
53 gifts of $1 million or more
51,943 gifts of $100 or more
8,600 gifts made in two 24-hour Giving Days, totaling $860,000
121,595 individual gifts
and in interactions …
89,917 in record attendance by alumni and friends at events, lectures, programs and reunions

WE CHANGED THE LANDSCAPE

Hay Barn rebuilt into environmental center | Quarry Amphitheater renovated and reopened | University Library added major new collections | Coastal Science Campus infrastructure updated | Natural Reserves expanded outreach and area | Rachel Carson College named and endowed

WE EXPANDED STUDENT EXPERIENCES

$47.5 million for scholarships, fellowships, and student support
$31.8 million for campus life and undergraduate education

WE LAUNCHED INITIATIVES

UC Santa Cruz Genomics Institute | Institute of the Arts and Sciences | Graduate program in Coastal Science and Policy | Expanded applications and centers for data science

WE SUPPORTED FACULTY AND RESEARCH

16 new faculty chairs established
$107.5 million for research

Stories of the impact of giving are everywhere on campus. Only a fraction of them are captured here.

An amazing 63,064 supporters—40,274 of them first-time donors—gave to the Campaign for UC Santa Cruz.

Thank you

Note: Fiscal year is July 1 to June 30. Some gifts in FY 2009 are included in campaign totals.