



LIGHT THE WAY
THE CAMPAIGN FOR BERKELEY



Campaign Volunteer Handbook

UNIVERSITY OF CALIFORNIA,
BERKELEY

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VOLUNTEER HANDBOOK/TOOLKIT OUTLINE

1. Overview of UC Berkeley and Philanthropy

On March 23, 1868, the University of California was born. Berkeley, its first campus, is today home to more than 30,000 undergraduates and over 11,000 graduate students. The university offers more than 10,000 undergraduate and graduate courses in more than 300 degree programs, and it ranks among the top five Ph.D.-granting institutions in the U.S.

From UC Berkeley's founding, one of the tenets of its mission has been to provide an excellent education to a broad swath of the public. We enroll a large and diverse group of students — nearly a third of whom are low-income — and provide these students with an education that rivals any of our private peers, enabling them to live richer and more fulfilling lives when they graduate.

Berkeley is renowned for excellence in teaching and research. It's an economic engine for the state, the country, and the world. It's a campus that has been described as generating a perpetual renaissance since its founding. Yet there has been a dramatic and steady decline in state financial support during the past few decades. As a result, philanthropy is playing an ever-growing role in maintaining Berkeley's preeminence.

Donors to Berkeley can contribute to a variety of programs and projects that support the university's public mission in nearly every department, organization, and unit on campus. Private philanthropy supports the undergraduate student experience, graduate student opportunities, faculty, capital projects, research, and other important priorities as determined by campus leadership.

The UC Berkeley Foundation has played an important role in supporting and advancing the university by encouraging philanthropy and providing leadership to assure Berkeley's place as a preeminent global institution. The Foundation was first established as the California Alumni Foundation in 1948 and renamed the UC Berkeley Foundation in 1975, when it took on the responsibility of raising private funds.

Berkeley has had three successful fundraising campaigns since 1985 which have targeted progressively higher financial goals. Keeping the Promise (1985–90) raised \$465.6 million; The Promise of Berkeley: Campaign for the New Century (1993–2000) \$1.44 billion; and The Campaign for Berkeley (2005–13) \$3.13 billion.

2. Campaign Overview

Light the Way: The Campaign for Berkeley is a comprehensive effort to raise \$6 billion by the end of 2023 to invest in Berkeley's extraordinary faculty and students, research for the public good, and learning, living, and work spaces. The campaign — among the largest ever undertaken by any university — builds on Berkeley's distinctiveness in transforming lives, fueling social mobility, and changing the world.

The campaign mobilizes the entire Cal community to stand together, demonstrating its collective power, to illuminate knowledge and realize a common vision for our future.

Our world would not be the same without Berkeley, and we are the inheritors of all that it has made possible. Together, we are called to invest in Cal, renew its excellence, and extend its leading light for generations to come.

3. Campaign Priorities

Chancellor Carol Christ has identified four, high-level campus priority areas:

- **Faculty and Fellowships** to ignite the core of Berkeley's excellence
 - 100 faculty positions
 - 300 graduate fellowships
- **Research for the Public Good** to illuminate solutions for California and the world
 - Data Science and Artificial Intelligence
 - Democracy and Equality
 - Environment
 - Health
 - Innovation and Entrepreneurship
- **Undergraduate Opportunity and Experience** to brighten the brightest — our students
 - Scholarships
 - Basic Needs
 - Center for Connected Learning at Moffitt Library
 - Berkeley Connect and Discover
- **Places of Possibility** to create new facilities and strengthen the beacon that is Berkeley
 - Bakar BioEnginuity Hub
 - Heathcock Hall (Chemistry)
 - Housing
 - STEM Facilities, including Data Science and Engineering
 - Athletics (Gender Equity)

These high-level priorities do not reflect every university need; rather, they articulate a vision of how the campus can continue to educate the very best and diverse students, attract the world's greatest faculty, and lead the way in path-breaking research and problem-solving — for the public.

4. Campaign Talking Points

Why the campaign, and why now?

The university is at a key point in its history, having recently observed its 150th birthday, completed a strategic plan that will guide us for the next decade, and eliminated its structural budget deficit. These milestones led us to take the steps necessary to ensure that Berkeley will not only sustain its academic excellence and global leadership, but extend it for generations to come. The [strategic plan](#) informed the campaign priorities as well.

Why is Berkeley asking for private support? Why does philanthropy matter?

Private philanthropy is a critical component of several robust efforts to boost Berkeley's finances. Whereas the State of California used to generously fund Berkeley, today it provides only about 14 percent of the university's budget. This means that philanthropy, more than ever, is essential to ensuring critical support for the core elements that define Berkeley's excellence.

What is the campaign's timeframe?

Light the Way: The Campaign for Berkeley launched publicly on February 29, 2020, with the quiet phase starting January 1, 2014. The campaign ends Dec. 31, 2023.

How is this different from other higher education fundraising campaigns?

The best public university in the world, UC Berkeley projects a brilliant light. Both parts of its identity — its comprehensive excellence, equal to that of its elite private peers, and its public mission — set it apart from its elite peers. Berkeley is deeply committed to serving the public good, and this is reflected in the substance and tone of the campaign priorities. Light the Way is a call to action in support of this unique and priceless public good.

5. Specific Ways You Can Get Involved

Attend

Join us for on-campus events as often as you can. If you're out of the area, attend Berkeley-related events that take place near you, or host one of your own. Events include:

- Campaign Launches
- Discover Cal
- Reunion and Parents Weekend at Homecoming

Ask

As a volunteer, you have the ability to engage your network in a conversation about supporting Berkeley. If you have any questions about how to do this, please let us know at campaign@berkeley.edu.

Give

By showing your own philanthropic support, you are giving credibility to the importance of giving to Berkeley. As a volunteer, your generous gift honors your commitment to the best public university in the world.

Promote Berkeley on Social Media

Show your Cal pride by sharing Berkeley-related stories on your social channels.

- Post a photo or video of you on campus, at a Cal event, or repping Berkeley. Be sure to tag it **#MyUCBerkeley**.
- Don't use social media? [Upload your photo, video, or write a Berkeley memory on the website](#). We'll be sharing stories that people submit!
- [Become a Cal social media ambassador](#). (Click the gold Sign Up button in the upper right corner to join!) Share Berkeley-related stories, earn points, and win prizes. You choose what, where, and when you share.
- Follow us: @Cal on [Twitter](#) and @UCBerkeley on [Instagram](#).
- LinkedIn: Be sure to have "University of California, Berkeley" in the education section of your LinkedIn profile so you will see our posts in your LinkedIn newsfeed.

Use the campaign tools

Explore and use the many tools to promote the campaign, from visual identity and photos to event and social media assets. It's all at campaignidentity.berkeley.edu.

Other opportunities for involvement

Nearly every Berkeley unit/department has an external advisory board or committee dedicated to advancing the goals of the unit by encouraging private philanthropy, serving as a unit ambassador, and advising unit leadership on specific issues.

Get involved with the Cal Alumni Association (CAA), which has a variety of opportunities to volunteer, including Scholarship Selection, Student Engagement (network with current students, events), The Berkeley Network (career services, mentorship), Alumni Chapters, and Cal Advocacy.

Through your own gift commitment and by spreading the word to your network, you invest in Berkeley's future.

6. National Campaign Steering Committee

As Berkeley embarks on Light the Way to sustain and advance the university's excellence, Chancellor Carol Christ has invited several external volunteers to help guide the campaign. Members of this committee serve as close advisors to the Chancellor and campus leadership, providing critical input on campaign strategy, directions, and priorities.

The UC Berkeley Foundation, the university's primary vehicle for enlisting fundraising volunteers from the private sector, is also a key leadership group. The foundation ensures that there is a long-term commitment to the campus fundraising program.

National Campaign Steering Committee [Roster](#)

7. Why Give to Cal?

Make a difference in the lives of students

Your gifts support vital resources such as small, interactive courses, campus life and leadership programs, athletics, the libraries, and scholarships. Approximately one-third of Cal's undergraduates come from families eligible for Pell Grants (income under \$50,000 a year), and 62 percent of all undergraduates receive financial aid.

Support outstanding faculty

Many Berkeley professors are the leading experts in their fields. Private philanthropy supports efforts to recruit and retain distinguished faculty, while providing them with the technology and resources they need to conduct cutting-edge research and inspire their students.

Maintain Berkeley's excellence

As the No. 1 public university globally, Berkeley surpasses every public institution — and rivals the very best private institutions — in all levels of excellence:

- Consistently ranked in the very top tier of great universities: No. 1 public university in the world (2019 U.S. News & World Report global rankings)
- 23 Nobel laureates, including seven current faculty members
- More than 3,600 Peace Corps volunteers over time — more than any other university
- One of the highest-ranking public research university libraries
- Among the top 5 contributing universities to Teach for America

- Among Kiplinger’s top 5 best values in public colleges (2018)
- Among the top five Ph.D-producing universities in the U.S.

Philanthropy allows Berkeley to build on its core strengths for today and tomorrow

Your support allows the campus to provide access to students, recruit and retain world-class faculty, and advance cutting-edge research for future generations.

Private support, public mission

The State of California provides only about 14 percent of Berkeley’s annual budget. Your support enables Berkeley to fulfill its public mission. Scholarship support from donors, for example, allows the campus to accept students based on their ability to achieve, not on their capacity to pay. A higher percentage of Berkeley undergraduates receive Pell Grants than all Ivy League institutions combined.

Confidence in the future, donor pride, and loyalty

As alumni, parents, and friends, you care deeply about Berkeley, and your generosity builds on your belief in the future of the university. Backed by your generous support, for instance, Berkeley set an all-time record for fundraising in 2018–19, raising \$635 million from 117,315 gifts and 66,234 donors.

It feels good

Science suggests many reasons why people give — from stimulating the part of the brain associated with pleasure, to strengthening social bonds, to improving physical and mental health.

8. [Ways to Give](#)

- **Check and cash**

Gifts of cash made through the UC Regents and the UC Berkeley Foundation are equally tax-deductible and are used for the purposes specified by the donor.

- **Wire transfer/ACH transfer**

Wire transfers are most commonly used for gifts made from outside the United States. You should alert UC Berkeley that a wire transfer has been made. Please contact gifthelp@berkeley.edu for assistance with wire transfers.

- **Securities**

We encourage donors to transfer gifts of publicly-traded securities to one of the UC Berkeley Foundation’s brokerage accounts. For more information contact givesecurities@berkeley.edu.

- **Gifts-in-Kind**
Donating tangible personal property is an increasingly popular and useful way to support the campus. To determine if your item is appropriate as a gift-in-kind, please contact giftinkind@berkeley.edu.
- **Planned gifts**
Your legacy gift may enable you to achieve more significant support than you thought possible while at the same time allowing you to achieve your financial, philanthropic, and real estate planning goals.
- **Corporate and foundation philanthropy**
Connect with us about strategic partnerships with corporations and foundations. The Office of Corporate and Foundation Relations (CFR) facilitates and strengthens strategic corporate and foundation partnerships for the University of California, Berkeley.

9. Donor Recognition

Berkeley offers several [giving societies](#) that recognize annual and cumulative giving at all giving levels. Berkeley's programs are designed to express appreciation, communicate the impact of donors' generosity, and enhance donor engagement with the university.

Builders of Berkeley

Builders of Berkeley honors the vision, leadership, and commitment of the University of California, Berkeley's leading benefactors since its founding in 1868. Donors whose lifetime giving totals \$1 million or more are invited to become Builders of Berkeley and have their names etched on the granite monument on the steps of Doe Library.

Berkeley Loyal

Berkeley Loyal recognizes the campus's most steadfast donors. When you have made gifts in each of the three most recent consecutive fiscal years you become Berkeley Loyal and are recognized for the total number of years in which you've made gifts to Cal.

The Charter Hill Society

Your annual contributions totaling \$1,000 or more to any school, college, department, or program on the Berkeley campus will establish and sustain your membership in this special philanthropy circle.

Cal Parents

Parents who make a \$10,000 annual gift at the Charter Hill Partner Level will also be invited to a special parent breakfast reception when their student graduates.

The Benjamin Ide Wheeler Society

The Benjamin Ide Wheeler Society (or Wheeler Society) honors those generous individuals who have provided for Berkeley through estate planning, a life income gift, or other planned gift.

You may also be recognized by the schools or programs to which you have given. For more information about donor recognition within your school, college, or program, contact the department directly.

10. Campaign/UDAR Contact Information

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11. Thank You

Thank you for serving as a volunteer for Berkeley. It is important that we have trusted leaders with whom we can seek advice and guidance on strategies and priorities across campus, and we are grateful for your leadership and support. Thank you for all you do to advance the mission of UC Berkeley. Fiat Lux!

