**Proposed Initiative:** Partner with the campus community, alumni and friends to successfully launch the “Rising to Distinction” fundraising campaign. The campaign is expected to be publicly announced in 2012 and envisioned to be a five or six year campaign. The first year (2012-13) will primarily focus on raising funds for two campus priorities: the health and human performance building and Falcon Scholars.

**Proposed by:** Chris Mueller, Executive Director of University Advancement

**What strategic goal does this initiative support?**
Distinctive Academic Excellence; Global Education and Engagement; Innovation and Partnerships

**Describe how the initiative supports the goal(s).**
The first year of the strategic plan (FY 2012-13) and the campaign goals for the first two years primarily fit under the Innovation and Partnerships goal. Through fundraising for the health and human performance building a new facility will enhance UWRF’s physical plant. Falcon Scholars will provide opportunities for the recruitment students who show academic achievement and have financial need. A successful campaign will create new partnerships with alumni, friends and the business community. It will also supply resources which seed innovation and student learning. For example, a campaign commitment has been received for a visiting professorships in history and art.

**Based on the definition of university-wide initiative, indicate how the proposed initiative has a university-wide impact.**
By definition, Falcon Scholars will be awarded to students across all academic disciplines. The health and human performance building will enhance and greatly upgrade facilities not only in academic disciplines, but also in recreation and wellness for students, faculty, and staff, and athletics. It is anticipated that future campaign initiatives will include goals for additional student scholarships, faculty support and development, new and/or renovated facilities, and academic programs.

**Please provide a set of benchmarks and/or indicators of success to support your initiative.**
The campaign plan as approved by the UWRF Foundation Board of Directors set a goal of $8 million to be raised by December 31, 2013. Of this total, $2 million is to satisfy the State matching requirements for the health and human performance building and $480,000 for the first three years of the Falcon Scholars program. Additional funds will support endowed scholarships, the Fund for UWRF, and donor interests and priorities. The entire five to six year campaign goal will be set at a later date (possibly in 2013) but is anticipated to be in the $25 million range

**What elements are involved in the initiative?**
Sustainability, Inclusiveness, Human Capital, Technology, Facilities, Finance

**Indicate how each element would be/would not be affected by the initiative.**
- **Sustainability:** The campaign will have tremendous impact on economic sustainability. As state budgets continue to waver, it is important that the university seek and obtain private resources to provide funding for strategic initiatives and priorities.
- **Inclusiveness:** Falcon Scholars, with its elements of academic potential and financial need, will provide scholarship funding to assist in the recruitment of a diverse class of UWRF students.
- **Human Capital:** Human capital will be enhanced through additional scholarship support for students, visiting professorships, and additional funds (primarily through unrestricted dollars) that could be allocated to professional development. It is anticipated that in the later stages of
the campaign support will be sought for full endowed professorships to support current or new full faculty members.

- **Technology**: In some cases, gifts to unrestricted funds will likely be available in a limited extent for technology upgrades and improvements.
- **Facilities**: By obtaining the necessary $2 million in private support, UWRF will receive funding to construct a new $63.5 million health and human performance building and complex.
- **Finance**: Increased private support will provide increasingly desirable funds to support university initiatives without the strings attached to state dollars. Private support is not likely to replace lost state support, but can provide supplemental funds for scholarships, programs, faculty and facilities.
- **Other**: 