Once upon a time, 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 meaningful project that brings friends together to serve Stanford. What better way to connect your past and future than to take the Stanford experience you all shared—an experience that previous generations helped to provide—and pass it on 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 area where you can make a real difference. Everyone in your class is encouraged to participate in this reunion campaign.

Leadership gifts from a relatively small number of people play a crucial role in your class’ success.

The university’ top priority for reunion giving is The Stanford Fund for Undergraduate Education, which supports many programs that shape the undergraduate experience.
“My 25th reunion celebration reminded me of 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 is a great privilege to now 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. Mike and his wife, Chrissi, are key supporters of the Vice Provost for Undergraduate Education’s Innovation Fund. Mike also serves on the Graduate School of Business Management Board, the Precourt Institute for Energy Advisory Council, and the DAPER Investment Fund.
Lead the way forward and continue the legacy…

- 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?

From the university’s first days, a Stanford education has been subsidized by the generosity of the founders, alumni, and other donors.

- Although Stanford’s endowment is significant—$22.2 billion as of August 31, 2015—it covers only about 23 percent of the university’s operating expenses. Stanford must fund the remainder from other sources.
- More than 75 percent of Stanford’s endowment is subject to permanent restrictions, which limit the university’s ability to spend more of the endowment to cover expenses as needed.
- Tuition accounts for just 15 percent of university revenues in a given year, and covers only about two-thirds of the real costs 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.
- Nearly half of all Stanford undergraduates now receive need-based aid directly from the university.
“Stanford is a very different place than it was when I enrolled 30 years ago, but one thing hasn’t changed: What Stanford does best is create opportunity. It’s a privilege to now do my part in providing opportunities to the next generation of students, who will take their Stanford education into the world and change it for the better.”

— Catherine Payer, ’86, serving as co-chair of her 30th reunion campaign
Celebrate your reunion with a gift to The Stanford Fund.

Of the many ways that you can give across campus in honor of your reunion, annual support for The Stanford Fund is the top priority. A multiyear pledge is a great way to make a reunion campaign commitment.

Why Give to 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 also 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 the recession, The Stanford Fund plays a major role in meeting them.

The collective generosity of more than 33,000 donors added up to more than $26 million last year.


In 2014–15, Stanford Fund gifts were allocated to top priorities in undergraduate education: meeting the need for financial aid, enhancing the academic experience, and supporting student life initiatives.

UNDERGRADUATE FINANCIAL AID

Annual gifts play an important role in filling the gap between financial aid endowment and the total need of today’s students. 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.

ACADEMIC EXPERIENCE

All three schools at Stanford that grant undergraduate degrees (School of Humanities and Sciences; School of Engineering; and School of Earth, Energy & Environmental Sciences) receive support from The Stanford Fund. The vice provost for undergraduate education also creates new academic opportunities with the help of Stanford Fund donors, who provide seed money for innovative programs.

In recent years, The Stanford Fund has helped:
- Establish two new yearlong residential humanities programs for freshmen
- Provide early support for hands-on learning experiences, including Stanford in New York and Cardinal Service
- Increase funding for academic directors—full-time, professional advisors available to freshmen and sophomores in their residence halls
- Launch the Leland Scholars Program, a pre-orientation workshop for freshmen pursuing an academic path in science, engineering, math, or pre-medicine

STUDENT LIFE

More than 130 student groups, club sports teams, and public service programs received funding from The Stanford Fund last year. A core part of Stanford’s vibrant campus community, student-run organizations provide valuable opportunities in leadership, team building, and other skills that prove useful long after graduation.
Karen Camacho, ’16, once struggled to learn English but was soon at the top of her class. More than half of Stanford undergrads receive need-based aid from the university, thanks to The Stanford Fund and endowed scholarships. Karen says she is grateful to donors for allowing her “the opportunity to get the full Stanford experience.”

See Karen’s story at thestanfordfund.stanford.edu

“At Stanford, I could take a wide range of classes, pursue interdisciplinary research, and build a foundation for a nontraditional career path that fulfills my passions. I’m excited to help future students discover themselves and forge their own paths.”

—Varun Sivaram, ’11, serving as co-chair for his 5th reunion campaign
Inspire others and support future leaders.

Scholarships: A Defining Commitment

Gifts of $25,000 or more per year play a special role in reunion giving. These leadership gifts establish Stanford Fund Scholarships that connect alumni donors to individual student recipients.

Stanford’s financial aid budget has more than doubled since 2007. Last year, almost half the undergraduate population received need-based scholarships from Stanford, and more than half of Stanford Fund dollars were allocated to financial aid.

In some cases, The Stanford Fund meets a student’s entire need; in others, Stanford Fund dollars are added to endowed scholarship funding to complete a student’s financial aid package.

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

NEED-BASED UNDERGRADUATE FINANCIAL AID AT STANFORD: FACTS AND FIGURES

- Nearly half of Stanford’s undergraduates receive need-based aid directly from the university.
- About one in four undergraduates qualify for zero-tuition or zero-parent-contribution policies.
- One in seven Stanford undergraduates is the first in his or her family to attend a four-year university.
- The share of seniors graduating with student loans has dropped from 46 percent in 2005–06 to 22 percent in 2014–15.

FUNDING FINANCIAL AID AT STANFORD

The Stanford Fund plays a critical role in filling the gap between scholarship endowment and other sources of financial aid.
“I am tremendously proud to be a graduate of Stanford. It played a critical role in my life—providing unmatched resources, exposing me to outstanding minds, and allowing me to develop lifelong friendships. Giving back will help provide others with the same wonderful opportunities I had and help enhance Stanford’s reputation as one of the world’s most respected universities.”

—Will Hagenah, ’66, serving as co-chair of his 50th reunion campaign
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, 2016. Any gift you make to support Stanford University counts toward your reunion campaign.

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.

A GIFT TO BE PROUD OF
All reunion donors are recognized in honor rolls published to the entire reunion class throughout the reunion year. Stanford also recognizes the amount of each pledge payment in subsequent years. For instance, Stanford Fund donors of $1,000 or more in any given year ($500 for 5th reunions) are recognized as members of the Leadership Circle. Stanford Fund donors of $10,000 or more per year become members of the President’s Fund and are invited to an annual event. President’s Fund donors who give $25,000 or more annually establish Stanford Fund Scholarships.

LEADERSHIP GIVING TO THE STANFORD FUND
The Stanford Fund’s most generous annual donors are recognized at the following giving levels:

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DONATION CRITERIA</th>
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<tbody>
<tr>
<td>PRESIDENT’S FUND</td>
<td>$10,000 or more ($25,000 or more establishes a Stanford Fund Scholarship)</td>
</tr>
<tr>
<td>PARENT PARTNERS</td>
<td>$1,500 or more from parents of current undergraduates</td>
</tr>
<tr>
<td>LEADERSHIP CIRCLE</td>
<td>$1,000 to $9,999</td>
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Lower levels apply for young alumni:

<table>
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<th>LEVEL</th>
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<tr>
<td>PRESIDENT’S FUND</td>
<td>$5,000 or more for those five to nine years after graduation and $1,000 or more for one to four years</td>
</tr>
<tr>
<td>LEADERSHIP CIRCLE</td>
<td>$500 or more for those five to nine years after graduation and $100 or more for one to four years</td>
</tr>
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Take care of yourself and take care of Stanford
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.

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.
Be a leader. Join the campaign.

Continue the story…