IN A TREMENDOUS SHOW OF BEACH PRIDE, ALUMNI, FRIENDS, FACULTY, PARENTS, STUDENTS, AND STAFF JOINED FORCES IN SUPPORT OF DECLARE: THE CAMPAIGN FOR CSULB — THE UNIVERSITY’S FIRST MAJOR FUNDRAISING CAMPAIGN — AND TOGETHER, WE MADE HISTORY.

As DECLARE got underway, we defined three main campaign “pillars” (or priorities) that would guide our efforts and that reflected the values and focus of the university as a whole:

TRANSFORMATION — encompasses initiatives that enhance the academic enterprise; includes programmatic innovation through faculty research and creative and scholarly initiatives.

UNEQUAL ACCESS — means dismantling barriers — learning, financial, or otherwise — to ensure that our students are successful in their academic, artistic, athletic, and life pursuits.

A GREATER COMMUNITY — includes important capital projects and community partnerships that benefit both campus and community.
The response from the Beach community was truly impressive. Forty-Niners from across the country and around the globe answered this historic call to action. As a result, we met our ambitious fundraising goal well ahead of schedule and ended up exceeding our $225-million goal by the time we reached our target date of December 31, 2015.

Every donor and every gift made a difference. DECLARE was a resounding success because thousands of donors made gifts of all sizes to the projects that were most important to them. Now, because of donors like you, we have a university that is better able to serve all of us. In the following pages, we proudly share some highlights from DECLARE: THE CAMPAIGN FOR CSULB ...
DECLARE

THE CAMPAIGN FOR
CALIFORNIA STATE UNIVERSITY LONG BEACH

$238 million
AMOUNT RAISED

WE EXCEEDED ORIGINAL GOAL OF $225 MILLION

92,479
TOTAL NUMBER
OF DONORS

55,891
NUMBER OF
NEW FIRST-TIME DONORS

CAMPAIGN PRIORITIES:

18.7%
A GREATER COMMUNITY

34.4%
TRANSFORMATION

46.9%
UNEQUALED ACCESS
268,808 TOTAL NUMBER OF GIFTS

CONSTITUENCY (DONOR) TYPES:

- **ALUMNI & PARENTS**: 35%
- **FRIENDS**: 35%
- **CORPORATIONS & FOUNDATIONS**: 25%
- **ORGANIZATIONS**: 5%

*268,808 total number of gifts*

$71 million SCHOLARSHIP CONTRIBUTIONS

208 NUMBER OF NEW SCHOLARSHIPS

$8.1 million AMOUNT RAISED FOR PRESIDENT'S SCHOLARSHIPS
Tens of thousands of donors DECLARED their support for The Beach during the campaign. We are proud to feature a few of those stories.

5TH
BEST PUBLIC REGIONAL UNIVERSITY
IN THE WEST
U.S.NEWS & WORLD REPORT

TOP
10
BEST COLLEGE VALUE
IN THE NATION
TIME MAGAZINE
Continuing a long tradition of providing outstanding support to the university, The Boeing Company supported many programmatic and student-success initiatives, particularly in the areas of human factors, engineering, and supply chain management. The Boeing Company Flight Simulator (pictured) allows students to run a variety of real-world aviation scenarios.
Nearly 300,000 CSULB total graduates of CSULB students are first-generation college students.
As president of Body Glove International, Russ Lesser ('64, Accountancy) has helped the company grow into one of the world’s most respected watersports brands. Mr. Lesser continues to support his alma mater financially and by donating wetsuits and equipment to the university’s renowned marine biology program.
Students in CSULB’s Urban Teacher Education Academy (UTEACH) will benefit from new stipends and scholarships furnished by a generous contribution from SchoolsFirst Federal Credit Union. The program, which offers yearlong “teaching residencies” in local urban schools, has been renamed SchoolsFirst FCU UTEACH.
Dirtbags have won a World Series ring.

46 Former Dirtbags have played in Major League Baseball.

6 Dirtbags have won a World Series ring.
Marilyn Bohl played softball and basketball as a high school student in Marble Rock, Iowa, and over the years she has remained passionate about sports. A loyal friend of the campus, Ms. Bohl has made significant investments in Long Beach State Athletics, establishing the Marilyn Bohl Endowed Athletic Scholarship, contributing to the Blair Field renovation project, and supporting other key initiatives.
Long Beach Memorial has been an outstanding partner, working closely with our School of Nursing to expand and enhance educational opportunities for nursing professionals in our community. Long Beach Memorial provided significant support for initiatives such as the “RN to BSN Completion Program,” which provides an educational pathway for registered nurses who wish to expand their nursing capabilities to the BSN professional level.
CSULB PRODUCES THE HIGHEST NUMBER OF MSN GRADUATES IN THE CSU SYSTEM

3,000 CSULB STUDENTS CONTRIBUTED MORE THAN 32,000 SERVICE HOURS TO THE COMMUNITY IN 2014-15