

# TOGETHER, WE'RE GOLDEN

THE CAMPAIGN FOR KUTZTOWN UNIVERSITY



[www.kutztown.edu](http://www.kutztown.edu)



[www.kuf.org](http://www.kuf.org)



“TIME AND TIME AGAIN,

Kutztown University has proven the value of public higher education — to change lives, to lift communities, and to spark innovation and prosperity.

We aim to ensure that students who start here, finish here, and move on to make a difference in the lives of others.

**This is what makes us Golden.”**

*Dr. Kenneth S. Hawkinson*  
*President*  
*Kutztown University*



For more than 150 years, Kutztown University has developed critical and creative thinkers who go on to become leaders in their professions and in their communities. Our purpose, Kutztown University’s mission, is crystal clear.

**We are an agent of opportunity — a place where talented, hardworking young people come to test and prove themselves and launch into the world to make a difference.**

KU’s impact ripples and multiplies. With each degree earned, families and communities are forever changed. Think of a graduate’s grandchildren, who start their lives in a vastly different place because of a KU education two generations past. Think of tens of thousands of alumni — educators, business owners, artists, and thought leaders, inspiring today’s children and improving our communities in myriad ways.

## **This University transforms lives.**

Our students have determination and dreams for making the world better. However, many students and potential students cannot afford to make those dreams a reality. They think a KU education is out of reach and they never enroll, or they drop out before crossing the academic finish line. And far too many of those who earn their degrees face years of worrisome loan payments. Kutztown University is doing what it can to keep our great education accessible, but it is not enough.

**Higher education in the United States is facing a pivotal moment, and KU is poised to lead in charting a new path forward.**





We are thrilled to announce

# TOGETHER, WE'RE GOLDEN

THE CAMPAIGN FOR KUTZTOWN UNIVERSITY

a 100 percent student-focused initiative.  
Help us ensure KU students have every  
chance to graduate and to create the  
lives they envision for themselves.

Already, generous alumni and friends whose  
lives have been transformed by KU are  
giving back and paying it forward. We are  
grateful for their support, and we invite  
you to join us!

## IT'S GOOD TO BE GOLDEN.

Sincerely,

**Dr. Kenneth S. Hawkinson**  
President  
Kutztown University

**Alex Ogeka**  
Executive Director  
Kutztown University Foundation



# OUR PRIORITIES

Kutztown University’s true north—our fixed point in a changing world—has never wavered: to provide a high-quality education at a great value. We know that talent and drive are distributed equally among us, and we are proud that **30 percent of KU students are the first in their families to attend college**. More than 150 years of experience tell us that when the playing field is level, KU students can compete with anyone. More than ever, the world needs their ideas and solutions.

## Together, We’re Golden has one purpose:

to ensure our students can earn their degrees and make their mark on the world. Through this campaign, we seek to raise **\$40 million** for the following priorities:

### Scholarships

to enable students to attend KU and to help them graduate with less debt.

### Emergency Funds

to provide grants to students at risk of dropping out because of unanticipated financial challenges.

### Student Experiences

to allow all students to take advantage of internships, research opportunities, student teaching and other out-of-classroom activities that make them work- and world-ready.

Another key component of **Together, We’re Golden** is increasing alumni engagement—creating meaningful connections between alumni and students, and enhancing our alumni’s lifetime connection to the institution. To that end, we set a goal to double our alumni engagement throughout the campaign’s duration.

In addition to making a gift, you can help us reach our engagement goal in the following ways:

**Attend an alumni event**, like Homecoming or Dinner with Golden Bears.

**Volunteer** by joining an advisory board, by networking with fellow alumni or by mentoring current students.

**Stay connected** by updating your contact information, by joining our LinkedIn alumni networking group and by engaging with us on social media.

Your support helps young people unlock the power of a KU education. Current-use gifts help students today, and endowed funds provide a stream of support that never ends. And strengthening our alumni network will have a lasting impact that benefits students from the moment they become part of the KU family, and continuing through the rest of their lives.

Join us to change the lives of our students, making sure that no Golden Bear misses his or her **Golden Opportunity!**





## INVESTING IN SCHOLARSHIPS

KU students are eager to work for what they want. The majority of our students work at least one job to help pay for college, and a staggering 80 percent of our students have financial need. The University and the KU Foundation are stepping up and doing what we can. Last year, we doubled the amount of scholarships and financial aid awarded. Yet, despite this increased funding, significant student needs remain unmet.

## HOW YOU CAN HELP

Donors can open the doors to a Kutztown University education for deserving students.

- | An investment of \$25,000 (or \$5,000 per year for five years) creates an endowed scholarship that will change the lives of students in perpetuity.
- | With a gift of \$5,000 (or \$1,000 per year for five years), you can name a direct-support scholarship that provides immediate assistance to a student.
- | Support an existing scholarship or the Annual Fund to help increase student retention.

# \$1,280,433

Scholarships and student aid provided by the KU Foundation to KU students in 2019. Your support allows us to increase aid to attract and retain high-quality students like Demetrius.

### The Brenda C. Zellner '86 Endowed Scholarship

*awarded to a business or education major who has lost a parent or caregiver.*

### Meeting Needs & Creating Success

It's difficult to make academic achievement a top priority when you're worried about making ends meet. Receiving the Brenda C. Zellner '86 Endowed Scholarship made a huge difference for **Demetrius Bennett '18**. A student-athlete and marketing major, Demetrius wanted to focus on academics and basketball — but finances were of great concern, and he couldn't make ends meet with his work-study job.

Once that financial pressure lifted, Demetrius flourished. His grades soared, and he was able to accept an internship at Enterprise Rent-A-Car. Today, he works as a territory sales representative for East Penn Manufacturing Company.

*"I would love to say thank you to the Zellner family. I put my scholarship to great use. It helped me a lot, and I feel like I wouldn't be where I am today without it."*

— DEMETRIUS BENNETT '18





# The Right Help, Right When It's Needed

First-generation college student **Taylor Furey '19** had one semester left at KU when a family illness led to dire financial times. With only two classes and student teaching between Taylor and her diploma, her parents worried they couldn't afford her final semester.

Taylor's father reached out for help from the KU Foundation, which awarded Taylor a donor-funded emergency grant to cover the remainder of her educational costs. Taylor was the perfect candidate for the Morris and Dorothy Beebe "Just in Time" Student Emergency Assistance Fund, which provides grants to undergraduates in financial crisis so that they may remain stay in school and earn a degree.

Taylor graduated that spring with a degree in elementary education. Today, she is teaching third grade in Bristol, Pennsylvania.



*Without the support of the KU Foundation, I wouldn't have been able to fulfill my dream of becoming a teacher. I am currently teaching third grade, and loving every minute! I hope one day I will become successful enough to give back and support others the way the Foundation has done for me.*  
— TAYLOR FUREY '19

## ENHANCING EMERGENCY FUNDS

An illness, the death of a parent, the loss of a job. A single, unexpected challenge can make it impossible for students to pay next semester's tuition or next month's rent. Unanticipated bills can force hard choices: food or textbooks? Often, a few hundred dollars is all that's needed to keep students from leaving school before they graduate.

Did you know?

The current annual cost of attending Kutztown University is **\$27,890.**

## HOW YOU CAN HELP

- Your gift for emergency funds will help deserving students to cross the academic finish line.
- | Create a named student emergency fund with an investment of \$25,000 (or \$5,000 per year for five years).
  - | Support an existing fund, like the Helping Paws Emergency Fund, to keep students enrolled and on track.
  - | Make an unrestricted gift to the Annual Fund to help students who need an immediate helping hand.

Enrollment by family income, average aid, and average net price. The majority of students come from families with an annual income of \$30,000 or less.

FAMILY INCOME	AVERAGE AID (All Sources)	AVERAGE NET PRICE
\$0 — 30,000	\$9,468	\$18,422
\$30,001 — 48,000	\$8,782	\$19,108
\$48,001 — 75,000	\$5,718	\$22,172
\$75,001 — 110,000	\$2,261	\$25,629
\$110,001+	\$1,253	\$26,637



TRANSFORMING

# STUDENT EXPERIENCES

Getting good grades is just one step for students on the path to earning a degree and starting their careers. Internships, research with faculty, learning experiences in state-of-the-art facilities, student teaching, study abroad—these experiences connect the classroom to real life and are critical to discovering passions and to landing full-time jobs. KU offers thousands of these experiences, but many students cannot afford to take advantage of them. As a public university with a proud mission of access, KU must do everything possible to prepare our graduates to be ready for work and the world.

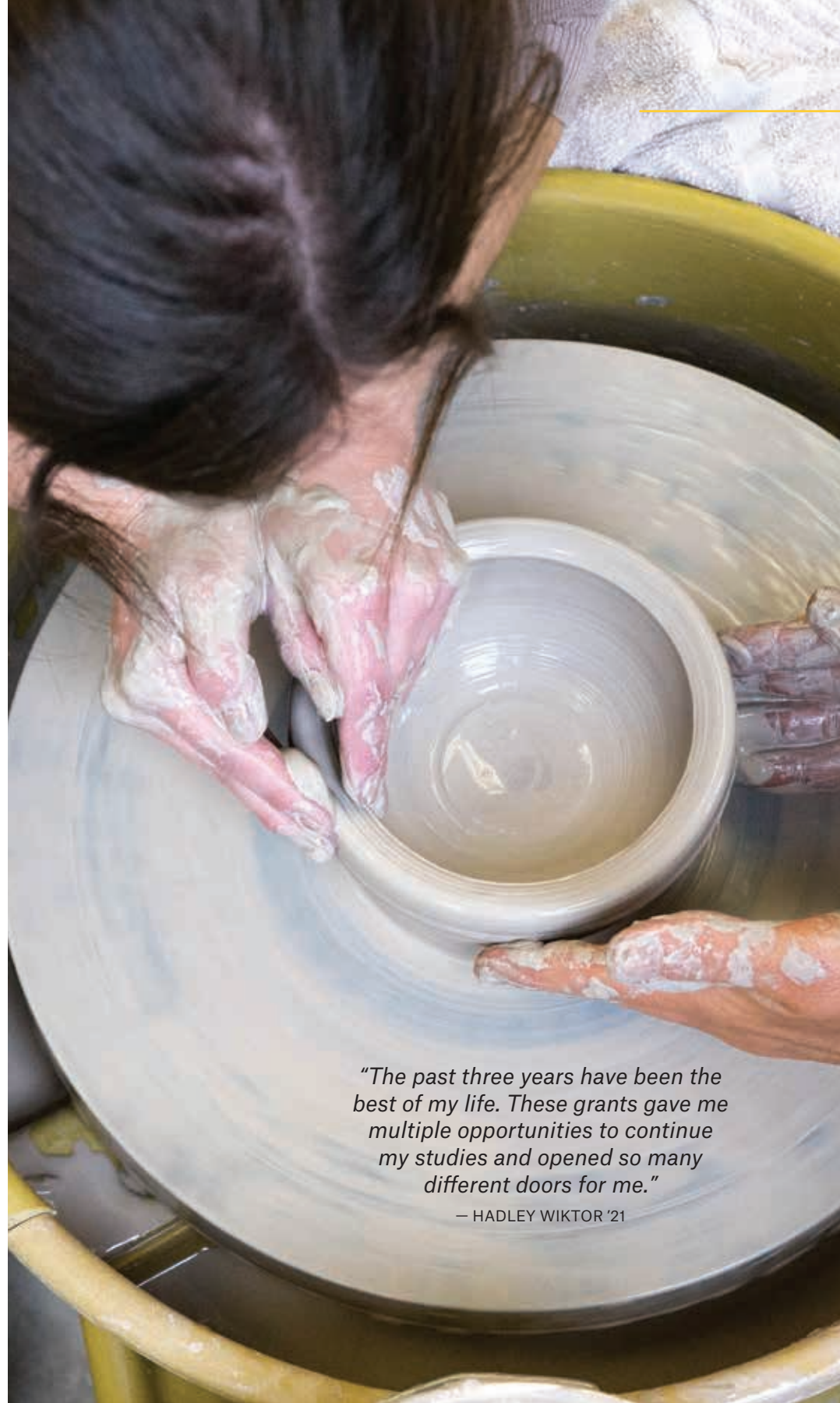
## HOW YOU CAN HELP

With a gift to fund a professional opportunity grant, you open up opportunities of a lifetime. Internships that lead to post-graduate job offers. One-on-one research with faculty that launches students into graduate school or careers.

- | An investment of \$25,000 (or \$5,000 per year for five years) creates an endowed grant that will change the lives of students in perpetuity.
- | With a gift of \$5,000 (or \$1,000 per year for five years), you can name a professional opportunity grant that provides immediate assistance to a student.
- | Make an unrestricted gift to the Annual Fund to support students who need an immediate helping hand.



of alumni survey recipients report that their occupation is related to their area of study. Your continued support will help students to gain real-life experiences necessary to flourish after graduation.



*"The past three years have been the best of my life. These grants gave me multiple opportunities to continue my studies and opened so many different doors for me."*

— HADLEY WIKTOR '21

## Professional Opportunity Grants: *A Bridge to Careers*

**Hadley Wiktor '21** has boundless energy, grit and creative talent. She chose Kutztown University for its small class sizes, renowned art department and the opportunity to play field hockey. When she enrolled, she never imagined that generous donors would fuel her passions and prepare her for a career.

Encouraged by a ceramics professor, Hadley applied for a competitive, donor-funded grant covering housing and the cost to attend KU's Summer Art Institute after her sophomore year. Through weeks of learning about ceramics and experimenting with clays and glazes, she had a deeper understanding of her craft.

The following summer, she applied for, and was awarded, two more donor-funded grants: one to attend a two-week workshop at Arrowmont School of Crafts in Tennessee, and another to study under Julie Choma '05 at Ursinus College's Museum of Art.

*Hadley received the  
**Sandra Corpora '69  
Scholarship for Art Studies**  
and the*

***Marguerite Bierman '79  
"Why Not Dare, Dream, Feel  
and Do" Endowed Mentorship**  
both awarded to undergraduate  
students studying the fine arts.*



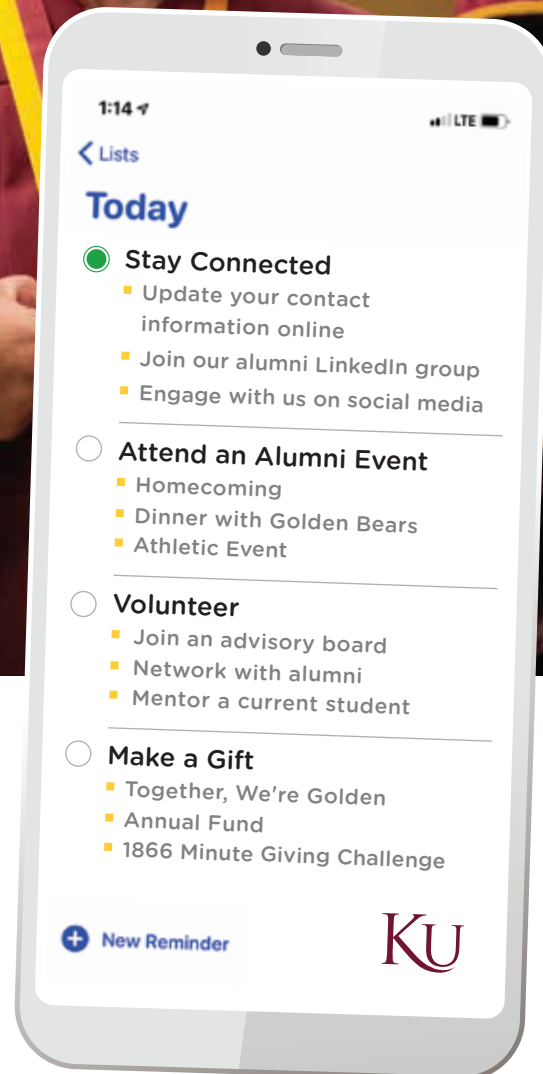
# STRENGTHENING OUR NETWORK

The greatest measure of KU's success is our alumni—educators, entrepreneurs, artists, scientists, elected officials and leaders across a range of fields. Wherever Kutztown University students, faculty, and alumni work, lives are changed. Our alumni are our living legacy, proof of the value of a KU education—and their involvement is crucial to this campaign.

When developing **Together, We're Golden**, we identified further strengthening this powerful network as another priority—and that's why we set a goal to double our alumni engagement.

The KU alumni community is now more than 70,000 strong and growing every year. Whether you're showing support at an event, providing mentorship to a student whose career aspirations mirror your professional journey, or networking with fellow alumni, opportunities to make a lasting impact are limitless.

**ENGAGE WITH US.**  
YOUR PRESENCE AND LEADERSHIP  
**CAN CHANGE LIVES.**



*Nanci A. Blankowitsch '68  
with President Hawkinson  
at her 50th Class Reunion*



## HELP OPEN THE DOORS OF OPPORTUNITY

We look to alumni, friends and community partners to invest in our future through **Together, We're Golden**, as the ultimate expression of faith in the power of education and the potential of young people. You can give students the chance to fulfill their educational dreams. Please join us. **Together, We're Golden.**

For more information, please visit **kuf.org** or contact the KU Foundation at **campaign@kuf.org**.