

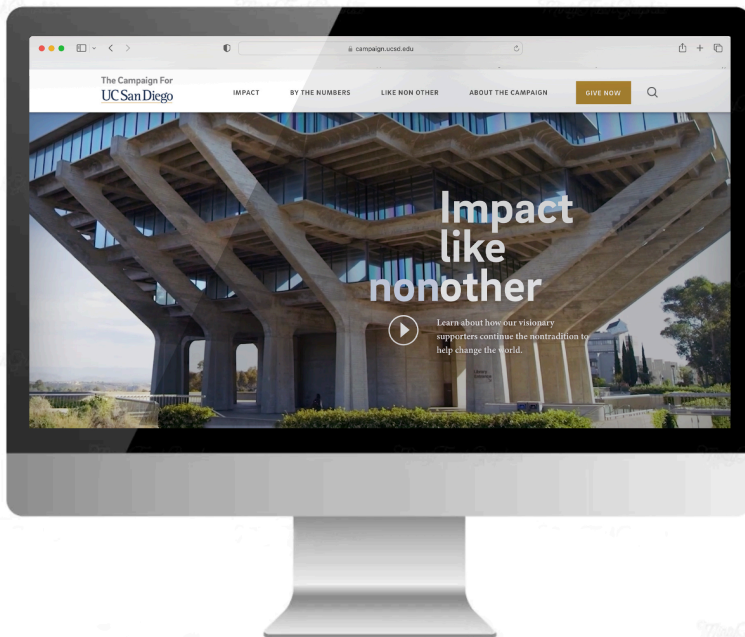
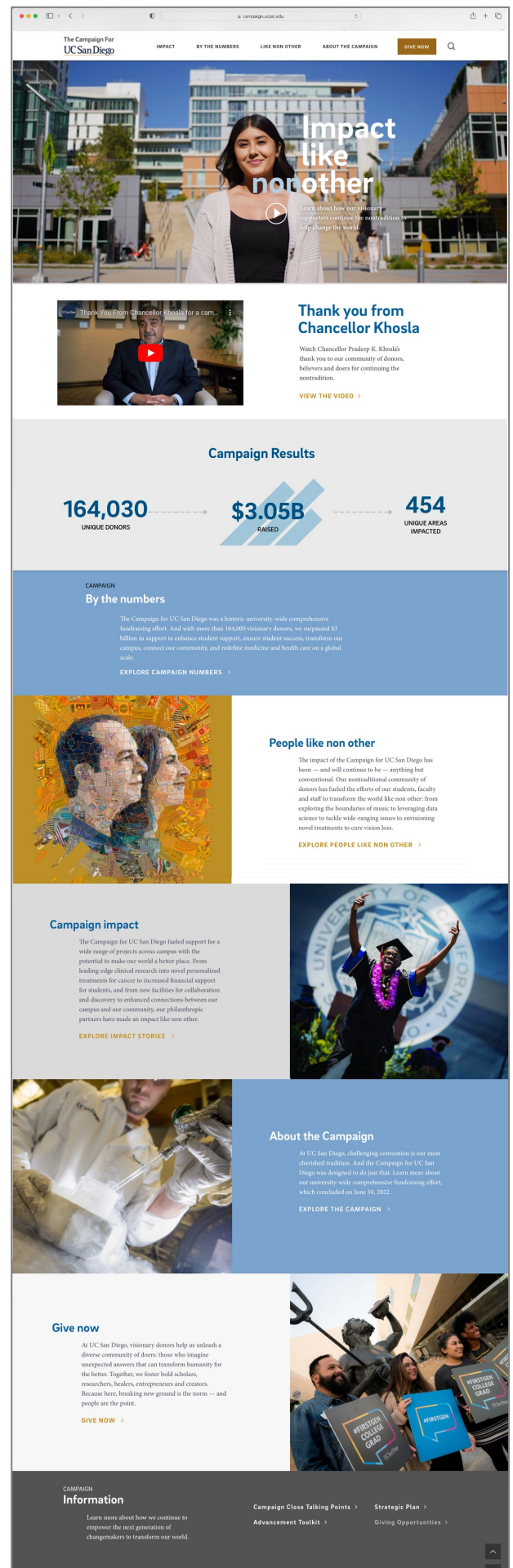
Marketing: Microsites (Fundraising)

THE CAMPAIGN FOR UC SAN DIEGO CLOSE MICROSITE

The Campaign for UC San Diego close microsite provides a venue in which to showcase the university's many accomplishments since the beginning of the Campaign in 2012.

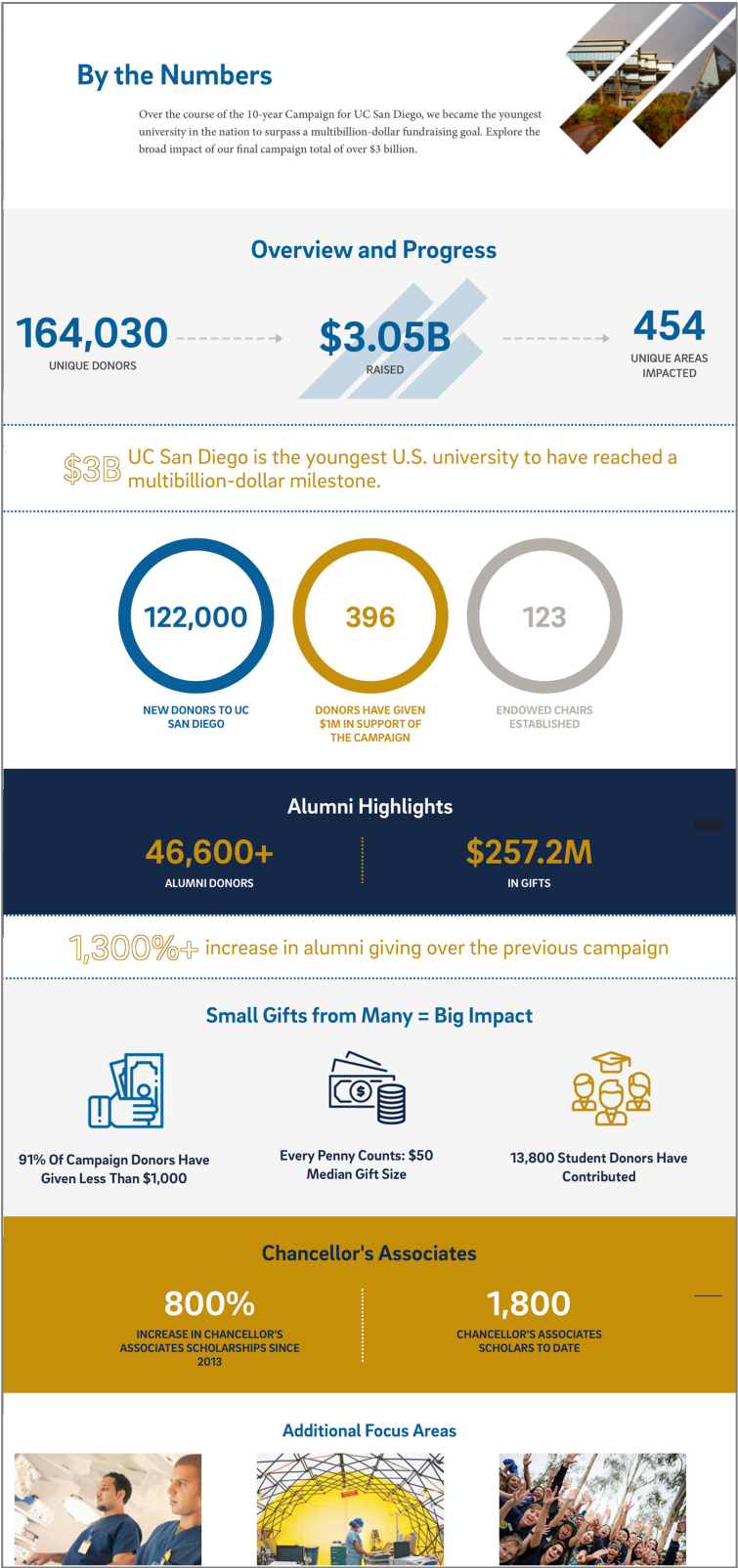
Featuring videos from campus leaders and beneficiaries of philanthropy, statistics, and content from concurrent media and advertising campaigns, the site celebrates milestones — individual and university-wide — and the philanthropists who made them possible.

View the campaign close microsite homepage [here](#).



BY THE NUMBERS

The Campaign for UC San Diego was a resounding success and seeing the final numbers helps drive the point home. The “By the Numbers” page highlights key pride points for the decade-long effort. View the page [here](#).



CAMPAIGN IMPACT

The impact page offers an easy-to-sort and visually engaging waterfall of statistics formatted as tiles. Each tile hyperlinks to a preexisting story on the UC San Diego news site so visitors can read more about each item.

In addition, the tiles can be sorted using a menu above the waterfall based on campaign priority area: Student Support and Success, Our Campus and Community, Health and Medicine, and Research and Innovation.

Explore the campaign's impact [here](#).



PEOPLE LIKE NON OTHER

To highlight the personal impact of philanthropy on UC San Diego students, researchers, faculty, physicians and patients, we commissioned a series of mosaic and photographic portraits of 23 individuals from across a wide swath of the university who benefited from our donors' generosity.

The "People like non other" page includes these eye-grabbing portraits, each of which is hyperlinked to a brief profile of the subjects.

Meet our "People like non other" [here](#).



ABOUT THE CAMPAIGN

A campaign doesn't happen in a void. The "About the Campaign" page provides broader context for the Campaign for UC San Diego: what we accomplished, what our priorities were, a timeline of milestones, and information about our campaign leaders.

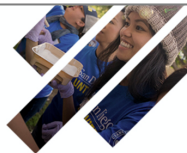
Each section redirects to a dedicated page that invites visitors to the site to learn more about everything we accomplished together with our philanthropic community.


Explore more about the Campaign for UC San Diego [here](#).

About the Campaign

Thanks to the support of more than 163,000 donors, UC San Diego has raised more than \$3 billion to date, making us the youngest university in the country to reach a multibillion-dollar milestone in a single campaign.

Through the Campaign for UC San Diego — our university-wide comprehensive fundraising effort, which concluded June 30, 2022 — philanthropy empowered us to enhance student support, ensure student success, transform our campus, connect our community, and redefine medicine and health care on a global scale.





Impact like non other

The Campaign for UC San Diego fueled support for a wide range of projects across campus with the potential to make our world a better place. From leading-edge clinical research into novel personalized treatments for cancer to increased financial support for students, and from new facilities for collaboration and discovery to enhanced connections between our campus and our community, our philanthropic partners have made an impact like no other.


[LEARN MORE >](#)

CAMPAIGN

Timeline

The Campaign for UC San Diego began in 2012 with a goal to transform the student experience, our campus and ultimately humanity itself. This timeline chronicles key moments and milestones in this historic fundraising effort that resulted in more than \$3 billion in support of our campus' physical, intellectual and cultural transformation.

[EXPLORE FULL TIMELINE >](#)



2012


Pradeep K. Khosla is Named the 8th Chancellor of UC San Diego


Formerly dean of Carnegie Mellon University's highly regarded College of Engineering (also known as the Carnegie Institute of Technology), Khosla is an accomplished leader, educator and researcher.

2014

UC San Diego Develops its First-Ever Strategic Plan

Under the leadership of Chancellor Khosla, establishing a shared vision and goals for the future of the campus, and embarking on an era of transformation.





2016

Jacobs Medical Center Opens at UC San Diego Health

The 10-story, 245-bed advanced medical center, named in recognition of a gift of more than \$100 million from Joan and Irwin Jacobs, includes advanced surgery, cancer care, cardiac rehabilitation, clinical trials, birthing options and more.

2016

The UC San Diego Blue Line Debuts

