UC SANTA BARBARA
THE Current

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Shelly Leachman

Collective Impact

After a four-year hiatus, UCSB Give Day came back bigger than ever. The 24-hour digital fundraising drive significantly surpassed its last edition, in 2018, raising more than $6 million through 1,725 gifts.

Donors supported 155 different campus funds and 50% of gifts made were from alumni.

"We are honored and tremendously grateful for the outpouring of generosity from our UC Santa Barbara community during Give Day 2022," said Chancellor Henry T. Yang. "Your participation and support are an expression of our shared appreciation for our great institution, and I am honored to personally thank each and every person who chose to support our campus as we continue to advance our mission of research, teaching and public service."

Reflecting the university's tradition of generosity, UCSB Give Day 2022 sparked a rush of donations for the many departments, programs, sports, activities and opportunities that comprise the UC Santa Barbara experience. The event also was intended to celebrate the high-achieving, supportive, creative and collaborative spirit of the campus community and the work accomplished here each year.

"I feel really great knowing that alumni are supporting the Gaucho community," said Rachel Kim, a first-year student majoring in pre-psychological and brain sciences, "especially because alumni giving means so much for the programs that I use on campus, like CLAS, the Women's Center, and the Education Abroad Program."

With Give Day, the university aims to celebrate the many stories of UC Santa Barbara — stories of impact, of opportunity, of leadership, of legacy, among many others — while crafting a new chapter for today and for the future. The 24-hour “digital pep rally” employed email, social media and other digital tools to unite the university’s many communities around their UCSB connections and experiences, while engaging donors and raising donations.

“To me,” said Daniel Bradsher, Class of 2023, a double major in history and political science, “UCSB Give Day is about paying it forward: making sure that future generations of Gauchos have the same and even better opportunities.”

The inaugural Give Day was held in 2016.

About UC Santa Barbara

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.