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Because Furman Matters

Furman University

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Prospectus for Completion
of the Comprehensive
Fundraising Campaign

Because

Furman Matters





A message from the President

Dear Friends:

In June 2011, I completed my first year as Furman's president — too soon to have reached any particular destination, but time enough to perceive the winds of change and to chart a course for the future. From the vantage of what has been an exhilarating year, I am pleased to report that Furman is poised to step out of the ordinary, and to realize its historic mission in new and exciting ways.

Much of this optimism is being driven by the development of a strategic plan that has involved the campus community, alumni, parents and friends in broadly inclusive and frank discussions about Furman's values, identity and, perhaps most importantly, its aspirations. In April, the Strategic Planning Committee issued a preliminary report suggesting directions in four critical areas:

- ▶ The growth of the mind and the spirit.
- ▶ A mission-focused approach to admission and financial aid.
- ▶ Commitment to meaningful diversity and equality.
- ▶ Engagement with the larger community.

The preliminary report candidly asserts, "Without money, there is no mission. Without mission, there is no money." This statement clearly underscores the pressing need to complete the \$400 million Because Furman Matters campaign, which to date has more than \$325 million in commitments.

Since the campaign's public launch in 2007, we have focused on strengthening our endowment, and we have been successful. We will continue to pursue this goal, but we have sharpened our fundraising priorities to bring them into closer alignment with the emerging strategic plan.

On the following pages, you will find a number of opportunities for meaningful involvement in this historic campaign. My hope is that you will identify some that will resonate with you.

Sincerely,

A handwritten signature in black ink that reads "Rod Smolla". The signature is written in a cursive, flowing style.

Rodney A. Smolla

Engaging the Mind and the Spirit

Strategic plans have provided the impetus and the direction for a series of successful fundraising campaigns at Furman over the past several decades. The Because Furman Matters campaign is in the unique position of bridging two planning efforts: one conceived during the presidency of David Shi, and a second now emerging under the leadership of his successor, Rodney Smolla. Each is distinguished by creative interpretations of the university's strengths and opportunities, as well as its aspirations for the future. Most important, each is linked by an abiding commitment to Furman's mission.

The current strategic planning initiative — with its emphasis on mind and spirit, renewed commitment to fiscal discipline, and world-embracing approach to opportunity and service — is mirrored in the evolving agenda of needs for the closing phase of the comprehensive campaign, which seeks at least **\$100 million** to reach and surpass the **\$400 million** goal.

As it counts down toward its final **\$100 million**, the campaign offers a variety of opportunities for donors to be meaningfully engaged in Furman's future, grouped within four priority areas:

- ▶ Strengthening academic excellence and access to the Furman experience (**\$45 million**).
- ▶ Transforming the student experience: educating for character (**\$20 million**).
- ▶ Uniting and collaborating with the community (**\$15 million**).
- ▶ Renewing excellence in intercollegiate athletics (**\$20 million**).

A person is standing on a rocky peak, looking out over a vast landscape. The scene is captured at sunset or sunrise, with a warm, golden glow over the horizon. The person is silhouetted against the bright sky. The landscape below is a mix of rocky terrain and distant hills or mountains.

"... we have reached a crossroads, where one direction leads us to a path often chosen, and the other to rarer opportunities that may make all the difference."

Preliminary Report of the Strategic Planning Committee
April 2011



Poverty and the Power of One

A first-year seminar titled *Origins of Global Poverty*, taught by Erik Ching, inspired Emily Wirzba '13 to pursue a degree in philosophy with a concentration in poverty studies.

"He was a tough teacher, and he made me re-think issues like trade policy and the ways history is read and interpreted," the Hillsborough, N.C., resident says.

One of the first group of 10 Charles H. Townes Scholars — academically talented out-of-state students who receive significant scholarship support thanks to a \$17 million grant from The Duke Endowment — Emily is a member of the cross country and track teams, the student chapter of Amnesty International, the Environmental Action Group and the Global Citizenship Program. In the summer of 2011 she took advantage of a \$1,500 stipend provided by the Townes program and worked with the homeless at Urban Ministries of Durham, N.C., where she also administered a homelessness prevention survey.

"I've learned to be patient and committed," she says, "and that one person really can make a difference. There's a lot to do, and room for more."





Strengthening Academic Excellence and Access to the Furman Experience

Supporting academic achievement is the standard for all colleges and universities and is the centerpiece of any fundraising campaign. At Furman, the historic commitment to undergraduate teaching, intellectual mentoring, and active engagement through research, study abroad and internships requires sustained advocacy at a level commensurate with the university's distinguished record of accomplishment — and its ambitions.

This area of priority seeks commitments of \$45 million to support:

- ▶ Creation of endowed professorships to stimulate teaching and scholarship and enhance the curriculum.
- ▶ Funding for faculty development and student internship and research programs.
- ▶ Expansion of international education opportunities to broaden students' cultural awareness and capacity to participate in the global economy, with emphases on study away, recruitment of international students, and advancing Furman's national leadership position in Asian Studies.
- ▶ Concentrated efforts to increase student and faculty diversity.
- ▶ Additional financial aid to attract and retain students who can benefit most from and contribute to the Furman experience, and to alleviate pressure on the university's operating budget.



Building Stronger Bonds

Furman's living and learning environment has historically promoted strong peer relationships and brought students into close contact with faculty and other mentors.

Now the university seeks to enhance its residential life program for first-year students to provide an immersive setting that supports development of mind and spirit and is more fully integrated with students' academic lives. Focusing on South Housing (formerly the men's residence halls), Furman plans to create a freshman village by adding at least one residence hall and reconfiguring existing facilities to support more active centers of learning.

Classroom and advising space will be incorporated, and the architecture and surrounding landscape will create gathering points for individual reflection and group interaction. To strengthen the intellectual and social bonds among students and their mentors, Faculty Fellows and their families will be invited to live in the complex as "faculty masters."

In borrowing from the classic Oxford University model, Furman believes this plan will bolster student success and retention, enhance the sense of community and mutual support among first-year students, and ultimately strengthen their loyalty not only to their class but to the university.





Transforming the Student Experience: Educating for Character

Furman has a well-established reputation for its signature approach to the liberal arts, an educational model combining challenging academics with practical applications through research, internships, service and study away. As the university seeks to develop both mind and spirit, it will take deliberate steps to help students gain a sense of purpose, deepen their moral and spiritual grounding and direction, and cultivate leadership in their chosen fields and among their families, communities and nation.

This area of priority seeks commitments of \$20 million to support:

- ▶ Reconfiguration of South Housing (formerly the men's residence halls) to develop a freshman residential village.
- ▶ Renovation of the University Center to establish a more dynamic hub for student activities outside the classroom.
- ▶ Additional funding for the Lilly Center for Vocational Reflection to strengthen student discernment of fundamental questions of identity and spirituality that complement intellectual development.
- ▶ Continued growth of services to support career discernment and placement, the Shucker Leadership Institute, Heller Service Corps, multicultural affairs, club and intramural sports, and other student life activities.



Sustainability and the Long View

Andy Wallin '12 has combined a longstanding affection for music and an abiding belief in environmental sustainability into a double major, but it is his summer experience as a Shi Center Student Fellow that may have the most significant effect on his professional and personal life.

Funded by the Arthur Vinings Davis Foundation, the competitive community fellowship helped the Mauldin, S.C., resident work with the chief staff member of Greenville's Green Ribbon Advisory Committee during the summer of 2011, supporting a municipal effort to apply sustainable and responsible practices in the design and construction of new buildings and city operations.

Student fellowships, faculty development experiences, a dynamic speakers series and a Community Conservation Corps are just some of the initiatives funded by gifts to Because Furman Matters from the Andrew W. Mellon Foundation and The Duke Endowment, among other organizations and individuals. Early gifts to the campaign also provided \$5 million to construct and endow the operations of Cliffs Cottage, a LEED Gold-certified facility that houses Furman's nationally recognized sustainability programs.

"What we're doing at Furman is for the future," Wallin says. "I probably won't see all of the benefits — they will come in 30, 50 or 100 years. And that is deeply rewarding."





Uniting and Collaborating with the Community

“Town-gown” should be more than shorthand for conflict between institutions and the communities in which they reside. Furman has enjoyed a strong relationship with Greenville and South Carolina, and seeks to enhance its role as a key partner in the region’s intellectual, cultural and economic development. A number of important partnerships already exist, and strengthening those relationships while exploring new opportunities will be important to instilling in students an ongoing sense of responsibility to the larger world.

This area of priority seeks commitments of \$15 million to support:

- ▶ A stronger presence in Greenville through cultural, commercial and service leadership initiatives, including partnerships with prominent arts organizations.
- ▶ Ongoing enhancement of the Shi Center’s leadership role in environmental education and stewardship.
- ▶ Greater opportunities and a new facility for Continuing Education programs (Osher Lifelong Learning Institute, Corporate and Professional Development, Bridges to a Brighter Future, Undergraduate Evening Studies and Learning For You).
- ▶ Program development for the Riley Institute at Furman.
- ▶ Expanded community service programs.



Blue Shoes: Paying It Forward

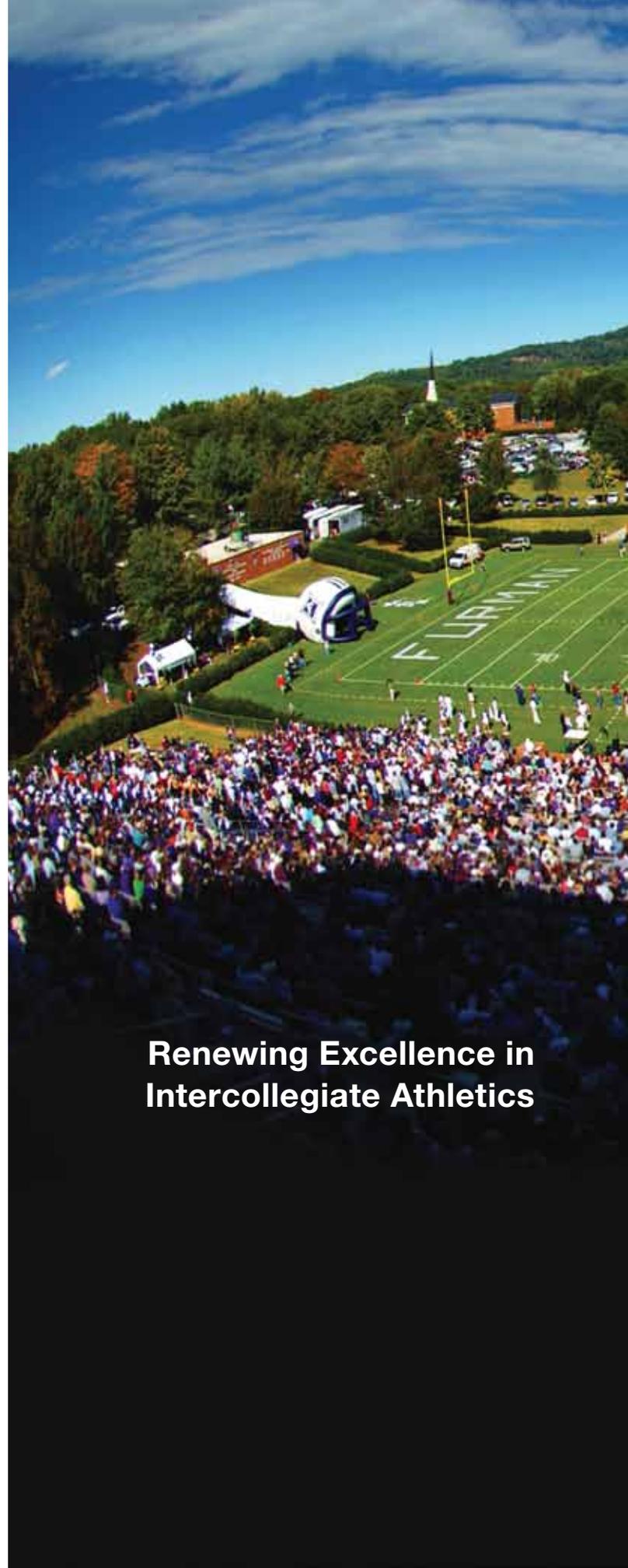
Furman's track and cross country programs are on the move thanks in large part to the impact of the Blue Shoes Scholarship fund drive.

Launched with a founding gift from Chris Borch '78 (a California businessman and former Paladin runner) and his wife, Andrea, and bolstered by donations from hundreds of contributors and a series of fundraising events, the program has, in six years, raised approximately \$2.5 million to endow scholarships for Furman's cross country and track and field student-athletes.

Borch named the program after the blue Onitsuka Tiger running shoes given to members of the track team his second day as a Furman student. He still has the shoes.

He says, "My running days at Furman taught me lessons about setting a goal, working hard and not giving up. Through Blue Shoes, Andrea and I want to be sure the opportunity to run and learn such lessons is there for other young men and women."

The Borchs will contribute \$500,000 over the next several years to support the program's operational costs. Their gift will provide start-up funding for several scholarship-raising initiatives and will help Furman and ZAP Fitness extend a partnership that began two years ago. ZAP, which operates a training camp for Olympic hopefuls in the mountains of North Carolina, will use Furman as a winter training site for its elite distance runners.



**Renewing Excellence in
Intercollegiate Athletics**



College athletics have long been an avenue of opportunity for talented student-athletes, a source of pride and distinction for the institutions themselves, and an engine that drives school spirit. Furman has proven it can combine competitive success with the intellectual and character growth of its student-athletes. In 2010, for example, Furman ranked third nationally among the 212 NCAA Division I institutions in graduation rate of student-athletes.

A challenge going forward will be providing resources to support athletics and to bring Furman to national prominence in all sports, which will in turn support student recruitment, upward mobility for student-athletes, greater cultural diversity on campus, and connection with alumni, donors and friends.

This area of priority seeks commitments of \$20 million to support:

- ▶ Expansion and renovation of facilities, including the football stadium fieldhouse and press box, and the baseball, soccer, golf and softball facilities.
- ▶ Funding to enhance resources for coaching, recruiting and retaining student-athletes.
- ▶ Scholarship funding to recruit talented student-athletes.

**Because
Furman Matters
Milestones**

225

million in commitments
at the October 2007
public campaign launch



Shi Center for Sustainability
established and located in
Cliffs Cottage (completed
in 2008)

70

% of alumni
participating
through
August 2011



116

students who have received scholarship aid
through the Furman United fund

32.2

million in commitments
to the \$63 million
Townes Center for Science
(completed in 2008)



115

million — estimated
value of the Hollingsworth
Estate bequest in 2004

213 thousand square feet
in the Townes Center





195

incoming students who
have participated in the
Lilly Center's "Connections"

170

million through
August 2011
for endowed
scholarships

328

million in
commitments
through
August 2011



Depth, Breadth and the Big Bang

▶ In the fall of 2008, the \$63 million Charles H. Townes Center for Science ushered in a new era for an already celebrated sciences program at Furman. The centerpiece of the early fundraising for Because Furman Matters, the Townes Center includes a renovated John L. Plyler Hall, the incorporation of Richard W. Riley Hall, and construction of two new buildings, Marshall and Vera Lea Rinker Hall and South Hall. It has brought together the natural and physical sciences with mathematics and computer science while opening new opportunities for study and research.

Here's what faculty members say about the Townes Center:

▶ The new building was like another Big Bang event, launching the sciences into a new future. It actually had a sense of being a new beginning for us.

— Bill Baker, *Physics*

▶ It affords so many attractive areas for displaying student work that even a brief tour announces loud and clear that our students do a considerable amount of out-of-class learning.

— Lon Knight, *Chemistry*

▶ All the windows into labs and classrooms make apparent to current and future students the breadth and sheer activity of learning and research going on here.

— Eli Hestermann, *Biology*

▶ At the same time Furman has opened this wonderful new facility, we have been successful in raising more than \$7 million to support research, curriculum development, professional development and outreach through grants from the National Institutes of Health, National Science Foundation, Howard Hughes Medical Institute, and Merck Foundation/American Association for Advancement of Science.

— John Wheeler, *Chemistry*

▶ The Townes Center has reinvigorated our existing science departments and contributed to the development of new and innovative majors, including neurobiology and sustainability.

— Wade Worthen, *Biology*

▶ A walk with my class through the rock garden often turns into a discussion on geologic and landscape history of the Upstate of South Carolina and its significance to natural hazards or natural resources distribution.

— Suresh Muthukrishnan, *Earth and Environmental Sciences*

A Place to Continue to Grow



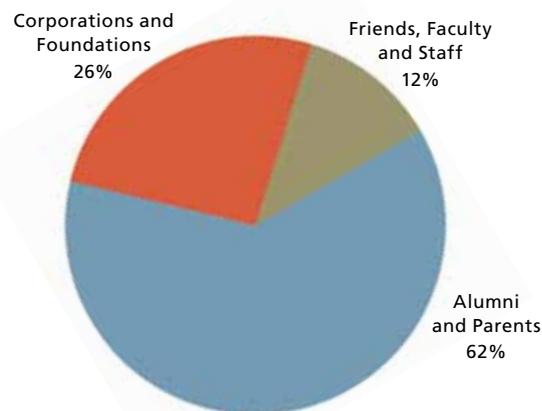
With the help of a generous naming gift from longtime Furman trustee Gordon Herring '65 and his wife, Sarah Weaver Herring '66, and the enthusiastic fundraising efforts of members of the Osher Lifelong Learning (OLLI) program, Furman's rapidly expanding Division of Continuing Education will soon be housed under one roof.

When ground was broken August 25 for the 22,000-square-foot Herring Center for Lifelong Learning, the ceremony represented an early success story for the final phase of the Because Furman Matters campaign. The new facility, scheduled for completion by the fall of 2012, will be located near the Younts Conference Center and Timmons Arena on the south side of campus. Through August 2011, \$5.8 million toward the building's \$6.4 million cost has been raised.

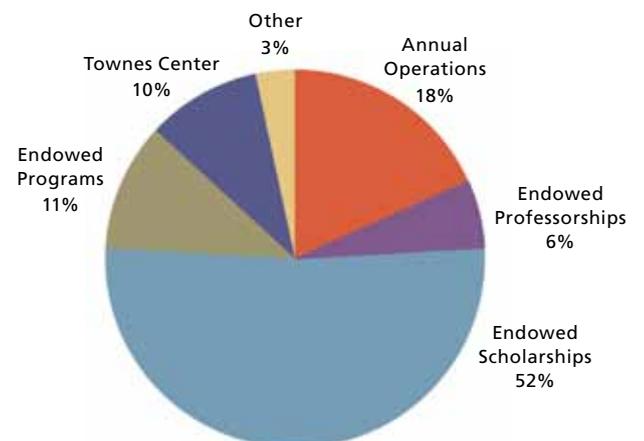
When completed, it will house one of the fastest growing enterprises at Furman. The Division of Continuing Education has doubled in size in the last 10 years.

Operating under the banner of lifelong learning are such educational programs as Undergraduate Evening Studies, for working adults pursuing an undergraduate degree; OLLI, primarily for senior adults; Learning for You, which provides enrichment opportunities for all ages; the Center for Corporate and Professional Development, for business executives; and Bridges to a Brighter Future, for at-risk teenagers. They provide ongoing support, opportunity, education and hope to thousands in the Greenville community.

Gifts and Commitments through August 2011 (\$328 million)



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*Deceased