

For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

William & Mary University Advancement Update

While much of University Advancement's work in the first quarter of FY19 centered around alumni engagement efforts, we also passed the \$815 million mark in the *For the Bold* campaign and learned that William & Mary continues to rise in the US News & World Report rankings for alumni giving. The following summary provides an update on the past three months and an overview of the year ahead:

STRENGTHEN ALUMNI ENGAGEMENT

With President Rowe now at the helm for more than four months as our 28th president, we have entered a new era in William & Mary's storied history. Our Tribe has warmly embraced and welcomed her as we travel around the country meeting our dedicated alumni, parents and friends and hearing their hopes and aspirations for the future of William & Mary as part of her [Thinking Forward](#) initiative. In her opening words to the university, she exhorted us to respect and remember tradition but also embrace a bold and intrepid future. With our entire community more united and powerful than ever, William & Mary is fully prepared to take up that challenge.

A look back:

W&M Women's Weekend, Sept. 21-23, 2018

William & Mary began its commemoration of [100 years of coeducation](#) with our inaugural [Women's Weekend](#) on September 21-23. More than 450 alumni, friends and family, spanning generations from the Classes of 1948 to 2022 and representing a variety of professions and interests, gathered on campus for the festivities. In addition to a performance by Anna Deavere Smith and the unveiling of the ["Her Story"](#) video narrated by Glenn Close '74, D.A. '89, panel discussions throughout the weekend covered topics as diverse as "Powering Possibilities in the Nonprofit Sector" and "Women Who Count: Research at the Forefront of Interdisciplinary Quantitative Science." Speakers and moderators included alumnae, parents of alumnae, industry leaders and W&M faculty and staff.

During the opening event, the Society of 1918 presented President Rowe with a [check for \\$2.65 million](#) from 342 members in support of the Alumnae Initiatives Endowment, a fund that will enrich programming and enhance opportunities for women across the W&M community. Society Chair Fran Engeron '70 and Co-Chair Janet Rollins Atwater '84, P '17, P '20 also announced their new goals: raising \$4 million for the endowment before June 30, 2019, and increasing membership to 1,918 members. Eleven new members joined as a result of their participation in Women's Weekend, and society membership now stands at 359, including Katherine Rowe, her mother and her daughter.

Family Weekend, September 28-30, 2018

Nearly 4,000 parents and family members converged on our campus in late September for the annual Family Weekend. During the welcome session, Parent & Family Council (PFC) Chairs Gloria and Ted Chambers P '20 presented President Rowe with a check for \$917,340 made out to the Parents Fund. They also announced the PFC goal of raising \$1 million for the Parents Fund this year.

Presidential Welcome Events

During the first 100 days of President Rowe's presidency, she traveled the country, having conversations with many in our Tribe. These gatherings provided an opportunity for alumni, parents and friends to get to know her and for her to hear about their hopes and aspirations for W&M's future, particularly as those pertain to the three domains of her "Thinking Forward" initiative - the future of knowledge, the future of work and the future of service:

- Richmond - June 7
- Williamsburg - August 22
- Washington, D.C. - Sept. 4-5
- New York - Sept. 6-7
- Washington, D.C. - October 3-4

Homecoming & Reunion Weekend, October 18-21, 2018

More than 3,800 alumni, parents and friends participated in some 150 events across campus during this year's [Homecoming & Reunion Weekend](#). This year's reunion numbers were the highest since the *For the Bold* launch and Homecoming attendance has consistently been higher than our pre-launch efforts - about 1,000 people more each year.

New elements of this year's event included the Global Research Institute's (formerly known as ITPIR) "Shark Tank," a Coffee and Conversation with President Rowe, new and improved affinity and professional networking gatherings, Chip Esten's '87, P '22 concert with his band, N'est Pas, and the unveiling of the Griffin sculpture at the new Tribe Plaza. This year's event also featured parade Grand Marshal Ruth Tillar '45, who has attended 77 Homecomings over the past 78 years.

A look ahead:

Presidential Welcome Events

We look forward to introducing President Katherine Rowe to the broader W&M community at welcome events around the world:

- New York City - December 3-4
- Richmond - December 10
- Florida - February 18-22, 2019
- California - March 18-22, 2019
- South Hampton Roads - May 23, 2019
- London - May 28 or 29, 2019

Alumni Medallion Ceremony, February 9, 2019

Awarded during Charter Day, the Alumni Medallion is the most prestigious award given by the Alumni Association, recognizing outstanding alumni for their commitment, dedication and assistance to William & Mary, their communities and their professions. Honorees for 2019 are Craig W. Broderick '81, P '16, Nancy Burgess Gofus '75, Cynthia Casson Morton '77 and Christopher B. Powers '73, P '15.

ACHIEVE 40 PERCENT ALUMNI PARTICIPATION

We ended Fiscal Year 2018 with 28.7 percent of undergraduate alumni giving during the year, the second highest rate in our history. Among all the schools that reported alumni giving data to U.S. News, the average was 11.6 percent in 2017. Alumni giving is a critical component of the overall national rankings and is vital to the future of our university. According to the most recent U.S. News rankings, William & Mary placed 17th overall among national public and private universities in alumni giving, which is up from 18th a year ago and 35th since the start of the campaign in 2011. Of particular note is that William & Mary now ranks above all public universities, and many prominent private universities, including two Ivy-league institutions — Yale and Cornell — for alumni participation.

While other universities are experiencing significant drops in alumni participation, William & Mary continues to buck that trend. Our consistent success adds value to a W&M degree and is a point of pride for all of us in our personal and professional lives. The fact that we are reaching historic levels in alumni participation is a testament to the deep connections that alumni have made with each other and alma mater. Data suggest that our donor growth over the last five years is the best in the nation.

Tag Day, October 10, 2018

On Tag Day, Students for University Advancement “tagged” people, places and things on campus that would not be possible without private giving. Tag Day helps current students become aware and appreciate the impact of private philanthropy across William & Mary and the difference that donors make to their student experience inside and outside the classroom. Many of the tags were still present during Homecoming & Reunion Weekend to illustrate impact for alumni, parents and friends.

Impact Week, October 29 – November 2, 2018

Impact Week helps to educate current students about the power of giving. It is a week-long competition in which three student organizations compete to receive grant funding to execute their proposed community service project that benefits the local William & Mary or Williamsburg community. To receive their funding, organizations must encourage their peers to vote for their project in the form of a \$5.00 gift that can benefit any area of campus. Last year, nearly 400 students gave during Impact Week. This fall's organizations are AXO & SAE partnering with the Avalon Center; H.O.P.E., S.A. and Vox; and Zeta Phi Beta partnering with William & Mary's Healthy Beginnings Project.

Tribefunding, November 1 - December 7, 2018

Tribefunding, our crowdfunding effort, helps the community dream up big ideas, fund bold projects and make a difference at W&M and far beyond. Every semester, groups of William & Mary students, faculty and staff submit applications and a new wave of campaigns launches. Through three rounds of Tribefunding, more than \$50,000 has been raised from 976 donors. The average Tribefunding gift is \$75. This fall's campaign features [six projects](#) that seek funding for a broad range of initiatives:

- [Solar Panels on the Keck Lab](#)
- [The Dean Jackson Flag Memorial](#)
- [Does Mercury Pollution Affect Fertility?](#)
- [Amplifying Student Voice in VA's Schools](#)
- [Virginia Medicaid Expansion Lab](#)
- [Lavender Graduation](#)

Giving Tuesday, November 27, 2018

Giving Tuesday will be on Nov. 27; a day when people can set aside holiday preparations to focus on philanthropic priorities.

One Tribe One Day, April 16, 2019

Our sixth annual [One Tribe One Day](#) will take place on April 16, 2019. Last year, we reached a record 12,770 donors in a single day, raising nearly \$2.5 million for priorities across the university. With your help, we can make this the most successful One Tribe One Day to date!

RAISE \$1 BILLION

As of September 30, we had secured \$815,732,689.05 toward the priorities of our *For the Bold* campaign. This is a stunning achievement, accomplished only by the collective generosity of our loyal community. As we enter the final stage of the campaign, continued investment from our closest and most loyal supporters will be essential in achieving our audacious goals. We are especially grateful to Jane Batten HON '17 for helping the Raymond A. Mason School of Business create the [MSOB Center for Online Learning](#) and to an anonymous alumna for establishing the [President's Strategic Investment Fund](#). Both gifts were made in honor of President Rowe. The extraordinary support of these two leading women demonstrates the vision and commitment of our donors, and we are all better for their efforts.

Affording Opportunity

One of the most significant successes of the campaign is the incredible growth of our [Affording Opportunity](#) scholarships initiative. Since the start of the *For the Bold* campaign, we have increased the number of scholarships donors from 2,455 to 6,394 — more than 150 percent. As a result of that remarkable investment, we have been able to create 280 new endowed scholarships, including 51 in the last year alone. Scholarships have a transformational impact on the lives of students and their families and it is moving to witness the way they are making a William & Mary education possible for so many of our students today.

The Gerald Tuttle Scholarship Endowment recently celebrated its 10th anniversary. After Gerald L. “Jerry”

Tuttle Jr. '90 passed away suddenly in 2007, his father Gerald L. "Gerry" Tuttle Sr. P '90 and his widow Stephanie '92 created this fund in his memory. Nearly 10 students have benefited from this scholarship since its creation, ensuring that Jerry's name continues to live on at his alma mater. For more information on this scholarship and how you can contribute, read [this story](#) from the magazine.

More than 400 guests gathered for the annual [Scholarships Luncheon](#) on October 19. A fixture of [Homecoming & Reunion Weekend](#), the luncheon provides a wonderful opportunity for donors to connect with scholarship recipients in a meaningful way. This year's event was perhaps the best we've ever had, with women students taking center stage in the program and making compelling and moving remarks about the opportunities that have been afforded through scholarships. During the event, President Rowe announced that she and her husband Bruce have established their own need-based scholarship to emphasize their commitment to supporting our top campaign priority.

MSOB Center for Online Learning

The Raymond A. Mason School of Business has launched a new [MSOB Center for Online Learning](#), thanks to a transformative \$10 million gift from Jane Batten HON '17. The center, which is already up and running, expands the business school's portfolio of online graduate business degree programs and promises a highly engaging, student-centric experience. The online MBA and business analytics (new this fall) programs are already housed within the center. In the coming years, the business school expects to see a four-fold increase in its online portfolio, and a corresponding addition of faculty and staff. Jane and her late husband, Frank Batten L.H.D. '96, are long-time supporters of William & Mary including the business school and the Fund for William & Mary.

President's Strategic Investment Fund

An anonymous alumna from the William & Mary Foundation board has donated \$1.5 million to establish the [President's Strategic Investment Fund](#). This fund, the first of its kind created for a William & Mary president, will enable Rowe to capitalize on emerging opportunities and invest in key programs and initiatives that will propel William & Mary forward. The university currently has very few unrestricted funds that provide flexibility to strategically invest in innovation and fuel growth. William & Mary aims to increase the number of unrestricted funds through the *For the Bold* campaign and this alumna challenges others to join her in growing this fund for new strategic initiatives.

10th Anniversary of W&M's Global Research Institute (formerly ITPIR)

The Institute formerly known as ITPIR celebrates its 10th anniversary this year. In honor of this special milestone, ITPIR announced its new name - W&M's Global Research Institute - and a [\\$3 million fundraising goal](#) during Homecoming. These funds will help to advance and expand the reach of the institute while ensuring its continued ability to empower student-faculty teams to make a difference in the world.

Buildings and Memorials

We broke ground on the [Tribe Field Hockey Center](#) on Oct. 17. Made possible by donors to the [Century Project](#), the building will feature a new locker room, public restrooms, a rooftop patio and video-streaming capability. For the first time, the women's field hockey team will have dedicated space designed to enhance the athletics experience for players and fans alike. The lacrosse team will also benefit from access to the facility during fall practices and clinics. This project would not have come to fruition without the generous support of Cathy Bessant P '18 and John Clay P '18, Maryellen '85 and Ed Feeley M.B.A. '85, Tracy Leinbach '81, Millie West HON '91, L.H.D. '17, and Kelly and Chris Donahue P '18, P '21. We are also grateful for the teammates, friends and family of the late Jess Nixon '03, who raised gifts in her memory to name the lobby of the facility in her honor.

The [Shenkman Jewish Center](#) will be dedicated on Nov. 14, in time to celebrate Chanukah. This 3,000 square foot facility will give our Jewish students a place to celebrate and share in a variety of cultural, spiritual and educational activities, and we are excited to see how this new space enriches the larger William & Mary community. We could not have accomplished this goal without the vision and generosity of Mark Shenkman HON '15, P '03 and his wife, Rosalind, parents of Greg '03.

Construction is set to begin soon on the [Alumni House expansion and renovation](#), and anticipation is at an all-time high as we look forward to all of the possibilities that this new space will bring. We are in the final stages of our fundraising project for this effort, and now need approximately \$2 million to complete construction. If you would like your family to be remembered for all time in the Family Courtyard, please [see here](#) for more information.

Former Rector Jeff Trammell is working with the former Rectors and Cypher Society members to lead the charge on fundraising for the recently announced [Lemon Project Memorial to the Enslaved](#) on campus. Thus far he has received very strong response from those former members of the Board of Visitors and is seeking additional gifts from current and former BOV members. A new website has been created on the campaign/giving site with more information about the project. Lemon Project Director Jody Allen is working closely with University Advancement to contemplate broad-based fundraising initiatives, including Tribefunding.

Final Campaign Celebration

On May 23, 2019, Bee McLeod '83, M.B.A. '91 and Goody Tyler HON '11 and Peter and Penny Meredith '83 will host our Campaign Celebration in South Hampton Roads at the Chrysler Museum of Art in Norfolk.

Gift Announcements

- [Groundbreaking generosity: Gifts fund the \\$2.4M Busch Field Team Facility](#)
- [A gift to remember Sara: The Sara E. Nance Professorship of English](#)
- [Society of 1918 raises \\$2.65 million to support William & Mary alumnae](#)
- [William & Mary's Business School to Launch Center for Online Learning](#)
- [W&M alumna makes \\$1.5 million gift in honor of President Katherine Rowe](#)

IMPORTANT DATES:

- Impact Week - October 29 - November 2
- **McGlothlin Leadership Forum** - October 30 - November 1
- Tribefunding - November 1 - December 15
- **Shenkman Jewish Center Dedication** - November 14
- **Giving Tuesday** - November 27
- Yule Log Celebrations - December
- **President Rowe Welcome Events, New York City** - December 3-4
- **President Rowe Welcome Event, Richmond** - December 10
- Honorary Alumni Nominations Due - January 15
- Homecoming Grand Marshal Nominations Due - January 15
- **Inauguration, Re-investiture and Charter Day Weekend** - February 8-10
- **Alumni Medallion Ceremony**- February 9
- Honors Fellowships - March 1 - April 3
- Impact Week - March 11-15
- Alumni Medallion Nominations Due - April 1
- Douglas N. Morton '62 Alumni Service Awards Nominations Due - April 1
- Traditions Weekend - April 5-7
- Tribefunding - April 8 - May 10
- **Law School Reunion** - April 12-13
- **One Tribe One Day** - April 16
- **Commencement Weekend** - May 10-12
- **MBA Alumni Weekend** - May 17-18
- **South Hampton Roads Campaign Celebration** - May 23
- President Rowe Welcome Event, London - May 28 or 29
- Alumni Association Board of Directors Nominations Due - July 1
- **Homecoming** - October 17-20, 2019
- **W&M Weekend in San Francisco**- September 3-6, 2020