Campaign Design:

- Campus priorities: Fellowships and Scholarships
- Continue support for existing campus needs: schools, research institutes …
- Non traditional donor base model
- Increase the donor pipeline
- …prepare campus for a comprehensive campaign

"Special Campaign"
Scholarships and Fellowships

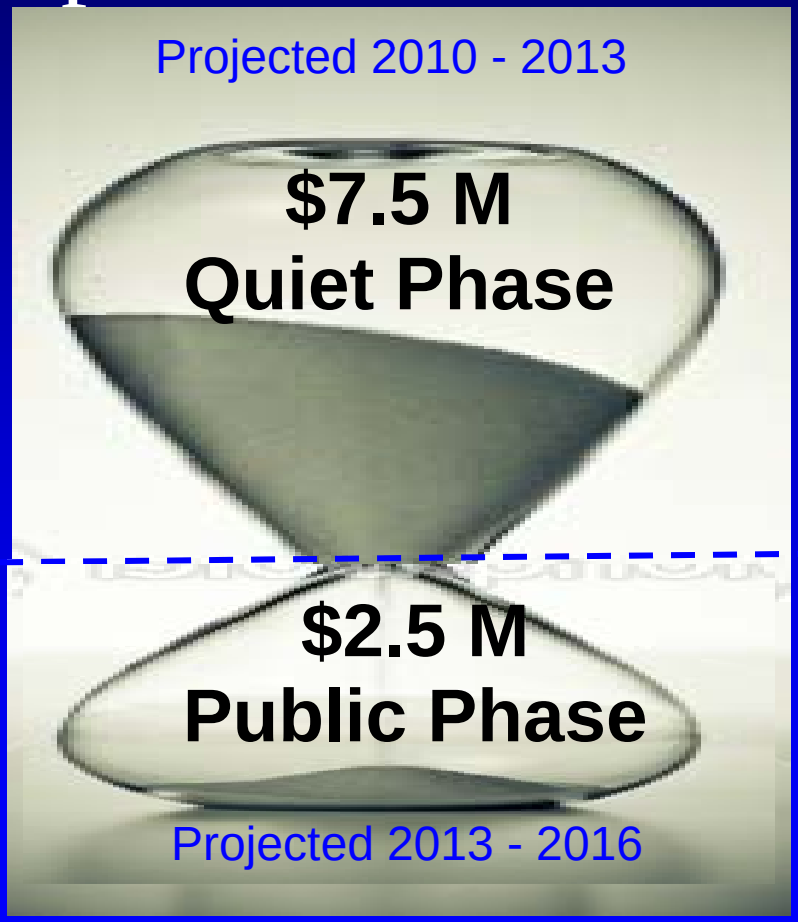
Proposed $10 Million

Challenge Match =

3

to

1



Scholarship Support for Years

2,3 and 4

"Retain and Complete Their Dream"

Year 1

"Begin Their Dream"

90% of incoming 2009 freshman applied for financial aid

Special Campaign Timeline

Year (FY begins July 1)	Summer (FY begins July 1)	Fall	Winter	Spring (FY ends June 30)
2010			**Received UCOP Approval**	**Plan**
2010-2011	**Plan**	**Plan**	**Plan** ★ **$3.4M Outright Gifts and Pledges as of 11/15/2010**	**3 Year Proposed Quiet Phase - Launch $7.5M**
2011-2012	**Quiet Phase**	**Quiet Phase**	**Quiet Phase**	**Quiet Phase**
2012-2013	**Quiet Phase**	**Quiet Phase**	**Quiet Phase**	**Quiet Phase**
2013-2014	**Quiet Phase**	**Quiet Phase $7.5M Asses Public Phase**	**Quiet Phase: Prepare for Public Launch**	**3 Yr Public Phase $2.5M - Launch w/ Start of School**
2014-2015	**Public Phase**	**Public Phase**	**Public Phase**	**Public Phase**
2015-2016	**Public Phase**	**Public Phase**	**Public Phase**	**Public Phase**
2016-2017	**Asses Public Phase Completion $2.5M**	**Public Phase Celebration $10M**		