

For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

University Advancement Update – May 2020

We are just two short months away from the successful conclusion of William & Mary's *For the Bold* campaign. Since its launch, we have dramatically improved our engagement efforts and significantly increased alumni participation. As we inch closer to our ambitious \$1 billion goal, we remain laser focused on helping all of our schools and programs reach the finish line. Now more than ever, engagement and philanthropy – in all forms – are vital to the university's success.

STRENGTHEN ENGAGEMENT

The disruption caused by COVID-19 this spring spurred us to build a new playbook to engage alumni, parents and friends and serve the ongoing needs of our W&M community around the world. As planned events moved online or were canceled, we looked for creative ways to stay connected and found that physical distance during this unprecedented time actually brought the Tribe closer together. We will continue to remain flexible with our planning for the next year and adjust, adapt and improvise as the situation unfolds.

Virtual Engagement Opportunities

We expanded our toolkit of online resources and a wide variety of [virtual engagement opportunities](#) for our community to stay connected, including town halls, webinars, networking events and online Tribe Thursday happy hours. The robust participation in these engagement experiences underscores the strong ties our community has with each other and W&M.

Alumni House Expansion Project

The pandemic did not halt progress on the construction of the [Alumni House expansion project](#), which is [nearing completion](#). Most of the landscaping, sidewalks and painting are completed and the beautiful ballroom is finished with carpeting and chandeliers installed. The house will reopen this summer and will be dedicated on Oct. 16, 2020, as part of Homecoming & Reunion Weekend. In early March, the [cupola was installed](#), and the construction on the Family Courtyard, which will honor multigenerational families and other groups with enduring ties to William & Mary, is well underway with the plaques scheduled for installation in June.

W&M Weekend

While W&M Weekend in San Francisco is currently slated for Sept. 3-6, 2020, we continue to monitor the COVID-19 pandemic and will remain flexible with planning to ensure the health and safety of our W&M community. We are considering moving the event as one of our likely options.

Homecoming, Reunions and Campaign Closing

Current health crisis permitting, we plan to celebrate the triumphant conclusion of our *For the Bold* campaign during Homecoming & Reunion Weekend, Oct. 15-18, 2020. The entire W&M community will be invited to gather together for a special campaign closing event on Friday night, and the weekend will include a variety of activities designed to highlight the impact the campaign has had on William & Mary.

Traditions Weekend Canceled and 50th Reunion Rescheduled

W&M made the decision to cancel Traditions Weekend, which was slated for April 24-26, 2020. The once-in-a-lifetime nature of the 50th Reunion led to the decision to celebrate this milestone with the Class of 1970 as part of Traditions Weekend 2021, and the class also held a virtual toast in May.

Inclusion Leadership Circles

In early March, more than 75 alumni representing Black/African American, Latino/a and LGBT+ communities met in person on campus for two retreat-style gatherings. The outcomes included a set of five goals for each community that are focused on growing the engagement, leadership and philanthropy of these underrepresented alumni communities. Each of the identity groups will meet regularly over the next year as they strive to achieve their goals. We have created an Inclusion Leadership Circle Executive group with representatives from each community to assure an intersectional approach. We will reconvene collectively in March 2021.

ACHIEVE 40 PERCENT ALUMNI PARTICIPATION

Although COVID-19 has had an enormous impact on the global economy, we have been heartened by the outpouring of support we have received from those looking for ways to help members of our community who are in need. We paused solicitation efforts in March but resumed in April with a focus on [emergency support opportunities](#). Our initial needs centered around helping students and faculty as they transitioned to remote teaching and learning. As we shift to operating in pandemic mode, our fundraising emphasis is also shifting to scholarships and unrestricted support, particularly the Fund for William & Mary.

COVID-19 Response

In the last two months, more than 400 individual donors have directed resources to meet [emergency needs](#) through the Health, Emergencies, And Resources for the Tribe (HEART) Fund, the Studio for Teaching & Learning Innovation (STLI) and the International Student Scholarship Fund. Those gifts, including a generous \$250,000 contribution from an anonymous alumna, allowed us to [respond quickly](#) to provide more than 200 students with critical resources for rent, food and transportation, including international flights home. Additionally, more than 50 students opted to donate their housing and dining rebates and parking refunds back to William & Mary in support of students in need, contributing a total of more than \$30,000. This remarkable generosity is just one more illustration that we are indeed One Tribe, One Family.

One Tribe One Day

On June 23, 2020, we will come together for our annual day of giving. This year, [One Tribe One Day](#) will be all the more momentous. It will give us a chance to pay it forward, give back and help others

during this unprecedented time. It will provide an opportunity to celebrate and support our resilient community in a bold way. And it will launch us into the final push of our campaign.

Giving Tuesday

A special Giving Tuesday, a global day of unity, is scheduled for May 5, 2020, as a response to the great need caused by COVID-19. As part of its worldwide effort to promote philanthropy, the organization has launched [Giving Tuesday Now](#). We invite you to participate to support W&M and other organizations who rely on philanthropy to serve the greater good.

RAISE \$1 BILLION

Our *For the Bold* campaign will officially come to a close on June 30, 2020. We feel confident that we will reach our \$1 billion goal by the deadline. Our confidence stems from several significant gifts that we have received this year and continued support that position us well to hit our goal as we cross the finish line. While some schools and units have met their goals, others will use every day remaining to hit their targets. Amidst the current pandemic, scholarships become even more essential to our students and remain our No. 1 campaign priority.

John W. Gerdelman Scholarship Endowment

When John Gerdelman '75, L.H.D. '19, P '07, P '13 passed away in January, Sue Gerdelman '76, P '07, P '13 established the John W. Gerdelman Scholarship Endowment to provide scholarship assistance for student athletes in the Men's Varsity Basketball program. To date, nearly \$307,000 has been contributed to the scholarship by friends and family in his memory.

Camp Launch Support

Thanks to a \$4.55 million gift from Nancy Briggs Petters '81 and Mike Petters M.B.A. '93 through the Petters Family Foundation, Camp Launch, a two-week summer camp focused on a STEM curriculum (science, technology, engineering and math) will be able to double the number of students who attend to 300 by 2022. The camp enables academically promising but economically challenged Hampton Roads-area youth the opportunity to participate at no cost.

Entrepreneurship Hub

As fundraising supporting entrepreneurial thinking at W&M continues, we are grateful for the leadership gift from Rich Kraemer '65 and Carol Kraemer to endow the [Alan B. Miller Entrepreneurship Center's](#) prototyping program. This new space will be furnished with a prototyping studio to provide students the materials, tools and coaching needed to model entrepreneurial ideas. William H. Payne II '01 named one of the Entrepreneurship Hub's spaces, which is nicknamed the phone booth. These small telepresence rooms offer individual conference space dedicated to high-end videoconferencing.

Swem Outdoor Patio

Soon, a dynamic outdoor space will be added to the library's wealth of learning-centered gathering options. Designed to connect the forthcoming Arts Quarter and Integrated Science Center IV with Swem's Mary Munford Plaza, the construction of a new outdoor patio will offer a flexible, open-air space capable of fitting up to 100 people for both larger receptions, concerts and classes as well as cozier gatherings like book talks and poetry readings. Creating the patio was one of the W&M

Libraries' *For the Bold* campaign priorities, and it is included in the [Class of 1970's 50th Reunion fundraising goals](#).

Scholarship Impact Fund Annual Report

With growing economic uncertainties, gifts to the Scholarships Impact Fund are one of the most effective ways to make a difference in the lives of students today. The 2020 [Scholarships Impact Fund annual report](#) outlines how this flexible, immediate-use fund allows the university to boost financial aid packages each year and reduce the amount of debt students carry to afford the opportunity to attend William & Mary.

Affording Opportunity

As scholarship support remains a top priority through this final year of our *For the Bold* campaign, we are grateful for those who have made scholarship support commitments in their estate plans. Heather Hollowell '76 established the John W. Hollowell Scholarship Endowment in honor of her father, who graduated from W&M in 1943, to provide need-based scholarship support for undergraduate students. Howard Bos '85, P '12 and Catherine Walsh Bos '85, P '12 established the Bos Family Scholarship Endowment to provide scholarship support for deserving students from a single parent household.

Recent Gift Announcements and Campaign News

- [Boël Gift Expands Mason School International Business Initiatives](#)
- [Counseling programs help those in need, on and off campus](#)
- [Sharing Success: Second Annual Professionals Week](#)
- [A Helping Hand](#)
- [Law School Surges Past \\$83 Million as For the Bold Campaign Nears Finish Line](#)
- [Local community member donates comic book collection to W&M Libraries](#)
- [Investing in W&M's future](#)
- [Making a HEART-felt impact](#)
- [W&M announces Kaplan Arena revitalization and new Sports Performance Center](#)
- [Estes' endowment affords opportunity](#)
- [Institute for Integrative Conservation to be established at William & Mary with \\$19.3 million *For the Bold* gift](#)

Videos

- [Virtual Alma Mater](#) — In early April, the William & Mary Alumni Association joined forces with the W&M Choir to create a virtual rendition of the Alma Mater to lift the spirits of the entire W&M community. Director of Choirs Jamie Armstrong P '21 sent a call to action to W&M Choir students and alumni asking them to participate and more than 30 students and 250 alumni submitted videos in response. It was sent to graduating students and posted on social media on May 1, 2020, to mark the last day of classes.
- [Reflections from a Quiet Campus](#) — More than 8,600 people have joined President Rowe as she walked across campus and reflected on the impact of COVID-19 on the William & Mary community.

IMPORTANT DATES

All in-person events on and off campus canceled through at least June 10.

- Class Ambassador Academy – Canceled
- [Tribefunding](#) – April 27 - June 30
- Commencement Weekend – May 16 (virtual), Oct. 9-11 (in person)
- One Tribe One Day – June 23
- Alumni Admission Weekend – June 19 (virtual)
- W&M Night at Nationals Park – July 25 (tentative)
- W&M Weekend in San Francisco – Sept. 3-6 (tentative)
- Homecoming & Reunion Weekend/Campaign Closing Celebration – Oct. 16-18
- Plumeri Faculty Awards – Oct. 29