

From: The Citadel Foundation
Sent: 12/7/2015 5:22:05 PM
To: Haley, Nikki
Cc:
Subject: The Citadel Launches \$175 million "Foundation for Leadership" Campaign

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**The Citadel launches the
Foundation for Leadership campaign
<<https://foundation.citadel.edu/page.redir?target=http%3a%2f%2fcampaign.citadel.edu%2f&srcid=19648&srctid=1&erid=916599&trid=6c98f642-a13a-423a-a990-0d92900b804f>>**

The Citadel has launched the public phase of the most ambitious fundraising effort the college has ever undertaken. The objective of the Foundation for Leadership <<https://foundation.citadel.edu/page.redir?target=http%3a%2f%2fcampaign.citadel.edu&srcid=19648&srctid=1&erid=916599&trid=6c98f642-a13a-423a-a990-0d92900b804f>> campaign is to raise \$175 million by 2018, when The Citadel will celebrate its 175th anniversary. More than \$125 million has been secured during the campaign's silent phase, which began in 2012.

"The *Foundation for Leadership* campaign will have a tremendous impact on The Citadel, providing the resources we need to carry out the LEAD Plan 2018, our six-year strategic plan," said Lt. Gen. John W. Rosa, USAF (Retired), Class of 1973, President of The Citadel. "This effort will help The Citadel achieve the desired end-state of the LEAD Plan, which is to strengthen The Citadel as a nationally recognized college for the education and development of principled leaders."

The *Foundation for Leadership* campaign focuses on five priority areas deemed vital for enhancing the college and ensuring its continued success: leader

development, academic excellence, athletics, facilities, and strategic growth. Enhancing these priorities will help establish and secure The Citadel's reputation as the preeminent college of principled leadership in the nation.

"Our fundraising goal is ambitious, but we are well on our way toward achieving it," said Bud Watts, '83, chairman of The Citadel Foundation Board of Directors and co-chair of the *Foundation for Leadership* campaign. "Thanks to the generosity of those who have made leadership gifts since May 2012, we have already achieved more than 70% of our goal. Given the loyalty and commitment shared by our alumni and friends, we are confident that we will meet and exceed our goal."

Click the image below to view the campaign video.

<<https://foundation.citadel.edu/page.redir?target=http%3a%2f%2fyoutu.be%2fzwKzg78UOP0&srcid=19648&srctid=1&erid=916599&trid=6c98f642-a13a-423a-a990-0d92900b804f>>

<https://foundation.citadel.edu/image/campaign/Foundation-for-Leadership-screenshot.jpg>

Foundation for Leadership Campaign Priorities

- **Leader Development**

Funds raised through the campaign will be designated for five specific purposes. Of the total raised, \$8 million will be used to strengthen the college's leader development program. These funds will enhance the cadet experience through a college-wide focus on service learning and civic engagement while expanding leadership programs conducted through the offices of the Commandant and Provost and the Krause Center for Leadership and Ethics.

- **Academic Excellence**

The campaign will also secure \$25 million to enhance the college's faculty and academic programs, establishing programs of distinction in each of the five academic schools and the Daniel Library. Contributions to improve academic excellence will underwrite The Citadel's small class sizes, academic support services, student summer research programs, and the dedicated faculty of experts in their field who serve as mentors in the classroom.

- **Athletics**

The campaign also aims to raise \$25 million to support The Citadel's athletics programs and increase financial independence. Gifts will enhance the college's ability to recruit talented cadet-athletes through scholarships, facility improvements, team excellence funds, and ongoing operational support.

- **Facilities**

The renewal and improvement of campus facilities for student and faculty use would be supported by \$30 million of the overall campaign amount. These funds will enable the construction of a new building, Bastin Hall, to house the School of Business. Contributions will also provide the private support needed to rebuild and expand Capers Hall, one of the most frequently used academic buildings on campus.

- **Strategic Growth**

Finally, the campaign will secure \$22 million for strategic growth initiatives identified in the LEAD Plan 2018, as well as unrestricted support for current operating expenses. Unrestricted gifts through The Citadel Foundation and the Brigadier Foundation provide the resources and flexibility to meet the college's changing needs while sustaining and enhancing the excellence of a Citadel education throughout the campaign period. The Foundation for Leadership campaign will also count up to \$65 million in estate gifts toward the overall \$175 million goal.

Thanks to the efforts of key volunteers during the highly successful silent phase, the campaign is on target for achieving the \$175 million goal in time for the celebration of The Citadel's 175th anniversary.

For more information, please visit campaign.citadel.edu
<<https://foundation.citadel.edu/page.redir?target=http%3a%2f%2fcampaign.citadel.edu&srcid=19648&srctid=1&erid=916599&trid=6c98f642-a13a-423a-a990-0d92900b804f>> or call (843) 953-5297.



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