Sacramento State is a dynamic epicenter of policy exploration and decision-making that has a vibrant and inclusive campus culture, deep entrepreneurial spirit, and quality education. Located in the capital city of a state with the world’s fifth-largest economy, the College of Business (COB) is passionate about developing engaged, responsible, and inclusive leaders who will work hard to enrich their communities, both locally and globally. COB students earn a rigorous, transformative business education and graduate with the skills needed to manage and lead through the changes and issues that are shaping the 21st century.

COB is a thriving and valuable partner with local, regional, and state decision-makers. The College is a driver of workforce development and new business leadership, an invaluable resource of intellectual capital, and a leading partner in economic and social innovation. COB is committed to fortifying its place as the educational backbone of the Sacramento business community and serving as a launching pad for students as they pursue careers in a global, modern workforce.

We invite you to partner with COB as we work to be the leading workforce development institution in one of the most economically important regions in the world.

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**On the Rise: The Campaign for Sacramento State** is supporting the College of Business (COB) as it seeks critical funds for these important initiatives:

- Expand COB’s role as a leader in business education, applied scholarship, and impactful and engaged partnerships within local, regional, national, and global communities.
- Transform and deepen instructional opportunities through the latest technologies in business concepts and analytics.
- Create new opportunities for partnerships through endowed professorships, the Center for Small Business, and the Business Honors Program.

Together, we will develop tomorrow’s business leaders—and keep Sacramento State On the Rise.

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**Elevate your impact**

**Opportunity abounds at Sacramento State.**

Gervilyn Cadimas graduated with academic honors and is a lifelong member of the Business Honor Society, Beta Gamma Sigma. She was the recipient of several COB scholarships, recognized for her outstanding academic achievements, hard work, and determination to succeed despite obstacles that have presented themselves along her path.

Looking at Cadimas today, it is easy to see a professional and polished young businesswoman. What is not readily apparent is that as a young child, in the Philippines, her father passed away leaving Cadimas and her siblings in conditions that were difficult, at best. Living through and ultimately escaping an abusive situation, Cadimas turned her experiences into compassion and began volunteering at My Sister’s House at the age of 15, where she provided support for other women escaping similar situations.

To pursue her education, Cadimas worked all through college while maintaining academic excellence, participated as a competitive swimmer and coach, and completed numerous internships.

A goal of hers is to serve our country and be part of the armed forces. In her own words, she says, “this country has blessed me with limitless opportunities, and I want to pay it forward and give back by joining the military.” True to her determined ways, upon graduation, Cadimas started basic training with the Air Force Reserves and hopes to continue to support the same freedoms and opportunities that have allowed her to excel and become who she is today.

After completing her commitment with the Air Force, Cadimas plans to further her education by attending law school with her ultimate sights on founding a nonprofit dedicated to helping immigrants from underrepresented communities with their assimilation to the United States. She is confident that her studies in Entrepreneurship and Finance at Sacramento State have prepared her well to reach her dreams.

At Sacramento State, we are On the Rise and need your support to reach the next level of excellence for our students and community. Your investment will allow us to do even more for our students, our region, and the world.

GIVE ONLINE
csus.edu/campaign

CONTACT
Tim Richter
Director of Development

PHONE
(916) 278-4282

EMAIL
richter@csus.edu

ABOUT ON THE RISE
The goal of the $225 million On the Rise campaign is to amplify Sac State’s impact in the region, the state, and the world by doubling our current level of private support. The campaign has three priorities: supporting students through increased financial aid and student programs; advancing knowledge through innovative learning approaches; and strengthening the larger Sacramento community through diverse, engaged and impactful teaching and research.

On the Rise campaign is committed to uplifting generations of people in an equitable and sustainable way.

Campaign Priorities

Student Success through Scholarship
- Double the number of scholarships awarded to our business students and provide tuition assistance to a greater number of COB students.
- Increase scholarship funding by raising $6 million, thereby providing a transformative, business education to more students, especially those from underserved communities.

Endowed Faculty Positions
- Secure the first endowed professorship in the COB to enhance the recruitment and retention of the highest-quality educators in the nation and world.
- Increase the number of endowed faculty positions to provide our students with extensive experience and keen focus on mastering business analytics and data visualization.

Center for Small Business (CSB)
- Expand classroom-community partnerships that connect student teams with small businesses and entrepreneurs. Sacramento State students provide businesses with critical analysis and technical management assistance needed to start, stabilize, and grow their companies, all while gaining valuable hands-on experience to quickly advance their careers upon graduation.
- Create endowments to support partnerships with local businesses, and provide more practical experiences for COB students, including the development of workshops to support the CSB—one of the oldest and largest centers of its kind in the United States.