

CAMPAIGN GOALS

The working goals of our comprehensive fundraising campaign are ambitious, and meeting them will require our donors to reach beyond the expected in the generosity of their support. These goals will be raised or lowered based on our success in the leadership phase of the campaign.

SCHOLARSHIPS FOR STUDENTS IN NEED

Through this campaign, Western Carolina University will seek a minimum of **\$20 million** in endowments to develop a scholarship program specifically targeted to students who have the greatest need. The program will seek recipients with proven performance that demonstrates a commitment to succeed against great odds.

SCHOLARSHIPS FOR HIGH-ACHIEVING STUDENTS

Western Carolina is committed to the establishment of a scholarship program targeted to high-achieving students. These merit-based scholarships will assist in the recruitment of top students and enable ambitious academic pursuits. WCU will seek a minimum of **\$20 million** in endowments toward this effort.

SCHOLARSHIPS FOR STUDENT-ATHLETES

WCU will seek a minimum of **\$10 million** in endowments for athletic scholarships through this campaign to ensure Western Carolina's competitiveness in recruiting student-athletes with a record of accomplishment on and off the field.

CONSTRUCTION OF AN INDOOR PRACTICE FACILITY

This campaign will seek funding for a state-of-the-art athletics practice facility that will take us from the bottom to the top in the Southern Conference in terms of facilities. The full amount of need to accomplish this goal is yet to be determined.

