



## Parents and Stanford University

From move-in day to graduation, parents play an integral role in supporting and enhancing their children's experiences. Annual giving to Stanford is another way parents make a difference.

When parents give to The Stanford Fund, they enrich the Stanford experience of all students, including their own. Every student benefits from the generosity of donors.

In 2014–15, nearly 5,000 parents chose to support Stanford through The Stanford Fund. These contributions enable the president to respond to the highest priorities in undergraduate education, helping students achieve their potential and maintaining the university's excellence.



Stanford  
University



PHOTO: TAMER SHABANI

## Giving to Stanford



**Lisa and Ron Sturzenegger**  
*Co-Chairs, Parents' Advisory Board  
Parents of Sloane, '16, and Selby, '18*

“Contributions from parents make a huge difference in the quality of undergraduate life at Stanford. By giving to The Stanford Fund, we are helping support an unparalleled community of students—inside the classroom and beyond. Thank you for joining us and so many other fellow parents!”

### Frequently Asked Questions

#### **DOES STANFORD REALLY NEED MORE MONEY?**

As at most colleges and universities, tuition covers only about two-thirds of the real costs associated with a Stanford undergraduate education. That means that even those who pay “full price” are not actually paying the full cost of four years at Stanford.

The need for scholarship support has never been greater. About half of all Stanford families depend on need-based scholarships that come directly from the university.

#### **COULD THE UNIVERSITY SPEND MORE OF ITS ENDOWMENT?**

In 2014–15, endowment “payout” generated only about 23 percent of the university’s operating expenses. The amount of that payout (about 5.5 percent of the endowment’s value each year) must allow the endowment to retain its value over time. If the payout were increased too much, the endowment would provide less in the future. The endowment is therefore managed for the very long term, so that it can provide a permanent source of support for the university.

It is also important to note that more than 75 percent of endowed funds are restricted for specific purposes determined by donors. This limits the university’s ability to increase spending for other purposes.

By contrast, annual and expendable gifts can be put to use as they come in. This means that even small gifts, which generally have few restrictions, are enormously valuable to Stanford.

## HOW DOES THE STANFORD FUND BENEFIT STUDENTS?

Because Stanford Fund gifts are both expendable and unrestricted, they are put to work almost immediately each year and can be used where they are needed most within the undergraduate program.

In Stanford's overall budget, very few sources provide the flexibility of The Stanford Fund. When critical needs arise, gifts raised for The Stanford Fund play a major role in meeting them.

## HOW ARE STANFORD FUND DOLLARS ALLOCATED?

Each year, the president allocates Stanford Fund dollars to top priorities in undergraduate education.

**Academic innovation:** The Stanford Fund helped launch **Cardinal Service**, which is elevating public service as a distinctive feature of the student experience, and **Stanford in New York**, an undergraduate program modeled after the popular Bing Stanford in Washington program. In 2015–16, gifts are also supporting the **Diversity and First-Gen Office**, which promotes a supportive campus environment for first-generation and low-income students; *Designing Your Life*, a course that uses design thinking to help students plan for their lives and careers after graduation; and the **Office for Military-Affiliated Communities**, which administers VA benefits and supports educational opportunities for military and veteran communities.

**Student life:** More than 100 student groups, club sports, and public service organizations received support from The Stanford Fund last year. A vital part of Stanford's community, these student-run organizations foster leadership, team building, and other skills that prove useful long after graduation.

**Financial aid:** Stanford's long-standing practice of need-blind admission is backed by a promise to meet the full demonstrated need of all U.S. undergraduates throughout their four years on campus. Only a handful of colleges and universities uphold such a pledge.



**Mark Berger, '16**  
Computer Science

"I'm from a small town near the Oneida Indian Reservation. Coming to Stanford has been a tremendous experience. I have been able to conduct research at the School of Medicine, where I blend my computer science skills with biomedical research, and I hope to continue that work in a doctoral program. I also studied abroad in Santiago, Chile. The opportunities here are mind-boggling. Thank you for your generous support!"

*Mark is an active member of the Native American community on campus. He served as president of Stanford's American Indian Science and Engineering Society and on the Stanford American Indian Organization, which sponsors Stanford Powwow—a three-day celebration of indigenous culture.*



**Nicole Jackson, '17**  
Urban Studies

"From amazing faculty to student-run clubs, Stanford continues to exceed my expectations. Through Stanford in Government, I attended a talk by California Senator Dianne Feinstein. It was a unique opportunity to learn from an elected official. I appreciate the once-in-a-lifetime opportunity to combine my passions and interests at an exceptional university!"

*Nicole is a member of the inaugural class at Stanford in New York. She is passionate about health policy, government relations, and international affairs.*

The Stanford Fund plays a key role in filling the gap between endowed scholarship funding and total student need.

## DO ANNUAL GIFTS REALLY MAKE A DIFFERENCE?

In 2014–15, nearly 5,000 parents chose to contribute through The Stanford Fund—and their gifts added up to almost \$5 million. It would take about \$90 million in endowment to generate the same level of funding in a single year. Gifts of any size collectively make a difference!

## HOW DO PARENTS GET INVOLVED?

Stanford parents are extremely generous with their time. Some choose to get involved locally in their areas through the Stanford Alumni Association. Others help by hosting or assisting with Stanford gatherings in their homes or places of business, or by contributing financially. Your participation is welcome and encouraged.

Parents who contribute \$1,500 or more annually (per family) to The Stanford Fund become **Parent Partners** while their child is an undergraduate. Parent Partners are invited to special events and recognized in Stanford publications, plus they receive special communications throughout the year.

Within Parent Partners, the **Parent Partners Committee** for The Stanford Fund raises gifts by spreading the word about giving at the Parent Partners level. Committee volunteers are invited to a special reception during Parents' Weekend and receive recognition in Stanford publications.

The **Parents' Advisory Board** leads the way in volunteerism. In addition to assisting with outreach events, the board provides feedback to the university's administration and assists with fundraising. This group of 55 families from around the world meets on campus three times per year.



## Leadership Giving to The Stanford Fund

The Stanford Fund's most generous donors are recognized for their annual support 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 undergraduate students

### Leadership Circle

\$1,000 to \$9,999

To explore other ways to leave a legacy of your own, please contact Jane Harrison or Kimmy Davis.

## How to Make a Gift to The Stanford Fund

Gifts to The Stanford Fund may be made online, by phone, or by mail. Donors can make gifts by check (payable to The Stanford Fund), credit card, or securities transfer.

**Online:** [giving.stanford.edu](https://giving.stanford.edu)

**Phone:** 800.227.8977, ext. 56881 or ext. 30248

**Mail:** Stanford University  
Development Services  
P.O. Box 20466  
Stanford, CA 94309-0466

**Securities:** Stanford Management Company  
650.721.1917  
[stockgifts@smc.stanford.edu](mailto:stockgifts@smc.stanford.edu)

For information on bequests and life income gifts, please contact:

**Planned Giving:** 650.725.4358  
[planned.giving@stanford.edu](mailto:planned.giving@stanford.edu)



For more information, please contact:

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