THE CAMPAIGN FOR WILLIAM & MARY
2000 – 2007
TODAY AND IN ALL TIME COMING
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Three hundred fourteen years ago, the Royal Charter proclaimed that the College of William and Mary would be “supported and maintained in all time coming.”

Today, through the generosity of the 60,496 alumni, friends, corporations and foundations that supported the Campaign for William and Mary, that promise is being fulfilled. Thanks to you, the Campaign concluded on June 30, 2007, surpassing its half-billion-dollar goal with $517.55 million raised for the College’s people and programs.

Although the Campaign has formally ended, its impact will reach far across this historic campus for years to come. Through increased student scholarships, strengthened faculty support, additional research opportunities, better facilities, expanded resources, and a more robust endowment, the College is taking vital steps toward a future worthy of its distinguished past.

In this report, a comprehensive summary of the Campaign’s achievements, you will find financial charts and graphs detailing accomplishments made during the past seven years. And a sampling of individual stories speaks to the difference the Campaign is making every day.

The half-billion-dollar Campaign for William and Mary began in 2000 as a beacon of opportunity for the College. Seven years later, thanks to our Campaign Steering Committee and National Campaign Committee — and the many College faithful who gave generously of their time, talent and resources — that opportunity has been seized, securing the promise of the College “in all time coming.”

Gene R. Nichol
PRESIDENT
THE COLLEGE OF WILLIAM AND MARY

James B. Murray Jr. J.D. ’74, LL.D. ’00
CHAIR
THE CAMPAIGN FOR WILLIAM AND MARY
Before last summer, I had never been to a foreign country without carrying a gun,” jokes Neil Riley ’08, who transferred to William and Mary last year after serving five years in the U.S. Army. Having gained a military perspective of the world during deployments to both Afghanistan and Iraq, the junior from Ashburn, Va., says he decided to intern at the U.S. Mission of the North Atlantic Treaty Organization (NATO) in order to gain a civilian’s perspective of U.S. foreign service.

“I wasn’t sure about going into foreign service before, but now I’m much more serious about it as a career,” says Riley, who hopes to become a foreign service officer, possibly in Central or South America, after graduating. “This internship gave me real-world experience with how the [U.S.] State Department is run and showed me what foreign service officers really do on a daily basis.”

Riley, an economics and public policy double major, earned his associate’s degree in international relations from Northern Virginia Community College while serving in the Army. He is one of 166 students who have come to the College so far through Gateway, a financial aid program established during the Campaign for William and Mary to help students from lower- and middle-income families attend the College without taking out loans.

As with many Gateway students, Riley says his financial offer “sealed the deal” for him to come to William and Mary. And Riley’s three-month, unpaid internship with NATO was also possible because of private support. The grant he received from the Reves Center for International Studies was one of several funded by the Friends of the Reves Center — a group of alumni and friends who regularly support the Center’s efforts, and whose emphasis is on assisting Gateway students.

“I definitely wouldn’t have gone without the grant,” Riley says. “It was a huge factor in my decision.”

As an intern, Riley prepared daily press briefs, monitored European press wires, and supervised press and speaking engagements for senior staff in the public affairs division of the U.S. Mission to NATO in Brussels, Belgium. He also organized tours for visitors to the Mission and helped out with NATO’s defense ministerial meeting in June.

“I actually got to hand [U.S. Secretary of Defense] Robert Gates some papers that he needed during the ministerial meeting,” he says, adding that Gates ’65, L.H.D. ’98 and other senior staffers used several of the briefs he wrote during high-level meetings.

The biggest surprise to Riley was the amount of responsibility placed upon him as an intern. But the pressure gave him a true view of foreign service officers in action and even made him feel needed.

“Other people I talked to couldn’t believe all that I was doing,” says Riley, who called his stint in Belgium his “best summer ever.”

“I gained so much experience at work,” he explains, “but I also traveled every weekend and saw most of Europe.” In fact, he can almost count on one hand the countries he was not able to visit.

“It was a great balance between getting work done and having fun,” he concludes.

Through future gifts from the Friends of the Reves Center and other private sources, the Reves Center plans to offer an increasing number of internationally focused internship experiences like Riley’s. Along with Gateway, the program is one way contributions made during the Campaign for William and Mary have helped widen the College’s national and global reach.
The smallest department on campus got a big lift during the Campaign for William and Mary. Thanks to the generosity of Ellen R. Stofan ’83 and husband Timothy P. Dunn ’83, students like Lauren Parker ’08 now have the opportunity to receive summertime grants for conducting mentored, original research in geology.

A geology major from Simsbury, Conn., Parker used a grant awarded from the newly established Ellen R. Stofan Geology Research Endowment to spend the summer of 2007 studying rapid erosion along the James River. The research, which began as a river mapping project in collaboration with Associate Professor of Geology Greg Hancock, has been extended to include further geological questions, which she is incorporating into her senior honors thesis.

“I generated most of the original ideas and hypotheses, but Lauren has really run with it, and, through it, she has developed into a truly independent researcher,” Hancock says, explaining that Parker has expanded the initial mapping mission to examine additional questions regarding the age of old river deposits and the extent of the river’s change over time. Working with another geology student, Karl Lang ’08, Parker and Hancock ultimately hope to discover new knowledge about the evolving landscape of the Virginia Piedmont, which has traditionally been seen as a “dead landscape” at the end of a long cycle of erosion. So far, their work has hinted that the region may actually be undergoing more rapid and complex changes than previously believed.

By extending the scope of the original mapping project, Parker incurred extra costs for materials and travel. “The Stofan scholarship entirely funded all the analysis she has done — without that, her research wouldn’t have been possible,” Hancock says. Parker agrees that the grant was very helpful; for instance, she says the funds financed canoe trips down the river that enabled better mapping and helped her purchase soil analysis tools and other field equipment.

The research project, Parker says, has been both the most challenging and most influential part of her William and Mary career: “You have to stretch your brain, interpret data, and apply it to a larger scale,” she explains. “It’s different than when professors are teaching you — this is you actually going out and doing research on your own.”

Before college, Parker says she had always enjoyed the outdoors and knew she wanted to go into a nature-related field. “When I was little, I was the kid who liked to pick up frogs,” she says with a laugh. “I loved to be outside.” She became interested in geology when she took a freshman seminar from Hancock. “I decided to stick with it mostly because of the faculty — their main purpose is really to help the students,” she says.

After graduating this spring, Parker plans to go on to earn her Ph.D. in geology and teach at the college level. “And,” she says, “I want to stay involved with research.”

Self-directed, original research like Parker’s is what the geology department tries to emphasize, Hancock says. “It’s really important to us that we not just say ‘okay, now you go do this,’ but for the students to really take ownership of their research. The Stofan scholarship allows students to be creative on their own and pursue questions they think will be interesting,” he explains.

Designed with a preference for women and minorities, the Stofan Geology Research Endowment has helped three other students besides Parker since its establishment in 2002.
Franklin E. “Bud” Robeson has been around the world. But his travels always bring him back to William and Mary, where he is the Hays T. Watkins Professor of Business and the assistant dean for the Mason School of Business Executive M.B.A. program.

A member of the faculty since 1978, Robeson has not only seen the business program at the College evolve over the years, he has observed the business climate make a major shift toward globalization.

“A big challenge for American students is to understand the importance of what’s going on in international markets, and to grasp and understand the significance of globalization,” he says.

Well aware of the challenges and opportunities the changing world of business poses, Robeson has kept pace — and he has made sure his students have as well.

“When we began the Executive M.B.A. program in 1987, there was an international trip, but it wasn’t part of the curriculum,” he says. “Now it is a required component of the program students must complete to earn their degrees.”

Robeson says that they also try to line up speakers who are relevant to students’ study abroad destinations both before and during their time at those locations.

In addition to staying current with the rapidly growing global business climate, Robeson has always recognized the importance of staying at the forefront of technology. In addition to teaching in the information systems area, Robeson served as vice provost for information technology for eight years. He has also served on several state-wide study groups dealing with information technology and management.

“Technology has changed,” he says. “Today, it’s much more effective. It’s able to help us do more research, more effectively, in a shorter amount of time.” And although Robeson says technology, like podcasts used by M.B.A. students, are great educational supplements, they’re not replacing the classroom experience. And it’s in the classroom that he places a high value on preparing his students.

“We’re doing some great things that other business programs are not,” he says. “We teach classes every week — not every other week. That interaction with the students has really paid off in terms of our pedagogical effectiveness.”

Robeson’s observations about the quality of the Mason School classroom experience were recently validated when Princeton Review’s Best 290 Business Schools ranked the School No. 3 in the “Best Professors” category.

Professor Bud Robeson (right) joins Hays Watkins at a reception honoring the Watkins family on Sept. 28, 2007.
Before the season had even begun, Sports Information Director Pete Clawson was already doing the math — calculating how many baskets Kyra Kaylor ’07 needed to sink during the 2007–08 season to reach a career-high 2,000 points.

For Kaylor, who completed her bachelor’s last spring and is currently pursuing a master of arts in elementary education, this season will be her last with the Tribe’s women’s basketball team. But she’s not focusing on the number of points she needs to reach a personal milestone.

“I’m more concerned with looking for a CAA [Colonial Athletic Association] championship,” says Kaylor, who well knows the value of teamwork and can cite many examples of the camaraderie she has experienced as a student-athlete at William and Mary.

“Alumni, fellow players and coaches all make up a small, close community,” she says. “It’s a terrific environment to play in, and there’s a great focus here on athletics in general.”

It’s within this environment that Kaylor has excelled, becoming one of the most prolific Tribe basketball players in the College’s history. During 2005–06, the team, under the direction of Head Coach Debbie Taylor ’86, achieved its second-best single season result with 19 wins. And Kaylor led the CAA in scoring and rebounding. She also broke the single-season school record for points scored, total rebounds and defensive rebounds — accomplishments that earned her the CAA’s Women’s Basketball Player of the Year award.

Kaylor reprised her role in 2006–07, and the team again achieved success with another 19-win season. She also established a single-season record for the Tribe, completing 152 free throws. Going into the 2007–08 season, Kaylor ranked third in College women’s basketball history for points (1,411) and rebounds (854).

“When I was being recruited by the College, Coach Taylor told me the program was going to turn around,” Kaylor recalls. “I was impressed by her attitude and by how much she believed in the program.”

As one of many student-athletes who received scholarship support during the Campaign for William and Mary, Kaylor is also appreciative that others believed in her.

“I never would have been able to come here if it hadn’t been for a scholarship,” she says. Kaylor adds that the ability to attend William and Mary is that much sweeter now that she has come to know the College over the past four and a half years.

“After my experiences here, I can’t imagine having attended any other university,” she says. “The experiences I’ve had at William and Mary simply can’t be touched.”

Kaylor plans to teach elementary school after she completes her master’s degree — and perhaps even coach that school’s basketball team if the opportunity arises. She also plans to stay connected with her alma mater.

“You can’t get away from William and Mary,” jokes Kaylor. “I’ve been impacted by a lot of people here. And I plan to stay in touch with them.”
Support From Many Equals Coaching Success

At William and Mary, the quality of the coaching staff is as important as the quality of the faculty when it comes to preparing students for life after college.

As director of track and field and cross country, Dan Stimson has worked hard to uphold that standard for 22 years. The programs he has overseen have achieved great distinction during his tenure. The men’s and women’s teams have combined for 15 Colonial Athletic Association (CAA) titles out of 20 possible since the 2002–03 season. The 2006–07 season again proved the program’s mettle, with the Tribe capturing both CAA cross country titles — the seventh such consecutive title for the men’s team and the fourth for the women’s team.

But when asked about all of the success of the programs, Stimson offers a modest response.

“The students make me look good,” he says. “We have athletes who are not only very intelligent, but also very persistent. They know how to succeed in the classroom, and they’re willing to work hard to succeed as athletes.”

Stimson also credits his fellow coaching staff and his family for the teams’ success.

“Kathy Newberry and Alex Gibby, our women’s and men’s head coaches, are outstanding,” he says. “And my wife, Rosemary, has also been very supportive over the years.”

Incredibly dedicated volunteers have lifted the profile of the teams as well.

“We have great people like Randy and Shelby Hawthorne who have been longtime supporters,” says Stimson. “The Hawthornes have done so much for track and field and cross country. They have raised funds and really made others excited about what we’re doing.”

Among those who recognize the value of supporting track and field at William and Mary are Debbie and Joe Showker. Recently, the Showkers made a gift to establish a throwing area at the College that replaced the inadequate space where the discus, javelin, hammer and shot put events and practices were held.

On March 20, 2007, the Showkers joined members of the athletic department and made a surprise announcement: the new facility was being named the Stimson Throwing Events Area in honor of the longtime coach.

“I was surprised and, frankly, very honored,” Stimson says. “The Showkers made their generous gift because they wanted to support William and Mary athletes, and also because they wanted this area to have a top-rate throwing facility.”

The Stimson Throwing Events Area is a grouping of several state-of-the-art circles, runways and cages that give William and Mary one of the best throwing facilities on the East Coast.

“The new facility makes coaching a lot more efficient,” says Stimson. “Before, we couldn’t coach the javelin and anything else at the same time. Now, we can coach as many as four events simultaneously.”

Stimson also says the new area is much safer and will help open the door for such events as the Colonial Relays to return to campus.

“He’s also appreciative of the recent upgrades to Zable Stadium that include a new track surface as well as lights, which allow day-long events to take place at the College.

“Athletics should be fun,” Stimson says. “That people are willing to give so much of their time and treasure to help young people get better is very telling. We have really created a family atmosphere, and I think that’s what makes being part of this program rewarding and enjoyable.”

$49.5 million was raised during the Campaign in support of athletics.
Expendable Funds Provide Financial Flexibility

They go by many names: expendable, unrestricted, current use. No matter what they’re called, they are essential to the William and Mary experience.

“Expendable funds really are the lifeblood of the College,” says Sean Pieri, vice president for university development. “Every $1 million in expendable resources is the equivalent of more than $20 million in endowment and is a huge part of William and Mary’s success.”

Expendable funds were also a huge part of the Campaign for William and Mary. When the seven-year, half-billion-dollar effort was launched, the goal for expendable monies was $64.75 million. By June 30, 2007, alumni, parents, friends and organizations had contributed a staggering $81.4 million.

The Fund for William and Mary — the College’s largest source of unrestricted dollars — far exceeded its $33 million target, ending up with an impressive $39 million in gifts and pledges. Also enjoying successful campaigns were the Mason School of Business, the School of Education, the Marshall-Wythe School of Law, the Virginia Institute of Marine Science, Athletics and the University Unrestricted Endowment.

“It was tremendous to reach our goal,” Pieri says. “To exceed it by a wide margin shows that the William and Mary family truly understands the many important needs our students and faculty have every day.”

Among those needs are scholarships, financial assistance, faculty and student research opportunities, and support for programs and other areas. Donors who provide unrestricted funds at any level make a difference in myriad ways. A $300 gift to the Tribe Club, for instance, provides books for a student-athlete for one semester; a $500 gift to the School of Education will fund an Award for Excellence for a student; and a $1,000 gift to the Fund for William and Mary supports a Monroe Scholar’s freshman research project.

“The experience at William and Mary becomes very rich because of unrestricted giving,” says Vice President for Student Affairs Sam Sadler ’64, M.Ed. ’71. “We’re getting to a point where private giving is beginning to approximate the amount of money that the state is contributing, and, more and more, unrestricted gifts are fueling our greatness as a college.”

Thanks to a James Monroe Scholarship, for instance, Stephen Schworer ’08, a biology major from Lewisburg, Pa., spent part of the summer of 2006 studying the effects of growth factors on red blood cells at Penn State College of Medicine’s Department of Pediatric Oncology. As a freshman, private support even allowed him to sequence DNA, a procedure uncommon for beginning students.

“These experiences, and the opportunity to work closely with expert faculty, have confirmed my desire to become a doctor or medical researcher — or perhaps both,” Schworer says. “Private support has enhanced my William and Mary experience in so many ways, preparing me well for the future.”

Expendable gifts are also preparing for a more effective institution as William and Mary eases into the new restructuring agreement it began with the Commonwealth of Virginia in 2005. A combination of public funds and increased private support are offering a more reliable funding model that boosts efficiency and better addresses the needs of students, faculty, staff and the state.

Rising to the challenge, members of the William and Mary family are willingly providing expendable support across campus, particularly as they look at how the College helped shape and nurture them during a formative time in their lives.

“I consider it an investment when I write my checks to William and Mary,” says Andy Morse ’79, chair of the Fund for William and Mary Board of Directors. “But I also consider it an act of unconditional love — love that everyone who contributed to the Campaign demonstrated in ways that truly help build a bright future for our beautiful alma mater.”

As that future gets ever closer, William and Mary will likewise depend upon increased cash flow, allowing the hopes and dreams of its students and faculty to become as unrestricted as the funds that make those dreams possible.
Growing pains. Children get them, teenagers get them, and even 300-year-old colleges get them. Buildings, classrooms, labs and competition venues that were the rage 50 years ago must be updated and retrofitted, and new facilities designed for today’s needs — and tomorrow’s — must be built.

Boosted by a combination of private support through the Campaign for William and Mary and public funding, the College is undergoing the largest building/renovation spurt since New Campus was developed in the late 1950s. Since 2000, donors have contributed $61.3 million for construction projects, helping create or renovate facilities that will have a significant impact on students and faculty alike.

Thanks to members of the William and Mary family, for instance, students can now enjoy football games under the new Zable Stadium lights and compete at the Albert-Daly Soccer Field and the Stimson Throwing Events Area. Members of the community can once again enjoy outdoor performances at the beautifully restored Lake Matoaka Amphitheatre. And prospective students can visit the new Office of Undergraduate Admission and discover that William and Mary is the place to be.

Among the first buildings to make its rejuvenated presence known was the renovated and expanded Swem Library. Linking students to a world of information undreamt of a generation ago, its traditional stacks stand alongside digital resources, laptops and multimedia rooms. As a complement across campus, the newly finished Wolf Law Library gives the Law School another asset to attract the best students in the extremely competitive law school environment.

Across the river, the Campaign played a key role in equipping the Virginia Institute of Marine Science’s new Marine Science Complex. Consisting of the Seawater Research Laboratory and Andrews Hall, the facility will support faculty and student research in myriad areas — from restoring seagrass to tracking contaminants in the Chesapeake Bay.

Back on campus, Alan B. Miller Hall will bring all of the Mason School of Business’s undergraduate and graduate programs into one building and house cutting-edge instructional information and audiovisual technology. And the Integrated Science Center, currently under construction next to Rogers Hall, will house the biology, chemistry and psychology departments, as well as the College’s innovative neuroscience program. Both buildings have been designed for today’s technology, but also with a view for the future that allows them to be modified as technology and programs demand.

And thanks to a generous gift-in-kind from Sentara Healthcare, the College has acquired 22 acres adjacent to campus for the new School of Education building. With public and private support, William and Mary will construct a facility that will allow the next generation of educational leaders to serve the Commonwealth and the nation with distinction.

“These facilities are not only enhancing the physical integrity of campus, but are also having an overwhelmingly positive impact on the work of our students and faculty,” says James B. Murray Jr. J.D. ’74, LL.D. ’00, chair of the Campaign for William and Mary. “Once the construction is finished, the results of this building boom will pay dividends to William and Mary’s students, faculty and reputation for decades to come.”
Miller Hall: Upon completion in 2009, Alan B. Miller Hall, the new home for the Mason School of Business, will consistently implement the School’s mission of “bringing business into the Business School.” Designed to meet the needs of the undergraduate and graduate business programs, the building (artistically rendered above) will also support the corporate (non-degree) education program offered through the School’s Center for Corporate Education.

Integrated Science Center (ISC): When its first phase opens in 2008, the ISC will allow faculty from a wide variety of disciplines to collaborate on complex problems. The lab space in particular will be flexible to accommodate a succession of intricate research challenges.

Campus Beautification: The College raised $1.17 million during the Campaign to support the maintenance of existing gardens and grounds in perpetuity, as well as for funding new landscape enhancements. The Crim Dell Beautification Plan, for instance, calls for the creation of seven overlooks, updated pathways, a new promenade, and a gazebo near the Crim Dell Bridge.
By the time the Campaign for William and Mary closed on June 30, 2007, a total of $517.55 million had been raised for the College. Thanks to the generosity of more than 60,000 donors, the Campaign is supporting the College on nearly every level — from scholarships to professorships to the construction of new facilities. The charts and graphs included on these pages detail the groups who supported the Campaign, where the commitments were distributed, and how the Campaign achieved a successful conclusion.

**Areas of Support**

- **Student Support**: 21.6% ($112 Million)
- **Athletics Program Support**: 9.6% ($49.45 Million)
- **Program Support**: 20.7% ($106.86 Million)
- **Faculty Support**: 8.8% ($45.44 Million)
- **Unrestricted Gifts**: 20% ($103.62 Million)
- **Other**: 7.5% ($38.88 Million)
- **Facilities**: 11.8% ($61.3 Million)

**Giving by Donor Type**

- **Alumni**: 68.2% ($353.11 Million)
- **Friends**: 14.5% ($74.99 Million)
- **Foundations**: 8.1% ($41.9 Million)
- **Corporations**: 4.7% ($24.33 Million)
- **Parents**: 3.4% ($17.69 Million)
- **Other**: 1.1% ($5.53 Million)

**Donors by Type (60,496 donors)**

- **Alumni**: 57.5% (34,812 Donors)
- **Friends**: 21.6% (13,043 Donors)
- **Parents**: 17.5% (10,605 Donors)
- **Corporations**: 1.8% (1,106 Donors)
- **Foundations & Other**: 1.6% (930 Donors)

**Campaign Totals By Record Type and Division**

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Detailing a Historic Fundraising Effort
The Campaign for William and Mary began in 2000 and was publicly launched in 2003. When it closed on June 30, 2007, the Campaign had achieved success with $517.55 million raised for the College, thanks to 60,496 donors.

The trend of annual giving increased during the Campaign. These expendable monies are crucial to the day-to-day operations of the College, and for providing more resources and opportunities for students and faculty.

A total of 337 new endowments were established during the Campaign. During fiscal year 2007, the endowment increased an impressive 19.2 percent, or $94.2 million, growing from $491.7 million to $585.9 million.
Providing for the College
“In All Time Coming”

The Campaign for William and Mary, which surpassed its half-billion-dollar goal with $517.55 million raised, was a success because thousands of alumni, parents and friends joined the cause of supporting the College.

All who have participated in the Campaign have helped the College achieve measures of excellence. U.S. News & World Report consistently gives William and Mary high marks, with the College currently ranked the No. 6 public university in the nation. The College has also been praised by the NCAA for high graduation rates among athletes, with a 100 percent graduation rate by 13 Tribe teams, including the football squad. Despite its small size, William and Mary ranks among the top 20 institutions nationally in the total number of students who have been awarded prestigious Fulbright Scholarships.

The comprehensive Campaign is making a difference today on nearly every level across campus — and will continue to do so. William and Mary must build on that momentum and provide for several core priorities vital to future success. These include:

• **Student Support** — Great strides were made toward increasing merit-based and need-based scholarships during the Campaign. Maintaining that focus to provide more such opportunities will be crucial for attracting talented students.

• **Faculty Support** — Facing ever-increasing competition for outstanding faculty and staff, the College is committed to hiring and retaining faculty who combine quality teaching and pioneering research. William and Mary therefore seeks funding for endowed professorships, faculty research, and other faculty and staff programs.

• **Faculty and Student Research** — Another component of student and faculty support is a $25 million endowment that will help equip laboratories and provide research materials, funds to attend conferences, and unrestricted support.

• **Facilities** — Immediate support is needed to complete construction of Alan B. Miller Hall, a state-of-the-art facility that will house the Mason School of Business. The College will also soon break ground on a new Career Center, an important resource for students as they launch the next phase of their lives after college.

• **Expendable Monies** — Unrestricted funds provide the financial flexibility that allows the College and its various constituent schools and programs to address their most immediate needs.

In addition, the College will continue to focus on managing and building its endowment. During the Campaign, the overall endowment at the College increased by nearly 35 percent, totaling $585.9 million as of June 30, 2007.

Thanks to the leadership of the Campaign Steering Committee, the National Campaign Committee, and the dedication and generosity of many, the Campaign was a resounding success. Those who played roles in the Campaign will remain vital partners in ensuring a College worthy of that success we enjoy today.

Thank you for successfully “Charting Our Destiny.”