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?

During this reunion year, your classmates will ask you to make a leadership gift to Stanford. 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. But 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 all of the programs that make up the undergraduate experience.

This year is your chance to return. To reconnect, reflect, and give back.
"I’m very pleased to be serving as a leader for The Stanford Fund because it allows me to stay connected to the university while helping it in a very important way. Reunion years are a natural time to think about Stanford’s importance in our lives and in the larger community. We can make a big difference to today’s students, to the university’s future, and to the world. I hope you’ll consider this year to be an opportunity to provide leadership to your class campaign in a way that’s rewarding and meaningful for you.” — Craig Falkenhagen, ’74, MBA ’89, is the national chair of The Stanford Fund. He and his wife, Sally (Dayton) Falkenhagen, ’75, each served as co-chairs for their respective 35th reunion campaigns, and Sally is now serving as co-chair for her 40th reunion campaign. Craig received the Stanford Medal in 2007, recognizing his many years of service to the university.
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?

The value of Stanford’s endowment—$21.4 billion as of August 31, 2014—leads some to conclude that Stanford is rich. Yet endowment covers only about 23 percent of the university’s operating expenses. Stanford must fund the remainder from other sources.

Restrictions on endowed funds limit the university’s ability to spend more of the endowment to cover expenses as needed. More than half of Stanford’s endowment is subject to permanent restrictions.

Tuition accounts for just 15 percent of university revenues in a given year. What’s more, tuition 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.

From the university’s first days, a Stanford education has been subsidized by the generosity of the founders, alumni, and other donors.
"The decision to go to Stanford was one that’s had the most impact on my life so far. I’m excited to give the next generation of Stanford students the opportunity to have amazing experiences of their own.” — Charles Hudson, ’00, MBA ’05, serving as co-chair for his 15th 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 a 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,” meaning 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 2013–14, 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—humanities and sciences, engineering, and earth 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, providing 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 the Vice Provost of Online Learning, which works with faculty to create online tools to strengthen the undergraduate classroom experience
• 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 140 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.
Throughout all the important stages of my life, Stanford has provided opportunities for me to volunteer, learn, and grow. Giving back to Stanford allows me, in my small way, to help others make a difference in the world.” — Kathy Chou, ’85, MS ’86, serving as co-chair for her 30th reunion campaign

Brendan Ter Wee, ’15, knew he could thrive at Stanford, but paying for it was a major concern. More than half of Stanford undergrads receive need-based aid from the university, thanks to The Stanford Fund and endowed scholarships. Brendan says financial aid “made it possible for me to follow my dreams at the greatest university in the world.” See Brendan’s story at thestanfordfund.stanford.edu
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.

The need for scholarship support has never been greater. Stanford’s financial aid budget has more than doubled since 2003–04. 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 30% of undergraduates qualify for zero-tuition or zero-parent-contribution policies.
- 70% of Stanford’s financial aid budget is devoted to scholarships for these students.
- One in seven Stanford undergraduates is the first in his or her family to attend a four-year university.
- The percentage of seniors graduating with student loans has dropped from 46% in 2005–06 to 23% in 2013–14.

FUNDING FINANCIAL AID AT STANFORD

The Stanford Fund plays a critical role in filling the gap between scholarship endowment and the growing need for financial aid.
“Stanford was an awakening for me—world-class resources and opportunities, unimagined challenges, amazing friends, and definitely the best minds at work on everything from problem sets to parties. What I didn’t know then was how important the Farm would continue to be throughout my life. Looking back, I realize it was those who supported Stanford before me who made my experience so great. Now it’s my turn to do the same.”

—Alison Wrigley Rusack, ’80, serving as co-chair for her 35th 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, 2015. 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 fifth 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:

**PRESIDENT’S FUND** | $10,000 or more
($25,000 or more establishes a Stanford Fund Scholarship)

**PARENT PARTNERS** | $1,500 or more from parents of current undergraduates

**LEADERSHIP CIRCLE** | $1,000 to $9,999

LOWER LEVELS APPLY FOR YOUNG ALUMNI:

**PRESIDENT’S FUND** | $5,000 or more for those five to nine years after graduation and $1,000 or more for one to four years

**LEADERSHIP CIRCLE** | $500 or more for those five to nine years after graduation and $100 or more for one to four years

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.

Dorothy, ’57, and James Walters, ’56, MBA ’58, have made a bequest to Stanford and are members of the Founding Grant Society.
Be a leader. Join the campaign.

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