TOGETHER
OUR POTENTIAL IS LIMITLESS

Our donors, supporters, alumni, and friends will play a pivotal role in accelerating our momentum. Your generosity will influence the course of ASU and our communities for generations to come.

INTRODUCING CAMPAIGN ASU 2020
WHERE GENEROSITY WILL FUEL A UNIVERSITY OF EXCEPTIONAL IMPACT

giveto.asu.edu
To accelerate ASU’s mission and raise support for our educational priorities, Arizona State University has embarked on a comprehensive, university-wide, philanthropic effort: Campaign ASU 2020.

This publication is devoted to helping you understand what a campaign entails; why it is important; how private support makes a difference at a public research institution; and the impact generosity will have on the university and the communities we serve.

“ASU is a place of innovation, learning, and creativity that is improving the world around us. It’s also a place of motion: students, faculty, and staff are all moving forward and aiming for new horizons. ASU’s continuing evolution now depends on you. We invite you to help us create a culture of generosity and collaboration, that will accelerate our progress into the next decade and beyond.”

—President Michael Crow
In the past decade, ASU reimagined what higher education could be and redesigned the public research university to fulfill that vision. As a result, we have left an indelible mark on our communities and on how people think about higher education. More people from our diverse population have access to an education that prepares them to thrive in the workplace. More communities are sharing the economic and societal benefits of purpose-based research.

Philanthropy ensures that ASU continues to produce highly trained graduates for an increasingly diverse, fast-paced workforce. Your gifts enable ASU to continue to produce innovative research and contribute solutions to our most pressing challenges.

Your Support Matters

Giving to a great university is a direct way to create change with one act of generosity—for the university is an amazing collection of research, discovery, service and lives being changed. A gift to ASU may indeed lead to diseases cured, lives bettered, new technologies created, communities served, environments and species preserved, and vital questions answered.

The Challenge

16 million in 2020
Shortage of college grads to fill expected jobs

2 out of 3
Jobs in Arizona that will require education beyond high school by 2020

ASU ranks among top universities for US patents, ahead of Duke University and Case Western Reserve University

$4.2 billion
ASU’s economic impact in one year on Arizona through spending and investments

Rising to the Solution

Increase in six-year grad rates since 2004
63%

Increase in degrees awarded since 2005
65%

Increase in degrees to minority students since 2004
156%

Increase in total financial aid for undergraduates since 2002
325%

Jobs created in one year
66,000

Partner organizations engaged
2,405

10th
Research ranking among universities without a medical school

#38

Why Campaign ASU 2020 Matters

Why Campaign ASU 2020 • GIVE.TOA.SU.EDU
When did Campaign ASU 2020 begin?

ASU began extensive, internal strategic planning in 2011. This “quiet phase” involved helping each unit and college articulate its aspirations and financial objectives, and building support among ASU partners, volunteers, donors, and stakeholders. ASU launched the public phase on January 26, 2017.

What can I support with a gift?

Whatever is most important to you. ASU is committed to understanding your philanthropic goals and finding ways you can realize them through the university (pp. 17-22).

What is a comprehensive capital campaign?

A comprehensive capital campaign is a strategic, highly coordinated fundraising effort that focuses the entire university’s energies into one fundraising initiative with multiple goals.

Every unit and every college—including faculty, staff, leadership, and students—join forces with donors, partners, and volunteers to raise support for their most important work.

Why do we need a campaign at ASU? Don’t tax dollars and tuition pay for ASU’s efforts?

ASU is deeply grateful for Arizona taxpayers and their confidence in our mission. Their support and tuition dollars are essential to our operations. But essential funding for basic university operations will not provide the enrichment opportunities—the extra programs and initiatives—that are the difference between a good and a great university experience. Private support directed by donors is the margin of excellence that will enable ASU to continue its momentum and reach its goals.

Why does ASU need a concentrated fundraising effort?

A comprehensive campaign helps each unit, college, and program clearly articulate its goals—a worthy endeavor under any circumstance—and develop a strategic plan and the financial objectives required to meet them.

A campaign with clear goals and objectives has proven to be a successful way of permanently raising not only the short-term level of support for a university, but also its long-term fundraising capacity.

Finally, a campaign raises awareness of the university’s successes and aspirations, elevating its reputation nationally and internationally.

A campaign ultimately strengthens the university community, broadening its permanent base of support and enabling it to reach ever-higher goals. ASU five years from now, or 20 years from now, will have a stronger, higher footing because of the groundwork done during Campaign ASU 2020.

Why have a campaign now?

Over the past decade, ASU accelerated its evolution into one of the nation’s most innovative, impactful universities. Our momentum is evident and sets us apart locally, nationally, and globally. In an era when many universities sacrificed accessibility for excellence, ASU created a university that is accessible and excellent, unleashing the potential of a new generation of innovative thinkers. In an era when state support for higher education fell precipitously, we built a nimble, efficient institution that maximizes every resource.

The impact has been exciting and rewarding: Blurring the lines between campus and community, we’re improving lives near and far by sharing discoveries and providing solutions to complex challenges.

Now is the time to build on our momentum. ASU stands at a pivotal point in its history, eager to enlarge our local, national and global impact. The financial and intellectual support of our partners and supporters will ensure our success. Your vision and generosity will fuel our ascent and propel us forward.

Don’t annual giving efforts to ASU provide what the university needs?

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ASU provides everyone with a rewarding philanthropic experience. In reality, most of ASU’s donors are not alumni; rather, they are friends and supporters who believe in the university’s scholarship and innovation, and its impact on our communities. The ASU Foundation’s guiding principle is that financial support is best advanced by aligning the aspirations of our investors with the university’s mission. We are committed to building long-term relationships between donors and the university by understanding what they would like to accomplish with their philanthropy and then helping them fulfill their goals through university programs, initiatives, research and scholarship.

"I don’t need to give to ASU if I’m not alumnus."

REALITY

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"Small gifts don’t make a difference."

REALITY

All gifts matter.

"My gifts will be used for something other than what I want."

REALITY

ASU is committed to ensuring your gift goes to your intended area of support. ASU works diligently to demonstrate integrity in all its transactions. For the fifth consecutive year, the foundation attained Charity Navigator’s coveted 4-star rating for demonstrating strong financial health and commitment to accountability and transparency. The rating, the highest possible, is reserved for organizations that exceed industry standards, adhere to best practices, and execute their missions in financially efficient ways.

"My gifts will be used for something other than what I want."

REALITY

ASU is committed to stewarding all gifts with integrity and to their intended purpose.

"You won’t protect my privacy."

REALITY

Protecting your privacy is our chief concern.

The ASU Foundation is committed to protecting our donors’ private information. Personal information is always protected through encryption. We secure our donors’ personal information from unauthorized access, use, or disclosure, and we do not release donor personal information unless permitted through the explicit consent of the donor.

"More Americans are going to college than ever before. You don’t need my support for scholarships if people already are heading to college."

REALITY

While it’s true that many students start college, more than 40 percent of students who start at a four-year college never get a degree. And, whether a student graduates or drops out can be largely attributed to their family income. Private support can help fix the deepening inequality in higher education.

40% STUDENTS FROM FAMILIES AT THE HIGHEST INCOME LEVEL WHO EARN A DEGREE

8% STUDENTS FROM FAMILIES AT THE LOWEST INCOME LEVEL WHO EARN A DEGREE

"Small gifts don’t make a difference."

REALITY

All gifts matter.

While large gifts are important to the growth of ASU, gifts of any size make an impact. In one year alone, more than 100,000 individual donors gave $215 million to ASU, showing that, together our potential is limitless. Working together, donors managed to support every college and school at ASU, as well as scholarship programs, a crisis fund, research in every discipline, faculty retention and recruitment, capital improvements, student study-abroad stipends, Sun Devil Athletics, and cultural programming.

82% STUDENTS FROM FAMILIES AT THE HIGHEST INCOME LEVEL WHO EARN A DEGREE

8% STUDENTS FROM FAMILIES AT THE LOWEST INCOME LEVEL WHO EARN A DEGREE
Campaign ASU 2020 presents a momentous opportunity to tell the compelling story of ASU’s many successes and to invite philanthropic support to advance our reputation as an exceptional, world-changing university serving students, local and global communities, businesses, and rising entrepreneurs.

This breakthrough campaign will be the fuel that powers our commitment to providing nimble, relevant education; to developing new knowledge, better ideas, and workable solutions to a range of challenges; to transforming individuals, environments, and communities; and to putting limitless dreams within reach.

Collectively, the ASU community, its supporters, and champions of higher education will raise $1.5 billion to sustain ASU’s momentum and shape our shared future.

What Will a Campaign Accomplish?

$220,000,000  pg 11
Ensure Student Access & Excellence

$184,000,000  pg 12
Champion Student Success

$233,000,000  pg 13
Elevate the Academic Enterprise

$441,000,000  pg 14
Fuel Discovery, Creativity, and Innovation

$165,000,000  pg 15
Enrich Our Communities

$258,000,000  pg 16
Drive Sun Devil Competitiveness
When we think about support for students, we usually think of scholarships, but they are not the entire story. ASU is committed to students’ success during their time here and after graduation. That means providing a university education in its fullest sense, one that provides opportunity for leadership development; ethics education and public service; global curricula, engagement, and travel; graduate and undergraduate research; experiential learning; and meaningful personal growth.

For millions, dental care is an unattainable luxury. Six ASU students spent three years designing, building and delivering a mobile dental clinic for use in developing countries as well as in underserved Native American communities. The project, which started in Engineering Projects in Community Service (EPICS)—a student organization funded in part through the generosity of donors—took the students from Phoenix to El Salvador and pushed them outside their comfort zones. “Their persistence through adversity, commitment to delivering, and desire to make a difference has been incredible to watch,” says Scott Shrake, EPICS director. “The team has learned so much about what it takes to be real engineers and change makers.”

Liliana Valdivia comes from an extended family of more than 80 relatives, and she is the first to attend college. Thanks to several scholarship programs at ASU—including the Sun Devil Family Scholarship, the Medallion Scholarship, and Dean’s Scholarship—she has avoided student loan debt while finding great mentors and networking opportunities. A forensic science major, she has collaborated with a professor on DNA analysis research and interned at a police department. “I want to better myself and help set an example for my family,” she says.

Students thrive in a stimulating atmosphere that fosters global involvement, community service, creative expression, and personal growth.
The World’s Best Educators … Here

Elevate the Academic Enterprise

Goal: $233,000,000

All faculty will work in a rich academic environment, one that equips them to produce the innovative and transformative scholarship that advances knowledge nationally and internationally, while giving students the privilege of working with the best.

As we look toward 2020 and beyond, ASU is determined to strengthen its ability to recruit and retain the nation’s best researchers and instructors, who are in demand not only by other top colleges and universities but also by government, industry, and the nonprofit world.

Outstanding faculty inspire and shape students through teaching and mentoring. But they also shape entire fields of study, contributing to new discoveries that generate interest and resources for a university. They develop strong programs that attract promising students as well as other equally renowned scholars.

Finally, they shape their communities by producing work that addresses solutions to society’s challenges.

Private support will:

• Fund endowed chairs and professorships, thereby attracting and retaining the best of the best
• Provide early-stage career support
• Create professional partnership opportunities
• Create artist-in-residencies and visiting faculty programs
• Provide faculty fellowships
• Create directorships for ASU centers that contribute to public policy and inform public opinion
• Advance research through special research sites, collaboration hubs, and active learning environments

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Research That Makes Our Lives Better

Fuel Discovery, Creativity, and Innovation

Goal: $441,000,000

What difference can we make in peoples’ lives? This central question drives the ASU faculty and students involved in research across our four locations, the nation, and the world. From improving how math is taught, capturing emissions from power plants, and promoting healthy behaviors that really work, to illuminating the history of race relations, bringing clean water to developing nations, and building a space-flight instrument for NASA, there is almost no limit to the scope of ASU’s research. And our scope is still growing.

Consider that:

• Our research expenditures more than tripled from $123 million in 2002 to $450 million in 2015.
• ASU has added more than 1.5 million square feet of space in new research buildings since 2002.

Private support will:

• Create interdisciplinary centers and state-of-the-art labs
• Enable faculty to conduct field research and share research
• Provide faculty with the most advanced equipment
• Bring ideas to market and create economic development initiatives
• Bring technological innovation into the classroom and into the community
• Create “maker” spaces and entrepreneurship incubators
• Create live-work spaces, residency programs, and art galleries
• Advance research through special research sites, collaboration hubs, and active learning environments

Students and faculty members will come together within and across disciplines to pioneer new frontiers of knowledge and provide solutions to global challenges.
Winners On and Off the Field of Play

Drive Sun Devil Competitiveness

Goal: $258,000,000

ASU’s Division 1 teams—nine men’s and fourteen women’s in all—represent a pathway to higher education for student-athletes from across the nation and around the world. For many, the athletic scholarship and academic and social support they receive from ASU are what place a college education within reach. For all, the drive and commitment they develop as Division 1 athletes will shape their lives forever. Your support for Sun Devil athletics through Campaign ASU 2020 will ensure ASU’s ability to provide the best facilities, equipment, coaching staff, and support programs. Private support will also help provide the state-of-the-art facilities and training venues that are the foundation of a nationally competitive program.

Private support will:
• Enable ASU to meet a higher proportion of scholarship need for student-athletes
• Create endowed, permanent sources of funding for scholarships
• Establish additional Sun Devil sports
• Create academic services, health care, strength and conditioning, and behavioral support for student-athletes
• Create an Olympic Village—fields, coaches’ areas, training facilities—of the magnitude that will attract top athletes
• Create a multi-sports arena for men’s hockey and other Olympic sports

ASU Enriches Communities

Healthier, Better Places to Live

Enrich Our Communities
Goal: $165,000,000

ASU is committed to taking responsibility for the economic, social, cultural, and overall health of the communities that surround our campuses. Over the past decade, we have launched more than 1,200 community outreach programs directly involving thousands of faculty, staff, and students. ASU has set a new standard for what it means to be an engaged university.

Everything that happens here, whether in classrooms, studios, labs, or other collaborative spaces, is about both the success of the student and the success of the community. Whether through pure service opportunities or through community-based learning embedded in its curricula, ASU strives to provide opportunities to connect and apply learning to the real world.

Private support will enable:
• Humanitarian programs with national and international impact
• Initiatives that advance economic growth, social progress, civic education, democracy, and foreign policy
• Student and faculty volunteer efforts
• Mutually beneficial consulting services
• Cultural participation programs and performing arts in the community
• Programs that benefit public health, children’s development, and life-long learning for adults
• Top-tier public television and news programs
• Partnerships to advance city planning, development, and sustainability

ASU Enriches Communities

Research and discovery
2,405 | partner organizations who connect learning to the community
100% | ASU colleges with community-based curricula

Knowledge and innovation
62 | US patents issued to ASU faculty in 2015
#1 Innovation | ASU’s rank among US universities, ahead of MIT and Stanford

The education continuum
Strengthening pre−K→elementary→secondary→college→lifelong learning

Performing arts and cultural enrichment
500,000 | patrons who attend ASU Gammage events each year
1.9M | viewers who watch Arizona PBS

The local economy
$29.7 M | valued added to communities via
1,261,648 student-volunteer hours
22,000 | faculty, staff, and students employed across all campuses

Private support will:
• Enable ASU to meet a higher proportion of scholarship need for student-athletes
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• Top-tier public television and news programs
• Partnerships to advance city planning, development, and sustainability

ASU will demonstrate excellence to a nationwide audience both on and off the court and field.

Elisha Davis ‘15 College of Liberal Arts and Sciences

“I AM A BETTER PERSON, not just a better player, because I came to ASU.”

Growing up in East Oakland, California, Elisha Davis saw basketball as her “ticket” to a better life but also knew that “my education would take me further than basketball ever could.” At ASU, she built a successful career as a point guard, earning multiple Pac-12 recognitions along with an undergraduate degree in communication summa cum laude and a master’s in communication studies. Elisha has also completed more than 170 community-service hours with the team. “Our coaches prepare us for life,” she says. “I have learned how to persist, how to prevail, how to lead and be led.”
CAMPAIGN ASU 2020 WILL IMPACT EVERY FIELD OF STUDY
YOU CAN CHOOSE WHERE TO MAKE A DIFFERENCE

HERBERGER INSTITUTE FOR DESIGN AND THE ARTS
GOAL: $55,000,000

Anchored by world-class design and arts schools and a leading contemporary art museum, the ASU Herberger Institute is reinventing how designers and artists can leverage their creativity to advance public life and respond to a rapidly changing world. Through Campaign ASU 2020, the institutes will forge ahead as a national leader in cultivating and supporting diverse creative voices achieving excellence in research to improve and invent new methods for cultural expression; and imbue an entrepreneurial spirit in graduates.

Contact: HIDA@asufoundation.org

W. P. CAREY SCHOOL OF BUSINESS
GOAL: $150,000,000

The W.P. Carey School is a global player in business education and a source of economic growth and prosperity for the region. Campaign ASU 2020 will enable us to offer more choices for areas of study, allowing students to pursue their passion and differentiate their course of study; provide programs to prepare graduates for a complex business world; attract and retain the greatest faculty; conduct more use-inspired research; provide more scholarship support so students from every socio-economic background can achieve their educational goals; and advance transformative ideas in health care.

Contact: WP Carey@asufoundation.org

IRA A. FULTON SCHOOLS OF ENGINEERING
GOAL: $250,000,000

We believe engineering is a way of looking at the world to determine how challenges can be met efficiently, sustainably, safely, cost-effectively, compassionately, and in ways that maximize impact. We act on smart ideas; transform people, places, and things; and better the world. Campaign ASU 2020 will lead to new technologies that make medical care affordable to more patients; innovative materials that ensure stronger, safer buildings; new energy sources that provide clean, renewable power; and wearable robotics that enable stroke patients to move and heal.

Contact: FultonEngineering@asufoundation.org

HEALTH@ASU
GOAL: $105,000,000

The colleges, programs, and research that make up Health@ASU are creating solutions to society's health care challenges. The College of Nursing & Health Innovation and the College of Health Solutions prepare thousands of students annually to serve society through solutions-oriented degree programs. The Biodesign Institute represents Arizona's single largest research infrastructure investment in the biosciences. ASU's partnerships with Mayo Clinic will lead to additional academic and research opportunities. Campaign ASU 2020 will enable us to prepare highly-trained health professionals across a wide range of disciplines and advance transformative ideas in health care.

Contact: health@asufoundation.org

BARRETT, THE HONORS COLLEGE
GOAL: $20,000,000

Barrett has emerged as one of the pre-eminent honors colleges in the country, representing a powerful and unique combination of a residential liberal arts college mixed with the vast program choices of a Research I university. Recognized in a New York Times Op-ed piece as the "gold standard" in honors education, Barrett's assets are dedicated to the success of its students and the communities it serves. Campaign ASU 2020 presents Barrett with an unprecedented opportunity to grow in size and scope as a top learning environment, enabling the best education possible for intellectually engaged students from Arizona and the world.

Contact: barrett@asufoundation.org

VALERI CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION
GOAL: $50,000,000

The Cronkite School embraces the digital age and an entrepreneurial mind-set while remaining focused on the "Cronkite values" of traditional journalism: accuracy, responsibility, objectivity and integrity. Industry leaders praise our full-immersion professional programs, referred to as the "teaching hospital" model of journalism education. Campaign ASU 2020 will enable us to give students more opportunities to work side-by-side with professional journalists and media professionals, space to experiment with new forms of storytelling, ways to engage audiences and explore revenue models that can benefit the future of the industry, and the means to provide critical information to a local and regional citizenry.

Contact: cronkite@asufoundation.org

The GOALS will drive the work of ASU to:
1. Invest in faculty and infrastructure.
2. Strengthen partnerships and community collaboration.
3. Enhance student success.
4. Accelerate innovation.
5. Improve diversity, equity and inclusion.
### COLLEGE OF INTEGRATIVE SCIENCES AND ARTS

**GOAL:** $4,000,000

**Priorities:**
- Residential summer camps for students
- Personalized education pathways
- Student retention and success programs
- Delivering Democracy lecture series
- Counselor Training Center
- Food-Water-Energy Initiative
- Faculty support

ASU's profound commitment to access means a diverse array of students enroll in its degree programs. Many take a traditional path to higher education; others a non-traditional one. CISA is uniquely positioned to ensure both have a clear path to graduation and a rewarding career. The college’s distinctive, student-centered approach gives students the creative freedom to design an ideal, individualized learning path. Through Campaign ASU 2020, CISA will cultivate programs that equip students for graduation and careers, benefiting society socially and economically. Campaign ASU 2020 will also strengthen signature programs, such as the popular Delivering Democracy Distinguished Lecture Series.

Contact: CISA@asufoundation.org

### THE SANDRA DAY O’CONNOR COLLEGE OF LAW

**GOAL:** $70,000,000

**Priorities:**
- Scholarships
- Beus Center for Law and Society facilities
- Legal centers and clinics
- Pro bono program
- Externships
- Endowed faculty positions
- New legal programs
- O’Connor Justice Prize

ASU Law has expanded the notion of law school beyond an institution that trains lawyers into a multifaceted legal studies center that develops solutions to the world’s global challenges. One facet of this model is the college’s home, the Beus Center for Law and Society in downtown Phoenix. Placing students in the epicenter of the state’s legal, business, and commercial activities, we have created a “community center” for engagement in law. Campaign ASU 2020 will fuel our efforts to transform areas as diverse as health care, labor and employment, housing and real estate, and technology and patents.

Contact: occonnor@asufoundation.org

### COLLEGE OF PUBLIC SERVICE AND COMMUNITY SOLUTIONS

**GOAL:** $60,000,000

**Priorities:**
- Endowed scholarships
- Funding for students in financial crisis
- Funding for foster care students
- Public Service Academy
- Community Solutions Corps
- Community-based social services
- Endowed faculty positions
- Center program support
- Global initiatives

Our students and faculty are involved in research addressing pressing, real-world issues—from health disparities to human trafficking, new policing technologies, youth development in resource-starved communities, and more. Our students and faculty take our research and learning and put it to work in the community, allowing us to be part of the solution. Campaign ASU 2020 will enable us to fuel creativity, systems-level thinking, and an entrepreneurial spirit to create and sustain healthy and prosperous communities. An investment in our students, faculty, and programs is an investment in society’s well-being.

Contact: CPSCS@asufoundation.org

### THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT

**GOAL:** $25,000,000

**Priorities:**
- Scholarships
- Experiential learning
- Endowed faculty positions
- Global Leadership Center
- Center for Family Business
- International CEO Awards
- “Iconic Voices” speaker series
- Global hubs

For more than 70 years, Thunderbird School of Global Management has been preparing global leaders. Today, Thunderbird is bringing its mandate for excellence in global leadership, entrepreneurship, and management education to students around the world through in-person and online programs. With more than 41,000 graduates, Thunderbird’s global network and reputation are central to the school’s plans for the future. Campaign ASU 2020 will build the resources needed for Thunderbird’s future in areas such as family business, international trade, entrepreneurship in emerging markets, and global leadership, while also investing in the rich fabric of our international student body through scholarships, experiential learning, and immersive language opportunities.

Contact: Thunderbird@asufoundation.org

### MARY LOU FULTON TEACHERS COLLEGE

**GOAL:** $75,000,000

**Priorities:**
- Creative talent scholarships
- Encore career scholarships
- Education Leadership Academy
- Education Innovation Hub
- Educators as community impact builders

Before we were Sun Devils. Before the pitchforks. Before Sparky … there was the Tempe Normal School of Arizona, where, in 1886, 33 students were prepared to teach. Today, Mary Lou Fulton Teachers College is one of only a handful of institutions that excel at both teacher preparation and academic research. It is a world-renowned hub of innovation where pioneering ideas and practices related to education are created, refined, and scaled to have the greatest possible positive impact on individuals and communities. Great teaching is required to improve education, but great teaching alone will not ignite the meaningful changes our children and communities need and deserve. Our campaign vision is to positively transform communities by taking meaningful action informed by the practice of creative intrapreneurship.

Contact: FultonTeachers@asufoundation.org
NEW COLLEGE OF INTERDISCIPLINARY ARTS AND SCIENCES

As the core college at ASU West, the New College of Interdisciplinary Arts and Sciences blends the best aspects of a small-college experience, including close personal relationships, and a top-tier research university, including cutting-edge research faculty. As the West Valley’s population grows, New College aims to become an energetic force in the state and region. Through Campaign ASU 2020, donors can help provide high levels of student-faculty engagement and connect students with the experiences and tools they need to be successful in academics and in life.

Contact: newcollege@asufoundation.org

GOAL: $5,000,000

Priorities:
- Endowed scholarships
- Summer Writers Workshop
- Science workshops for youth
- Peer mentoring
- Undergraduate research
- Global learning opportunities
- Emergency assistance
- Endowed faculty positions
- Cybersecurity consortium
- Compelling community programs

THE JULIE ANN WRIGLEY GLOBAL INSTITUTE OF SUSTAINABILITY

The ASU Wrigley Institute is the nation’s first and most comprehensive sustainability program and the hub for campus-wide sustainability education, innovation, and operations. At ASU, sustainability is a value that transcends all academic disciplines to promote inclusive, intergenerational well-being while protecting the Earth’s life support systems. We engage more than 450 sustainability scientists and scholars and thousands of students. Campaign ASU 2020 will fuel initiatives addressing the greatest sustainability challenges of our time in food systems, sustainability education, energy and society, biomicry, and resilient communities. The campaign will expand our capacity to convene like-minded partners across sectors and around the world to scale world-class solutions.

Contact: GIOS@asufoundation.org

GOAL: $115,000,000

Priorities:
- Scholarships
- Internships
- Graduate fellowships
- Center directors
- Professors of practice
- Campus-wide sustainability initiatives
- Global experiences
- Online education and engagement
- Community partnerships
- K–12 sustainability education models

ARIZONA PBS

Arizona PBS reaches 1.9 million households and maintains a robust digital presence on azpbs.org. Providing quality PBS programming and important local news and public affairs content, the station serves as a journalistic “teaching hospital” for students at the Walter Cronkite School of Journalism and Mass Communication through the daily Cronkite News program, and as a test bed for news industry innovation and experimentation. Through Campaign ASU 2020, we will transform Arizona PBS into a gateway to our community by expanding local programming, enhancing our news operation and bringing quality educational programming to viewers of all ages. We also will leverage Arizona PBS as a key university asset for the creation of original TV and digital content focusing on issues that are important to donors and the community.

Contact: azpbs@asufoundation.org

GOAL: $90,000,000

Priorities:
- Expansion of local programmatic offerings
- Enhancement of news and public affairs programming
- Expansion of children’s educational programming

SUN DEVIL ATHLETICS

Sun Devil Athletics provides a foundation for student-athletes to develop emotionally, academically, professionally, and physically. For more than 120 years, Sun Devil teams have captured the hearts and imaginations of fans and created a proud tradition of athletics that is vital to the university and collegiate experience. We support more than 650 student-athletes who compete across 26 varsity sports and give them the opportunity to excel in competition, the classroom, and the community. Through Campaign ASU 2020, we will build on past excellence to offer scholarships, programming, and facilities, and provide more opportunities for student-athletes through additional sports and initiatives.

Contact: sundevilathletics@asufoundation.org

GOAL: $306,000,000

Priorities:
- Additional Sun Devil sports
- Student-athlete scholarships
- Student-athlete academic development
- State-of-the-art equipment
- Updated training facilities
- Olympic Village
- Multi-sport arena
- Sun Devil Stadium

MCCAIN INSTITUTE FOR INTERNATIONAL LEADERSHIP

Founded in 2012 to honor the spirit of service exemplified by US Senator John McCain, Cindy McCain and the McCain family, the institute is a new kind of policy institute. We are action-oriented and driven by a commitment to character and values, connecting ASU with the policy world of Washington, D.C., and nongovernmental organizations and activists. Through Campaign ASU 2020, we will have a significant impact on humanitarian work, human rights, law and governance, and national security. Private support will enable us to advance leadership based on security, economic opportunity, freedom, and human dignity.

Contact: mccain@asufoundation.org

GOAL: $50,000,000

Priorities:
- Next-generation leadership development
- Kissinger Fellowship Program
- Humanitarian programs
- Human rights and democracy programs
- Global rule of law program
- Public policy engagement

ASU GAMMAGE

No other institution in Arizona combines the forces of the arts, humanities, cultural sustainability, innovation, business, and public programs like ASU Gammage. ASU Gammage operates two historic theaters: ASU Gammage and the Kerr Cultural Center. We oversee programs in athletic spaces from Sun Devil 365 to public events on campus, present a top touring Broadway series, bring nearly 500,000 audience members to campus each year, produce new artistic work, sponsor artist residencies, and host educational programs. Through Campaign ASU 2020, we seek champions to invest in ASU Gammage, supporting both the performing arts and our regional economy.

Contact: gammage@asufoundation.org

GOAL: $35,000,000

Priorities:
- Performing arts scholarships
- Executive director endowed chair
- Cultural participation programs
- Community partnerships
- ASU Gammage renovation

Priorities:
- GOAL: $5,000,000
- GOAL: $115,000,000
- GOAL: $90,000,000
- GOAL: $306,000,000
- GOAL: $35,000,000
Some campaign goals transcend a particular college and pull together innovators from several fields of study. These cross-disciplinary, cross-campus goals promise great rewards with far-reaching impact. Together, they will improve the way we educate our children, bring innovative ideas to life, experience the depth and richness of the arts, access information in the digital age, and create the future of humans in space.

**ASU Libraries**
Create the library of the future, with leading-edge technologies, facilities, and system digitization.

**Public Service Academy**
Expand the world’s first undergraduate program that integrates civilian and military leadership training to create public servants capable of tackling complex challenges.

**The Central Idea**
Transform the Phoenix arts corridor into a destination for arts education, innovation, and exploration.

**K–20 Pathways**
Integrate the best ASU education practices in schools, from kindergarten through graduate school.

**Entrepreneurship Institute**
Establish a university-wide institute to foster start-up businesses and other venture opportunities for students, faculty, and alumni.

**The Interplanetary Initiative**
A pan-university initiative that seeks to create the future of humans in space by making it accessible, familiar, and more possible for everyone.
We hope you see Campaign ASU 2020 as an opportunity to connect with people who are changing your community for the better. We know many of you aspire to do good in the world; we invite you to see what members of the ASU community are doing and join your abilities and intellectual capital with theirs.

There are many ways you can connect at ASU. Here are just a few:

**ASU Alumni Association.** With more than 400,000 members across the globe, the association works to forge a stronger alumni and university community, and has several ways for supporters to volunteer.
alumni.asu.edu/volunteer

**Sun Devil Network.** As a Sun Devil Network volunteer, you can connect, inspire, and hire Sun Devils. All you need is a willingness to share your time, unique professional expertise, and/or opportunities within your workplace.
eoss.asu.edu/cs/faculty/support/sdn

**The President’s Club** is made up of advocates who provide intellectual and financial resources to ASU leaders, including President Michael Crow. These resources allow leaders to capitalize on emerging opportunities.
giveto.asu.edu/presidentsclub

**Women & Philanthropy.** Enjoy the camaraderie of other women and magnify the power of your generosity by pooling resources to support the ASU community.
giveto.asu.edu/womenandphilanthropy

**Sun Devil Family Association.** Parents and grandparents of ASU students are invited to help create a family community and impact the lives of ASU students.
sundevilfamilyassociation.com