WHAT IS ONE PURPOSE?
One Purpose is the annual fundraising arm for California State University, Stanislaus (CSU Stanislaus), designed to help students succeed through academic scholarships. Volunteers and donors team-up during an annual six-week drive to raise funds designated for student scholarships. Those who give join fellow members as they unite the campus and the community for One Purpose: Scholarships for student success.

HOW DOES ONE PURPOSE HELP?
2014 marked the inaugural year for One Purpose — the University’s first collaborative scholarship-based annual fundraising effort. Over the course of the six-week drive, 175 volunteers raised $468,841 of the total $818,841 generated by One Purpose. And 50% of those who gave were first-time donors to CSU Stanislaus! It is because of our combined campus and community efforts that students have been awarded scholarships to help further their education, their futures and our region.

Student success remains the focus of One Purpose. And we are confident that 2015 will bring even more volunteers and members together as we strive to meet our goal of raising $1 million during the six-week drive.

WHICH STUDENTS RECEIVE SCHOLARSHIPS?
CSU Stanislaus attracts bright students with a wide range of experiences, perspectives and abilities. One Purpose exists to acknowledge these students by providing scholarships to the highest academic achievers. The selection process is overseen by the University’s financial aid and scholarships department, and scholarships are awarded by the academic deans, director of athletics, and President to students from the:

- College of Business Administration
- College of Education, Kinesiology & Social Work
- College of the Arts, Humanities & Social Sciences
- College of Science
- Department of Athletics
- Presidential Fund for Regional Partnership Development

WHY GIVE TO CSU STANISLAUS?

Credentials
- More than 80% of full-time faculty members hold a doctorate, first professional or other terminal degree — something only a few regional universities provide.
- Having such strong faculty results in high caliber programs and top national standings.
- For example, the already internationally accredited Online Master of Business Administration (OMBA) degree program at CSU Stanislaus was recently ranked among the best programs of its kind in the nation by the Affordable Colleges Foundation.
- College Atlas recognized CSU Stanislaus as having one of the Top Nursing Schools in 2014.
- CSU Stanislaus placed tenth out of 539 universities nationwide in a new ranking designed to assess which schools provide the most economic mobility for their graduates.
- And the Carnegie Foundation for the Advancement of Teaching has recognized the University’s dedication to community service with the 2015 Community Engagement Classification, a distinction shared by less than 15% of colleges and universities in the United States.

Community
- In 2014, students logged more than 250,000 hours of community service.
- For eight consecutive years, the university has been named to the President’s Higher Education Community Service Honor Roll — the highest honor a college or university can receive for its commitment to volunteering, service learning and civic engagement.
- The University’s partnership programs in nursing, business and agriculture have exceptional students who graduate to help meet regional workforce needs.
- Perhaps it is because of this strong connection to the community that an alumni survey showed 70% of CSU Stanislaus’ graduates choose to live and work within the University’s six-county region — proving that today’s students are tomorrow’s leaders.
## CSU STANISLAUS BY THE NUMBERS

- 9,000 enrolled students
- 55,000 alumni
- Annual student expense $6,682
- Established in 1960
- Academic programs divided into 4 colleges:
  - College of Business Administration
  - College of Education, Kinesiology & Social Work
  - College of the Arts, Humanities & Social Sciences
  - College of Science
- Top enrolled majors include: criminal justice; biological sciences; business administration; and liberal studies.
- 100 majors, minors, concentrations and teaching credentials
- 14 NCAA Division II intercollegiate sports
- More than 85 student clubs, fraternities and sororities
- 681 students live on campus

## 2015 MEMBERSHIP BENEFITS

Your tax-deductible contribution will be designated toward student scholarships. Based on your contribution, you are entitled to the benefits outlined below.

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Pledge Amount</th>
<th>Donation Portion of Pledge</th>
<th>Lapel Pin††</th>
<th>Chrome License Plate Frame (2)††</th>
<th>Name Recognition in Spring 2016 STAN Magazine</th>
<th>2 Tickets to a School of the Arts Performance or an Athletics Event of Your Choice</th>
<th>Invitation for Two to a 2016 University Speaker Series Special Event</th>
<th>Invitation for Two to 2016 President’s Appreciation Dinner &amp; Program Recognition</th>
<th>2016 Vines Tickets</th>
<th>A Day with the President</th>
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<tbody>
<tr>
<td>Visionary*</td>
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*Additional Corporate Benefits

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<tr>
<th>Corporate Benefits</th>
<th>Pledge Amount</th>
<th>Logo/Name Recognition in Fall 2016 STAN Magazine</th>
<th>Logo/Name included in One Spring 2016 Alumni eNewsletter</th>
<th>Inclusion in 2016 Social Media Plan</th>
<th>2016 Vines Program Advertisement</th>
<th>Logo/Name Recognition on Website 2016</th>
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<tbody>
<tr>
<td>Visionary</td>
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<td>Logo</td>
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†Donation portion of pledge is enacted if ticket benefits are utilized. ††For new members only.

One Purpose of CSU Stanislaus is a voluntary choice. The CSU Stanislaus Foundation is a non-profit entity. Contributions to One Purpose are tax-deductible as allowed under federal and state tax regulations. Please consult your tax professional regarding your specific situation.

## HOW CAN I HELP?

Members of One Purpose give more than a donation — they provide the opportunity for more students to have a great education. We invite you to join One Purpose and fellow members as we unite the campus and the community for student success. Donors have the opportunity to give at various pledge levels to help reach the goal of raising $1 million in just six short weeks.

(209) 667-3131  www.csustan.edu/one-purpose