Annual and reunion gifts to the Business School Fund provide flexible funding that the school puts to work immediately to fortify our strong foundation and finance new initiatives to **SPARK COLLABORATION**, **ADDRESS CHANGE**, and **EXPAND REACH** for students, faculty, and alumni.

Spark **Collaboration**

The Business School Fund finances new experiential learning programs, increased investment in the academic-practitioner teaching model, and the recently launched Research Hub for a new era of collaboration.

**Action Learning Program Pilot (Fall 2019)**
- Provides immersive, **hands-on learning** experiences where students address real-world issues with organizations.

**Academic-Practitioner Model**
- Expanded funding for courses partnering tenure-line faculty with experts from industry to provide **timely practical insights** into everyday business challenges combined with world-class academic research.

**GSB Research Hub**
- Centralized, shared resources for data and behavioral science research for faculty to lead in the data science and **translational research revolutions**.

**WHY YOUR GIFTS MATTER**
- **51** Academic-practitioner co-taught courses
- **129** GSB lecturers

The GSB extends particular thanks to **Leaders in Annual Giving**, who support the Business School Fund at the highest levels each year. By making unrestricted annual gifts of $2,500 or more, Leaders in Annual Giving represent the top 20% of donors who give annually to the school, yet provide more than 80% of the GSB’s unrestricted funding.

Please join the almost 7,000 donors who support the school annually. givetogsb.stanford.edu
Address Change

Stanford GSB invests gifts to the Business School Fund in new electives and developing academic leadership so faculty and students can understand and lead on big issues impacting business and society.

New Electives
• Underwriting to develop new courses so faculty can quickly address emerging market trends and students are prepared to lead in cutting-edge industries, including:
  
  Designing AI to Cultivate Human Well-Being
  Innovation Strategy and Operations
  Using Technology and Market Interventions to Solve Social Problems

Developing Diverse Leadership
• The Business School Fund invests in the Research Fellows Program, a pre-doctoral two-year fellowship to develop a diverse pipeline of future leaders in business academia.

Expand Reach

Gifts to the Business School Fund expand the global influence of Stanford GSB through transformational financial access for students, and by leveraging the school’s convening power to address the intersection of social and business issues.

Transformational Access
• Financial aid to attract the best and brightest students regardless of their financial circumstances through a competitive financial aid program driven by the generosity of alumni and friends.
• Filled the $4.9 million gap between student need and support from dedicated fellowship funds last year.

Convening Power
• Stanford GSB-led Stanford China Economic Forum brings together scholars and business leaders from a range of industries to promote dialogue, an open exchange of ideas, and collaboration.

WHY YOUR GIFTS MATTER

$4.9 million
Funds needed to fill financial aid gap

53%
The percentage of MBA students who receive financial aid

WHY YOUR GIFTS MATTER

“We need to rethink market design to fit a world in which there is persistent inequality,” says Mohammad Akbarpour, assistant professor of economics who co-teaches new elective Using Technology and Market Interventions to Solve Social Problems.

“We had no money. No social status. But every morning, my mother told us that education was our weapon,” Sophia Shramko, MBA ’19.