Now is your time

Leadership Giving
Once upon a time, you came to Stanford. It changed you.
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?

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

The university’s top priority for reunion giving is The Stanford Fund for Undergraduate Education, which supports many programs that shape the undergraduate experience.

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.

This year is your chance to return. To reconnect, reflect, and give back.
"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—$22.4 billion as of August 31, 2016—it covers only about 22 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 less than 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.
“My extraordinary undergraduate experience shaped my life. Engaging with groundbreaking professors, forming lifelong friendships, and meeting the love of my life…it all happened on the Farm! Volunteering and giving back is my way of saying ‘thank you.’ It’s an honor and a privilege to make a positive impact.”

— Dr. Alice Mo, ’87, is 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 31,000 donors added up to more than $25 million last year.

Allocation of Stanford Fund Gifts: 2015–16

In 2015–16, 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 that helps bridge the gap between high school and college for first-generation college students

STUDENT LIFE
More than 100 student-led organizations received funding from The Stanford Fund last year. A core part of Stanford’s vibrant campus community, student groups provide opportunities for leadership, team building, and other skills that prove valuable long after graduation.
“Stanford is giving me the opportunity to learn deeply, and I am constantly growing from my discussions with others,” says Amy Kouch, ‘19, who is studying human biology. Like nearly half of all undergraduates, Amy receives need-based aid from the university, thanks to The Stanford Fund and endowed scholarships. She is also a member of Stanford Khmer Association, a student-led group supported by The Stanford Fund. Learn more at thestanfordfund.stanford.edu.

“As a young alum, it’s easy to wonder, ‘What do I have to offer?’ I’m reminded of the countless times Stanford alumni have given to me and my friends as students—just because they believed that we were worth it. I give my time, talents, and treasure to Stanford because I believe my investment will pay off as students go on to be the innovators, dreamers, doers, and changemakers this world needs.”

— Kelsei Wharton, ‘12, is serving as co-chair for his 5th reunion campaign.
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.

Stanford’s financial aid budget has more than doubled since 2007. Last year, almost half of all undergraduates received need-based scholarships from Stanford, and about 70 percent 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.

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

- About one in five 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 debt-free has risen from 54 percent in 2005–06 to 79 percent in 2015–16.

**FUNDING NEED-BASED FINANCIAL AID AT STANFORD**

Year after year, The Stanford Fund plays a critical role in filling the gap between scholarship endowment and other sources of 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.

**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 undergraduate recipients.

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**Inspire others and support future leaders.**
“When I reflect on my undergraduate years, I remember all that Stanford made possible for me. I got a world-class education and made friends with whom I have shared my life over the last 50 years. I know my financial support will enable outstanding opportunities for future generations of students.”

—Roger C. Sullivan, ’67, is serving as co-chair of his 50th reunion campaign.
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.

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