



# Stanford Athletics Report on Annual Giving 2011-12



“To me, Stanford represents excellence in academics and excellence in the pool. I know that if I can perform at a high level here as a scholar-athlete, I will be prepared to pursue higher challenges after my time at Stanford. When I graduate I hope to attend medical school and make another run at an Olympic gold. Stanford Athletics and the Buck/Cardinal Club have given me the opportunity to excel as a scholar and as an athlete, the combination of which will help me to excel later in life.”

**ANNIKA DRIES, '13**

Women's Water Polo

*Human Biology major with a human health  
and disease prevention concentration*



“I came to Stanford to get a great education and play great football. I can't express enough appreciation for what this opportunity has done for my teammates and me. The support we get from the Buck/Cardinal Club allows us to stay healthy, travel well, and take advantage of great facilities.

Next year, I want to play in the NFL. After my playing career, my degree will open a lot of doors for me. It touches a lot of fields and has allowed me to meet incredible people.”

**STEPHAN TAYLOR, '13**

Football

*Science, Technology, and Society major  
with a communications concentration*





# Dear Friends,

The 2011–12 Stanford sports season culminated with Stanford Athletics capturing its 18<sup>th</sup> consecutive Learfield Sports Directors' Cup, an annual award given to the institution with the greatest success in both men's and women's athletics. And although there is little question that Stanford maintains one of the best broad-based programs in Division I college athletics (35 varsity sports and 800-plus scholar-athletes), many do not fully comprehend the resources that are necessary for our scholar-athletes and coaches to achieve such a level of success.

This report illustrates the critical role that annual, expendable support plays in the Stanford scholar-athlete experience, and it reaffirms the invaluable role that you play as members of the Buck/Cardinal Club. The dedicated alumni and friends who contributed to the fund in 2011–12 helped Stanford's scholar-athletes to succeed in both the classroom and their respective fields of play. Simply put, you made it possible for these talented young individuals to maximize their human potential.

For your support of the Buck/Cardinal Club and the tangible impact that it has on Stanford's scholar-athletes, thank you. We are honored to have you as members of the Team Behind the Teams.

Go Card!

Respectfully,

Heather M. Owen, '98  
Assistant Athletic Director  
for Annual Giving

Kit Rodgers, '96, MS '98  
Buck/Cardinal Club  
Board Chair  
2010-12

## Why annual giving matters

Much the same way having both a healthy checking account and sound retirement savings helps ensure that an individual's immediate and long-term expenses can be met, Stanford Athletics' annual and endowed funds are essential to meeting the department's short- and long-term needs.

In 2011–12, the Buck/Cardinal Club received more than \$9 million in support from generous alumni and friends. This annual, expendable support had the same impact on fiscal year 2012 revenue as \$167 million in endowment at the current payout rate of 5.5 percent. In fact, the Buck/Cardinal Club now accounts for approximately 10 percent of annual athletic department revenues. It is a vital resource, and its effect on Stanford's scholar-athletes is both direct and immediate.

As the costs associated with running a broad-based, championship-caliber athletic program continue to rise, Stanford will need the support of its alumni and friends to keep pace. No matter the gift amount, this support is essential to the Stanford scholar-athlete experience.

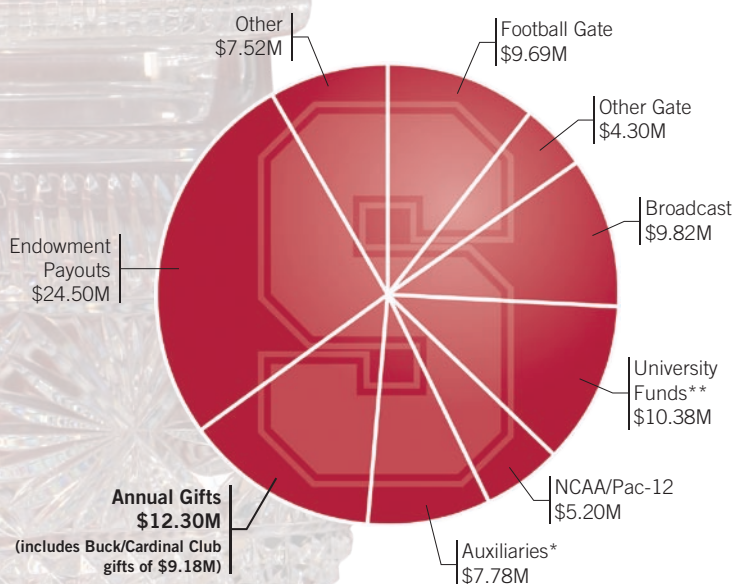




## 2011-12 Athletic Department Revenues

The Buck/Cardinal Club funds a variety of expenses for scholar-athletes including: scholarships, team travel (airfare, ground transportation, hotels, meals), recruiting, and equipment. It also supports coaches' salaries.

### 2011-12 Athletic Department Revenue Summary Total Revenues: \$91.49M



\*GOLF COURSE AND EQUESTRIAN CENTER

\*\*INCLUDES PE, RECREATION, AND WELLNESS



## Did you know?

**Gifts to the Buck/Cardinal Club help fund essential expenses like these every year.**

- ▶ An official NCAA soccer ball costs \$99. New netting for one soccer goal costs \$195.
- ▶ Each member of the men's basketball team consumes approximately \$562 worth of energy bars and protein shakes during the season.
- ▶ It costs approximately \$1,600 per scholar-athlete for the women's basketball team to stay near campus during Winter Break in order to practice and compete.
- ▶ Stanford football uses 150 balls a year, and each one costs \$50. Football helmets cost \$300 each, and we purchase about 40 annually.
- ▶ It costs \$40 an hour to light Klein Field at Sunken Diamond for evening baseball games. There are approximately 16 evening games every season.
- ▶ Stanford's training room spends an average of \$77 on athletic tape for each varsity scholar-athlete every year. There are currently 800-plus scholar-athletes competing for the Cardinal.
- ▶ A new diving board costs \$4,000. On average, we replace one every year.



# Who gave in 2011-12

## Why I give



"Stanford's commitment to athletics is part of what makes it exceptional. For the scholar-athletes, the focus on athletics is a way to develop discipline, teamwork, and self-awareness. For the other members of the community, success in athletics is yet another way that Stanford is upholding its commitment to support the pursuit of excellence across the full range of educational activities."

**Brady Enright, '89**  
Buck/Cardinal Club donor  
Buck/Cardinal Club Board of Directors



"To me, the Buck/Cardinal Club provides a high level of support for scholar-athletes and academic excellence at Stanford University. Donating to this worthy organization allows me to help nurture a tradition that has been a part of this great university since its inception. My donations, alongside those from other donors, will allow this tradition of excellence to continue for many years to come."

**Pat Morgan**  
Buck/Cardinal Club donor  
Endowed athletic scholarship donor



"We support not only the sports for which we have season tickets, but all 35 of them by donating annually to the Buck/Cardinal Club. This fund enables talented scholar-athletes to learn and grow through their sports, making them better people, making Stanford the exceptional university that it is, and ultimately making the world a much better place."

**Sal Gutierrez and Mary Anderson**  
Buck/Cardinal Club donors  
Football and men's basketball season ticket holders



"As a former Stanford swimmer, a current coach, and now a parent of a Stanford football player, I know the importance of the Buck/Cardinal Club and all that it does for our 35 varsity programs. I like knowing my donation is going to an athletic department where it's done right!"

**Ted Knapp, '81**  
Men's Swimming (Parent '13)  
The Goldman Family Director of Men's Swimming  
Buck/Cardinal Club donor



"When I think back to my years on the Farm, a lot of my fondest memories were with my women's golf team. Being a Stanford scholar-athlete is a tradition I'm proud to have been a part of; it offers a unique, enriching experience you can't get anywhere else. I give to the Buck/Cardinal Club to help support the strong scholar-athlete experience and to continue building upon our proud legacy. Stanford is the Home of Champions!"

**Kim Kouwabunpat, '04**  
Women's Golf  
Buck/Cardinal Club donor  
Buck/Cardinal Club Board of Directors

### 5,176

alumni made a gift to the Buck/Cardinal Club.

### 9,154

alumni and friends supported Stanford's scholar-athletes through a contribution to the annual giving program.

### 1,817

friends of Stanford Athletics made a gift to the Buck/Cardinal Club.



### 559

parents of Stanford students made a gift to the Buck/Cardinal Club.

### 2,212

former Stanford scholar-athletes made a gift to the Buck/Cardinal Club.