From move-in day to graduation, parents and guardians play an integral role in supporting and enhancing their children’s experiences. Annual giving through The Stanford Fund for Undergraduate Education is another way parents make an important difference.

When families 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 2017–18, nearly 4,000 parents chose to support students 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.
In Stanford’s overall budget, very few financial resources provide the flexibility of The Stanford Fund. Each year, the university’s president allocates Stanford Fund dollars to top priorities and new opportunities in undergraduate education. When critical needs arise, gifts raised through The Stanford Fund play a major role in meeting them. Unlike restricted endowed funds, Stanford Fund gifts can be directed wherever they are most needed within the undergraduate program.

**Student life:** More than 120 student groups, from club sports to 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.

**Academic innovation:** The Stanford Fund supports the Diversity and First-Gen Office, which promotes a supportive campus for first-generation and low-income students, as well as the Office for Military-Affiliated Communities, which coordinates educational opportunities for student veterans. In 2017–18, gifts also supported Cardinal Service, which elevates public service as a feature of the student experience, and Stanford in New York, an immersive quarter-long program integrating coursework with field trips, alumni mentoring, and guided internships. Gifts also provided new opportunities for students in all disciplines to pursue studio arts, redesigned interactive chemistry classes, expanded advising programs, and many other initiatives that help students thrive academically and personally.

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**WHY WE GIVE**

“We were not sure we were ready for our kids to go off to college, but we have been so grateful to see our children grow and thrive as students at Stanford. That’s why we choose to give back through The Stanford Fund. We know our gifts help provide the best possible experience for all undergraduate students, including ours.”

—Susan and Mitch Cohen, Parents ’18 and ’21

Co-Chairs, Parents’ Advisory Board

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FREQUENTLY ASKED QUESTIONS

DOES STANFORD REALLY NEED MORE MONEY?
Tuition covers only about half of the real costs associated with a Stanford undergraduate education. That means that even those who pay “full price” are not paying the actual cost of four years at Stanford. From the university’s first days, a Stanford education has been further subsidized by generous alumni, parents, and other donors.

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

COULD THE UNIVERSITY SPEND MORE OF ITS ENDOWMENT?
Although Stanford has a significant endowment, it is invested to provide funding over a long period—crucial for an institution intended to serve generations of students in perpetuity. Each year, the university spends the maximum from the endowment that is sustainable—about 5 percent of the total. This payout covers only about 20 percent of the university’s operating expenses. Stanford must fund the remainder from other sources. Increasing the payout by even one percentage point can cause the endowment to decline over the long term.

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.

DO ANNUAL GIFTS REALLY MAKE A DIFFERENCE?
In 2017–18, 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 and guardians are extremely generous with their time. Some choose to get involved in their local 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) through The Stanford Fund become Parent Partners while their child is an undergraduate. Parent Partners are invited to special events, including a reception held during Family 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 Family 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 58 families from around the world meets on campus three times per year.

Stanford Fund gifts support enriched academics, such as interactive chemistry classes (top); and more than 120 student-led clubs, from women’s Frisbee to mariachi.
IN THEIR OWN WORDS

What your support means to students

“Stanford has challenged me to think about my goals and views, and I have a more solid foundation of beliefs as a result. People here genuinely care about each other, and about doing things for the right reasons, and it is infectious. Stanford is a place where you learn how to be yourself. I am grateful for this opportunity.”

—Kent Mendoza, ’19

“Growing up in a first-generation, low-income family and community, I saw the hardships associated with being unable to pursue higher education. I am so grateful for the gift of a Stanford Fund Scholarship that gives me the opportunity to attend this wonderful university.”

—Cali Nguyen, ’18

“Stanford is a special place that transforms people. There is no way that I could have come here without help from Stanford donors, and for that I will be eternally grateful. Your support changed the trajectory of my life.”

—Sam Baucom, ’20

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)
- **Leadership Circle** | $1,000 to $9,999
- **Parent Partners** | $2,500 or more from parents of current undergraduates

Establishing a Stanford Fund Scholarship

Annual gifts through The Stanford Fund play an important role in filling the gap between financial aid available from endowed scholarship funds and the total need of today’s students. While gifts of any size truly make a difference, donors who give at least $25,000 per year establish scholarships that underwrite financial aid for individual student 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.

How to make a gift

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
- **Phone:** 800.227.8977, ext. 56881
- **Mail:** Stanford University, Development Services, P.O. Box 20466, Stanford, CA 94309-0466

**Gifts of appreciated securities** provide attractive tax advantages. For information, contact the Gift Securities Team: 650.721.1917 or stockgifts@stanford.edu.

**Matching gifts:** Find out if your employer will match your gift at matchinggifts.com/stanford.

**Bequests and life income gifts** are ways to leave a meaningful legacy. For information, contact the Office of Planned Giving: 650.725.4358 or planned.giving@stanford.edu.

For more information, please contact:

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