

A Voice for Great Ideas

Campaign for University
of California Press

Campaign in Brief



UNIVERSITY OF CALIFORNIA PRESS benefits society by publishing outstanding writers, creative ideas, and diverse points of view. Underlying this dedication to the highest-quality publishing is a belief in the power of knowledge to shape the world.

The Voice for Great Ideas Campaign will fortify the extraordinary quality and influence of University of California Press publications and extend their reach to the widest possible readership.

THE CAMPAIGN WILL

- Strengthen and protect UC Press's publishing in the Arts and Humanities
- Expand UC Press's programs in the Natural Sciences
- Broaden access to Knowledge through Technology

The Goal: \$5 million in endowment and program funding

THE NEED

Subsidies from the University of California have remained flat since the 1970s despite escalating costs and a substantially larger and more complex publishing program. Sales revenue is insufficient to support growth and new ventures, to invest in technology for digital publishing, and to protect against the vagaries of the marketplace. Private philanthropy plays an increasingly critical role in supporting UC Press's current and future endeavors.

PLANNING FOR THE FUTURE

The Voice for Great Ideas Campaign will give UC Press more stability to plan, agility to act, and the independence to sustain its irreplaceable contributions to the world of ideas.

The campaign seeks endowment funding to sustain UC Press's commitment to quality and program funding to build new programs and technological capacity that meet the needs of today's and future generations of readers, scholars, students, and researchers.

CAMPAIGN FINANCIAL GOALS

Arts & Humanities

General Arts & Humanities	\$ 1,400,000
Film Studies	500,000
History	500,000
Humanistic Social Sciences	500,000
Literature	250,000
Music	250,000

Natural Sciences

1,000,000

Technology—Building Knowledge

600,000

TOTAL

\$ 5,000,000

MAKING A GIFT

The Voice for Great Ideas Campaign invites prospective donors to discuss their interests and questions with UC Press Director Lynne Withey and staff. UC Press offers a variety of opportunities for recognizing and honoring donors.

Gifts and pledges should be directed to University of California Press Foundation. UC Press Foundation is a 501(c)(3) charitable and educational organization. Gifts qualify as charitable deductions for income tax purposes. For information about ways to give and naming opportunities, please contact Director of Development Deborah Kirshman at deborah.kirshman@ucpress.edu or 510-643-7704.

Lead Funding

\$1,000,000 The Ahmanson Foundation

\$500,000 Richard C. Atkinson

\$500,000 Estate of Joan Palevsky

\$400,000 National Endowment for the Humanities
Challenge Grant (1:4)

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