

CAMPAIGN: EXTERNAL ANNOUNCEMENT, VIP



EXTERIOR - BACK

EXTERIOR - FRONT



BCH INSERT - FRONT

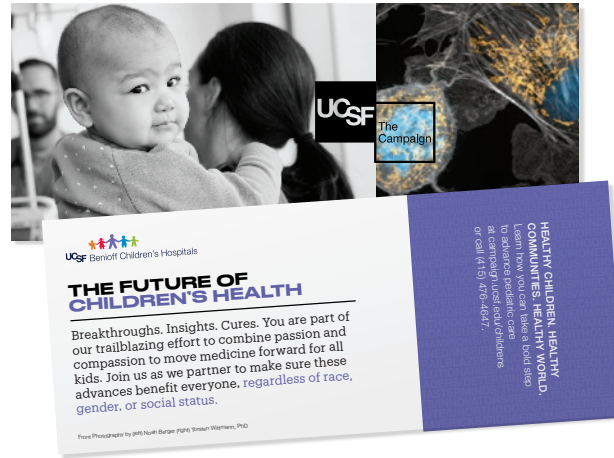


BCH INSERT - BACK



INTERIOR - UNFOLDED

CAMPAIGN: EXTERNAL ANNOUNCEMENT



INSERT



BACK



THE VISIONARIES. THE MAVERICKS. UCSF – AND YOU

UCSF proudly announces its breakthrough campaign to take on the world's **most complex health challenges and prevent diseases before they start.**

Together we will make the Bay Area and our world healthier for all.

You are a vital part of this amazing UCSF community. Your support spurs us to be unconventional, creative, global in ambition, and deeply committed to health equity.

JOIN US AS WE

- Decode life to improve health;
- Translate discovery to revolutionize care; and
- Partner to make the best in prevention and treatment available equally to rich and poor alike around the globe.

Learn more about the issues we are tackling and the many ways you are already part of this audacious work at campaign.ucsf.edu

Front Photography by Jeff Dubois (right) Alexander Ehrenberg

NO. 1
Hospital in California and Top 5 nationally

TOP 5
MEDICAL SCHOOL in both research and primary care

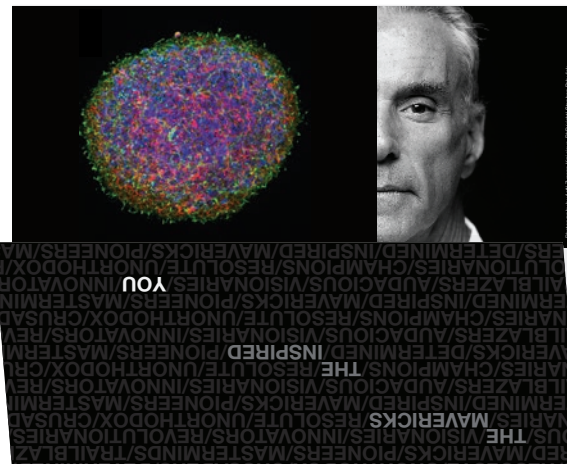
\$24M
Impact of our 30,000+ annual fund donors last year

U.S. News & World Report Best Hospitals survey, 2017-18 and Best Graduate Schools survey 2018.

INTERIOR – UNFOLDED



FRONT



INTERIOR – HALF-FOLDED

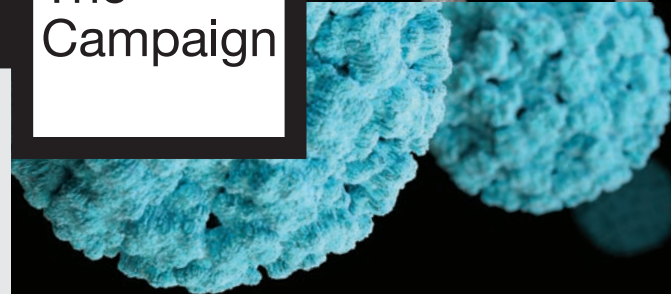
CAMPAIGN: INTERNAL ANNOUNCEMENT

THE VISIONARIES
THE COMPASSIONATE
THE ADVOCATES
THE INSPIRED

UCSF

The Campaign

UCSF: THE CAMPAIGN IS FOR ALL OF US.
CELEBRATE YOUR PLACE IN OUR
UNRIVALED COMMUNITY WITH YOUR
OWN PREMIUM CAMPAIGN T-SHIRT.
[CAMPAIGN.UCSF.EDU/SHIRT](https://campaign.ucsf.edu/shirt)



#UCSFtheCampaign

Show your **UCSF** pride by adding these easy-to-peel stickers to your phone or laptop.

CAMPAIGN: PHOTOGRAPHY



CAMPAIGN: UCSF MAGAZINE



THE INSPIRED

UCSF: The Campaign is taking on the world's most complex health challenges, powered by an exceptional community of mavericks, innovators, and advocates. Together we will make the Bay Area and our world healthier for all. Join us as we decode life to improve health, leverage discovery to revolutionize care, and partner to achieve health equity.

Learn more in the pages that follow and at CAMPAIGNUCSF.EDU

ENGINEERED CELLS CAN MIMIC THE IMMUNE SYSTEM – HEALING ORGANS AND KILLING DISEASED CELLS PREVIOUSLY THOUGHT OUT OF REACH.



PHOTO: SERVE BAK/JK
UCSF scientist Wendell Lim, PhD, programs cells to fight disease and is ushering in a new era of therapeutics. Right now, he and other UCSF researchers are programming immune cells to recognize, hunt, and kill diseased cells in cancers that were deemed universally lethal just five years ago. They're offering not just short

extensions of life, but in some cases cures. Yet the promise of cell engineering extends far beyond cancer. Engineered cells could someday halt dementia or repair damaged spinal tissue.

THE MAVERICKS

Who Are Impeding the World's Deadliest Diseases

For Christine Sheridan, a doctoral candidate in biomedical sciences (right), working in the lab of acclaimed virus hunter Joseph DeRisi, PhD (left), is an opportunity to pursue unorthodox ideas.

DeRisi invented the Virochip, a virus detector not much bigger than a stick of gum. He used it to identify the SARS virus, then later adapted it to combat malaria. Malaria kills hundreds of thousands of children under age 5 every year, 95 percent of them in Africa. Those figures mean Sheridan's own work, on blocking placental malaria, is potentially transformative. DeRisi's work has also inspired Jayant Rajan,

MD, PhD (rear), who studies tuberculosis.

Sheridan's research is supported by the Discovery Fellows Program, UC's largest PhD endowment, which funds nearly 700 PhD students in the basic sciences.

A \$30-million gift from Sir Michael Moritz and Harriet Heyman launched the Discovery Fellows program in 2013.

Joseph DeRisi is the Gordon M. Tomkins Professor.

"JOE IS WILLING TO TRY ANYTHING ... AND CAN COME UP WITH WHAT SEEM LIKE CRAZY, OUT-THERE IDEAS THAT TURN OUT TO BE RIGHT."

- Christine Sheridan

Who Are Stemming
Diabetes in Vulnerable
Communities

THE INDOMITABLE

Mary Massella's journey to UCSF started in poverty. She left Guatemala, determined to get an education, and earned an MS in nursing at UCSF in 2017, thanks to a fellowship. Massella (left) is now not only thriving but also giving back to those facing similar challenges. Her faculty mentor, Maureen McGrath, RN, MS '95 (right), encouraged her to pursue the School of Nursing's pioneering diabetes

minor program, which McGrath directs. Massella gained the tools she needed to care for the many families in her community impacted by the disease.

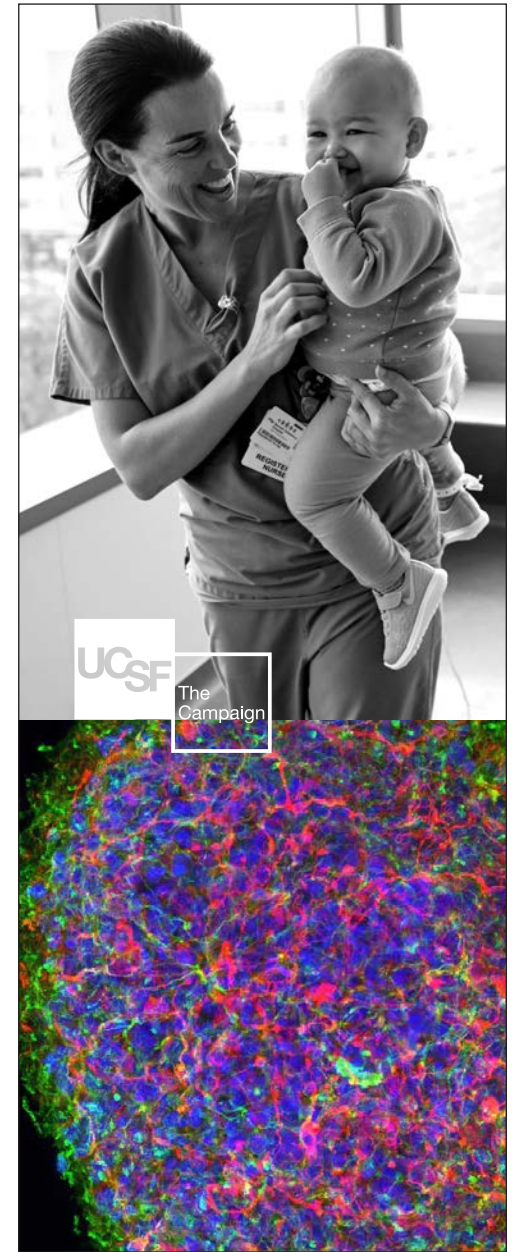
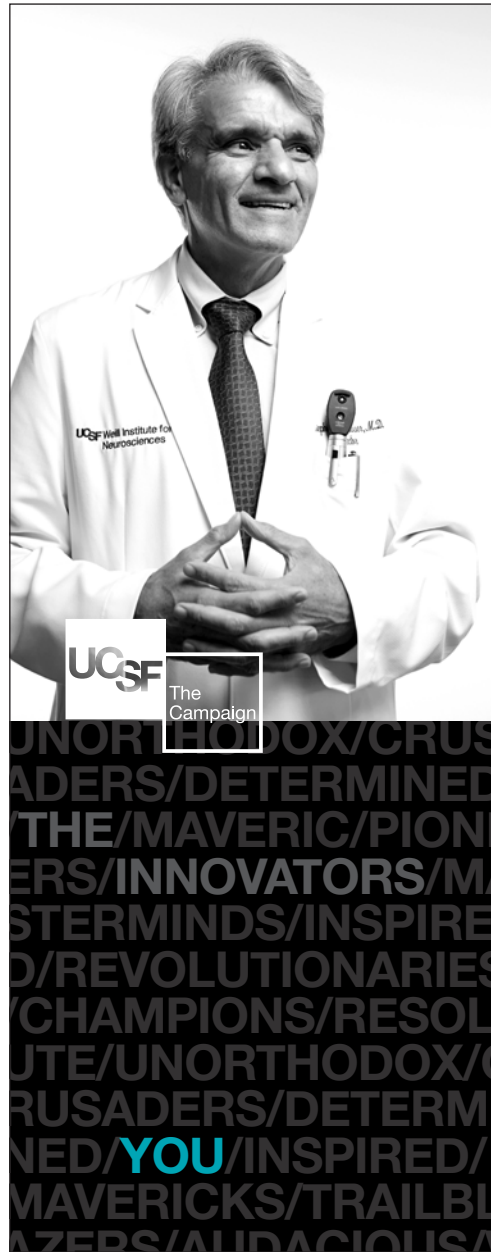
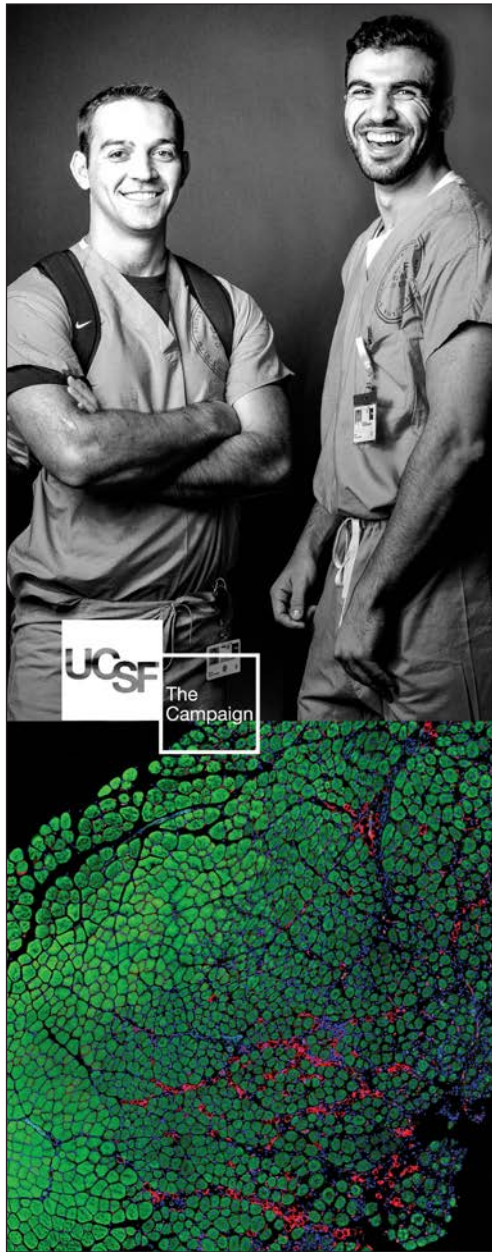


**"MY OWN JOURNEY HAS
BEEN NOTHING SHORT
OF A MIRACLE,
AND IT'S AN HONOR
TO GIVE BACK."**

- Mary Massella

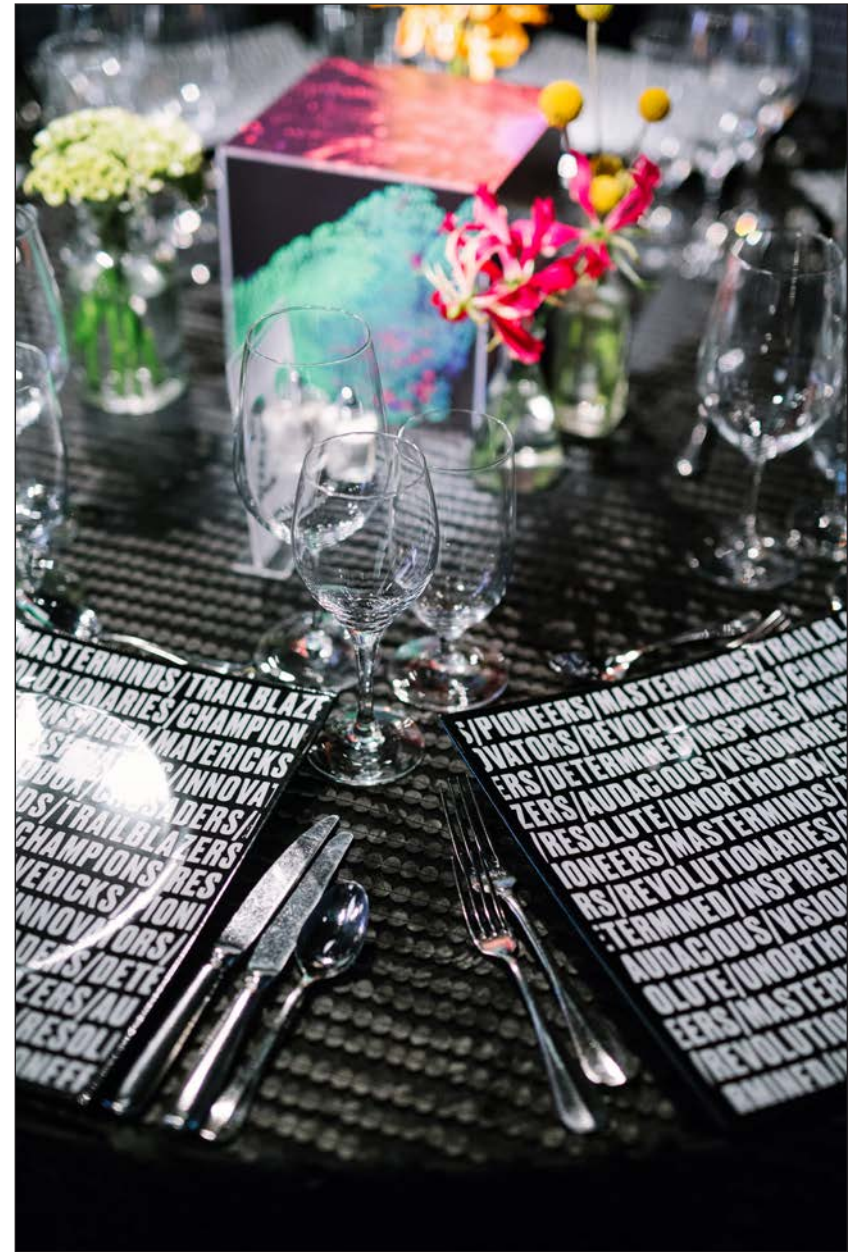
PHOTO: STEVEN W. LUK

CAMPAIGN: PULL-UP BANERS



CAMPAIGN: DONOR LAUNCH EVENT







CAMPAIGN: INTERNAL LAUNCH EVENT

