CAMPAIGN BUILDS ON KEY STRENGTHS

The support of more than 22,000 alumni, parents, and friends has propelled the Live Connected. Lead Change campaign toward its goal of raising $400 million to solidify Lafayette’s standing among the nation’s most outstanding undergraduate institutions and position it for future success.

“The world is demanding the type of education that gives students the breadth, depth, flexibility, and analytic skills that will serve them well in a wide range of careers, and one that provides them with the experience of living and working alongside diverse peers within an engaged community,” says President Alison Byerly. “Lafayette’s distinctive combination of liberal arts and engineering, close interaction and mentoring students receive from faculty, and strong community of support on campus and beyond offer precisely that.”

Reflecting these distinctive strengths, the campaign has three main areas of emphasis, or pillars: Connecting Liberal Arts and Engineering, Fostering Innovation in Teaching and Learning, and Connecting the Campus Community.

The impact of the College’s most ambitious fundraising effort ever is tremendous. Gifts, pledges, and bequests totaled $270 million as of Oct. 31, including more than $34 million since the campaign’s public launch last November.

The generosity of alumni, parents, and friends is enabling Lafayette to enhance and improve every aspect of the Lafayette experience. The campaign is strengthening academic excellence through the addition of faculty positions, new and renovated facilities, resources for financial aid, and other initiatives. It is also dramatically enhancing residential, co-curricular, and extracurricular life on campus, and allowing the College to integrate students’ academic, social, and professional development in exciting new ways.:

**ACADEMICS**

More than $55 million has been raised to strengthen the humanities, social sciences, natural sciences, and engineering, including faculty positions, facilities, equipment, student research, and more.

**FINANCIAL AID**

The campaign has added more than $39 million to the College’s resources for financial aid. More than 70 new named scholarships have been established in the permanent endowment or through annual giving.

**FACILITIES**

More than $75 million has been raised for facilities to enhance excellence in all four academic divisions and enrich students’ residential, co-curricular, and extracurricular experiences.

**ANNUAL GIVING**

The campaign has raised more than $55 million for the Annual Fund. An important campaign priority, annual giving is an essential source of flexible funding that is vital to meeting pressing needs.

**CONSISTENT SUPPORT**

The Fleck Consistent Giving Society has grown to more than 6,700 members, an increase of more than 75 percent since it was established in 2005. Young alumni may now become members in three years.

**SOCIÉTÉ D’HONNEUR**

The Société d’Honneur, which recognizes exceptional lifetime generosity on the part of alumni, parents, and friends, has welcomed 22 new members during the campaign, growing by nearly 25 percent.

Building on Lafayette’s strengths, the campaign will solidify the College’s standing among the nation’s most outstanding undergraduate institutions and position it for future success.
Support for athletics contributes to the Live Connected, Lead Change campaign’s goal of creating a more connected campus community.

The campaign includes a goal of $20 million to update and expand athletic facilities, endow coaching positions, fund scholarships for student-athletes, and increase teams’ annual budgets for travel, student services, and other operational needs.

During the campaign, the Maroon Club has raised $12.8 million toward this goal, including a record-breaking $1.76 million in 2014-15. Gifts to the Maroon Club General Fund support the Oaks Leadership Academy, strength and conditioning programs, athletic training resources, the Career Development Series, and other department-wide programs. Gifts supporting specific teams enhance recruiting budgets, provide funding for assistant coaches’ salaries, and supplement budgets for apparel, equipment, and travel expenses.

The Leopards annually rank among the nation’s best in student-athlete Graduation Success Rate. In its 2015 report, the NCAA rates Lafayette’s GSR at 97 percent for the 18 sports it measured, including 12 sports at 100 percent. Lafayette’s GSR ties it with eight other schools. Only 13 schools in the country came in higher.

Perhaps the most important impact of the campaign is in the increased diversity and quality of the student body,” says President Alison Byerly. “Our last two classes have been both the most diverse and the most academically qualified in the College’s history, a wonderful combination that is a direct result of our capacity to offer financial support.”

The campaign has added more than $39 million to the College’s resources for financial aid, toward a goal of $60 million.

Karen Pompanella ’88 is a supporter. In high school she had her heart set on Lafayette but knew her dream would not come true without significant assistance, which she received thanks to the support of those who came before her.

That’s why she has made a campaign pledge of $10,000 a year for five years in support of financial aid. “Lafayette’s generous financial aid enabled me to come here,” she says proudly. “As an alumna, I want to help current students realize their dreams.” Pompanella earned a bachelor of arts in engineering, which helped propel her to an MBA from the University of Maryland and a successful career with the U.S. Postal Service, where she is national director of transportation technology.

“I couldn’t decide whether I wanted to major in business or engineering, and Lafayette offered the opportunity to do both,” she says. “I didn’t want to be a traditional engineer, but I wanted to have the tech background so I could talk to the engineers in their language.”
COMMONS ADVANCE CONNECTED COMMUNITIES

The Connected Communities Residential Program took a major step forward with the establishment of five Commons housing the 673 members of the first-year class. The Commons system gives students a new platform for building identity within their class and forming smaller communities as the foundation for their college experience. It advances Lafayette’s ambition to “create strong bonds among students from the day they arrive and connect each student’s living experience to their academic and career goals,” says President Alison Byerly.

Situated within College residence halls, the Commons that are helping launch students on their Lafayette journey are named for ships on which the Marquis de Lafayette sailed to or from America. Students in each Commons gather for social and co-curricular events and compete in intramural sports. Each Commons has its own group of upper-level peer advisers. The members of each Commons will remain affiliated with it and shape its identity throughout their time at the College.

A $40 million goal of the Live Connected, Lead Change campaign is to fulfill a vision for a residential program that includes physical spaces, programs, and staffing allowing students to have co-curricular, experiential, social, and residential opportunities that encourage lasting connections to Lafayette and to each other, and give them the foundation to lead change throughout their lives.

“This deepens our success as a residential liberal arts college,” says Provost Abu Rizvi. “It helps bring new students into the Lafayette community, builds their affinity for the place, allows them to flourish during their years here, and sustains them long after they graduate.”

ARTS CAMPUS NEARS COMPLETION

The College’s newest building will add a black box theater and film screening room at the dynamic Williams Arts Campus. The theater will be named for Daniel and Sandra Weiss, thanks to a gift by members of the Board of Trustees. The screening room will be named for John W. ’39 and Muriel Landis. The Morris R. Williams ’22 family provided a $10 million lead gift for the arts campus expansion.
## Campaign Progress

Gifts, pledges, and bequests totaled $270 million as of Oct. 31.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Goal</th>
<th>Progress to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecting Liberal Arts and Engineering</td>
<td>$130 million</td>
<td>$61.9 million</td>
</tr>
<tr>
<td>Fostering Innovation in Teaching and Learning</td>
<td>$70 million</td>
<td>$32 million</td>
</tr>
<tr>
<td>Connecting the Campus Community</td>
<td>$120 million</td>
<td>$60.6 million</td>
</tr>
<tr>
<td>Annual Fund</td>
<td>$75 million</td>
<td>$54.9 million</td>
</tr>
</tbody>
</table>

Emerging Initiatives: Goal $5 million

## Campaign Priorities

### Connecting Liberal Arts and Engineering
- $130 million
  - A State-of-the-Art Integrated Science Center: $70 million
  - Academic Facilities: $30 million
  - Williams Arts Campus: $20 million
  - Science and Engineering Fund: $10 million
- Annual Fund: $75 million

### Fostering Innovation in Teaching and Learning
- $70 million
  - Faculty Positions: $40 million
  - Student Research and Internships Fund: $10 million
  - Technology and Innovation Fund: $20 million
- Emerging Initiatives: $5 million

### Connecting the Campus Community
- $120 million
  - Financial Aid: $60 million
  - Athletics: $20 million
  - Connected Communities Residential Program: $40 million
- Total: $400 million

---

Learn More
Office of Development, 307 Markle Hall, Easton, PA 18042, 610-330-3042 liveconnected.lafayette.edu
development.lafayette.edu/give

---

The Live Connected, Lead Change campaign will secure the resources that will enable Lafayette to create a seamless, holistic educational experience that exemplifies the value of an education that takes place not only in the classroom, but on playing fields, in residence halls, in theaters, in the local community, and around the globe—the very model of what a relevant undergraduate education looks like in the 21st century.

**Campaign Executive Committee**
- Stephen D. Pryor ’71, Chair
- Barbara Levy ’77, Vice Chair
- Charles E. Hugel ’51, Honorary Chair
- Edward W. Ahart ’69
- Alison R. Byerly
- Linda Assante Carrasco ’90
- Gary A. Evans ’57
- James R. Fisher ’77
- Alan R. Griffith ’64
- Michael D. Kiser
- David A. Reif ’68
- David M. Roth ’70
- J. Peter Simon ’75
- Kimberly A. Spang

LIVECONNECTED.LAFAYETTE.EDU | GIVE ONLINE: DEVELOPMENT.LAFAYETTE.EDU/GIVE