

## Parents and Stanford University

2016-17

From move-in day to graduation, parents and guardians play an integral role in supporting and enhancing their children's experiences. Annual giving to Stanford is another way parents make a difference.

When parents give through The Stanford Fund, they enrich the Stanford experience of all students, including their own. Every student benefits from the generosity of donors.

In 2016-17, about 4,000 parents chose to support Stanford through The Stanford Fund. These contributions enable the president to respond to the highest priorities in undergraduate education, helping students achieve their potential and maintaining the university's excellence.



**Stanford**  
University



PHOTO: TAMER SHABANI

## Giving to Stanford



**Stephanie & Fred Harman, P '18**  
Co-Chairs, Parents' Advisory Board

“Thank you for supporting students through The Stanford Fund. Your gift directly improves the undergraduate experience for our children in the form of financial aid, funding for academic innovation, and support for more than 100 student groups around campus. The collective generosity of Stanford parents is truly helping students thrive at the university.”

### Frequently Asked Questions

#### **DOES STANFORD REALLY NEED MORE MONEY?**

As at most colleges and universities, tuition covers only about two-thirds of the real costs associated with a Stanford undergraduate education. That means that even those who pay “full price” are not actually paying the full cost of four years at Stanford.

The need for scholarship support has never been greater. About half of all Stanford families depend on need-based scholarships that come directly from the university.

#### **COULD THE UNIVERSITY SPEND MORE OF ITS ENDOWMENT?**

Stanford’s endowment generates only about 22 percent of the university’s annual operating budget. The amount of that payout (about 5.5 percent of the endowment’s value each year) must allow the endowment to retain its value over time. If the payout were increased too much, the endowment would provide less in the future. The endowment is therefore managed for the very long term, so that it can provide a permanent source of support for the university.

It is also important to note that more than 75 percent of endowed funds are restricted for specific purposes determined by donors. This limits the university’s ability to increase spending for other purposes.

By contrast, annual and expendable gifts can be put to use as they come in. This means that even small gifts, which generally have few restrictions, are enormously valuable to Stanford.

### HOW DOES THE STANFORD FUND BENEFIT STUDENTS?

Because Stanford Fund gifts are both expendable and unrestricted, they are put to work almost immediately each year and can be used where they are needed most within the undergraduate program.

In Stanford's overall budget, very few sources provide the flexibility of The Stanford Fund. When critical needs arise, gifts raised through The Stanford Fund play a major role in meeting them.

### HOW ARE STANFORD FUND DOLLARS ALLOCATED?

Each year, the president allocates Stanford Fund dollars to top priorities in undergraduate education.

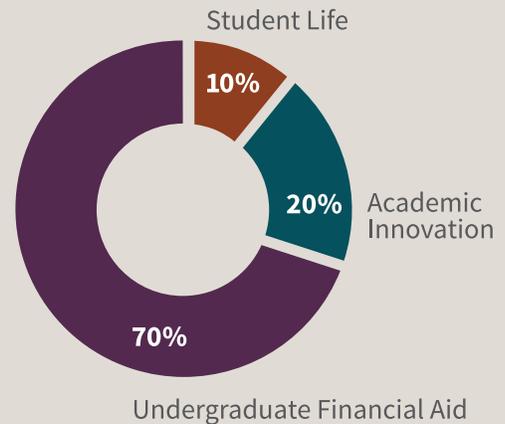
**Academic innovation:** The Stanford Fund supports the **Diversity and First Gen Office**, which promotes a supportive campus for first generation and low-income students. In 2016–17, gifts also supported **Cardinal Service**, which is elevating public service as a distinctive feature of the student experience, **Stanford in New York**, an undergraduate program modeled after the popular Bing Stanford in Washington program, **Designing Your Life**, a course that uses design thinking to help students plan for their lives and careers, and the **Office for Military Affiliated Communities**, which administers VA benefits and supports educational opportunities for military and veteran communities

**Student life:** More than 100 student groups, club sports, and public service organizations received support from The Stanford Fund last year. A vital part of Stanford's community, these student-run organizations foster leadership, team building, and other skills that prove useful long after graduation.

**Financial aid:** Stanford's long-standing practice of need-blind admission is backed by a promise to meet the full demonstrated need of all U.S. undergraduates throughout their four years on campus. Only a handful of colleges and universities uphold such a pledge.

The Stanford Fund plays a key role in filling the gap between endowed scholarship funding and total student need.

**EACH YEAR, STANFORD FUND GIFTS** are allocated to top priorities in undergraduate education.



### DO ANNUAL GIFTS REALLY MAKE A DIFFERENCE?

In 2016–17, about 4,000 parents and guardians chose to contribute through The Stanford Fund—and their gifts added up to more than \$5 million. It would take about \$90 million in endowment to generate the same level of funding in a single year. Gifts of any size collectively make a difference!

### HOW DO PARENTS GET INVOLVED?

Stanford parents are extremely generous with their time. Some choose to get involved locally in their areas through the Stanford Alumni Association. Others help by hosting or assisting with Stanford gatherings in their homes or places of business, or by contributing financially. Your participation is welcome and encouraged.

Parents and guardians who contribute \$2,500 or more annually (per family) to The Stanford Fund become **Parent Partners** while their child is an undergraduate. Parent Partners are invited to special events, including a reception held during Parents' Weekend.

Within Parent Partners, the **Parent Partners Committee** for The Stanford Fund raises gifts by spreading the word about giving at the Parent Partners level. Committee volunteers are invited to a reception held during Parents' Weekend.

The **Parents' Advisory Board** leads the way in volunteerism. In addition to assisting with outreach events, the board provides feedback to the university's administration and assists with fundraising. This group of 55 families from around the world meets on campus three times per year.



**Savannah Pham, '18**  
*Psychology and Asian American Studies*

"As a first-generation and low-income student, I was extremely apprehensive about whether I would fit in at Stanford. The DGen Office has truly helped me find a community and thrive here. I have been able to access resources that have helped me become not just a better student, but a better person who is committed to giving back to my community."



## Leadership Giving through The Stanford Fund

The Stanford Fund's most generous donors are recognized for their annual support 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 undergraduate students

### Leadership Circle

\$1,000 to \$9,999

To explore other ways to leave a legacy of your own, please contact Jane Harrison.

## How to Make a Gift through The Stanford Fund

Gifts through The Stanford Fund may be made online, by phone, or by mail. Donors can make gifts by check (payable to The Stanford Fund), credit card, or securities transfer.

**Online:** [giving.stanford.edu](http://giving.stanford.edu)

**Phone:** 800.227.8977, ext. 56881

**Mail:** Stanford University  
Development Services  
P.O. Box 20466  
Stanford, CA 94309-0466

**Securities:** Stanford Management Company  
650.721.1917  
[stockgifts@smc.stanford.edu](mailto:stockgifts@smc.stanford.edu)

For information on bequests and life income gifts, please contact:

**The Office of Planned Giving:** 650.725.4358 or  
[planned.giving@stanford.edu](mailto:planned.giving@stanford.edu)



For more information, please contact:

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326 Galvez Street  
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