

December 1, 2021

I am proud to announce the launch of the university's next fundraising campaign, "Our Defining Moment: The Campaign for CSUSB." After a year-long campaign feasibility study, the university's leadership along with the CSUSB Philanthropic Foundation Board enthusiastically endorsed moving forward with a \$200 million goal. This goal of raising \$200 million by 2026 will be a major undertaking for our university community. We launch this campaign with such an ambitious goal because we believe it is not only achievable but also a necessary next step to build on our past fundraising success. We are planning a fully blended campaign, incorporating philanthropic support as well as sponsored grants and contracts.

During the leadership phase, CSUSB is focused on seeking support from our "extended family" – our most visionary and generous friends, alumni, emeriti faculty, parents and business partners – to build a strong platform from which to launch the campaign. The campaign's fundraising priorities include increasing both endowed and current-use funds to enhance scholarships, student support (including addressing students' basic needs as well as proven high impact practices such as Study Abroad), faculty and programmatic support (including centers and new schools, for example, our new School of Criminal Justice and Criminology and the School of Entrepreneurship) and capital projects (for example, our new Performing Arts Village).

For this campaign to be successful, our campus community must come together with a shared vision and commitment which promise to strengthen and transform the university's teaching, research and public service. The private and public resources this campaign will generate will ensure the margin of excellence across all colleges and academic programs, recruit and retain exceptional faculty and students, enhance graduation rates and significantly enrich student life.

You will hear more from me about several leadership and transformational gifts to the campaign over the upcoming months. In the interim, I want you to know of this important next step in our efforts to *Define the Future* here at Cal State San Bernardino.

This is our defining moment.

Sincerely,

**Tomás D. Morales**  
President