



**ATHLETIC DIRECTOR'S
EXCELLENCE FUND**

THE FUND

Jim Knowlton becomes the 24th director of athletics and with his innovative perspective, he looks to strengthen the exceptional experiences for our student-athletes and the betterment of our athletic department through the use of the Athletic Director's Excellence Fund.

The Fund will be used at the discretion of the Athletic Director for the department's most pressing needs; this includes expenditures which fall outside the parameters of the athletic department's annual operating and budgetary needs.

Cal's unique blend of athletic and academic strengths makes us exceptional as we compete at the highest academic and athletic levels. This margin of excellence is the cornerstone of our world-class athletic program.

Taking us from good to great requires the resources and the commitment to invest in our championship culture. While supporting the athletic department assists short-term and unforeseen needs, the Fund allows the flexibility to finance some of the department's highest priorities necessary to have a profound difference in our institution and most importantly, in the lives of our student-athletes.

HOW TO SUPPORT

Invest in student-athletes. Invest in Cal's potential. Invest in the Athletic Director's Excellence Fund.

Your financial investment is fully tax-deductible and serves as a vehicle for visionary support to benefit our student-athletes and sports programs.

For more information on how to give, please contact the Cal Athletics Fund at (510) 642-2427 or e-mail us at calathleticsfund@berkeley.edu