



Facts about the Campaign for Nebraska

Campaign Highlights

- The **Campaign for Nebraska: Unlimited Possibilities** started July 1, 2005, with a goal of \$1.2 billion and will finish with gifts of more than \$1.8 billion—more than 50 percent beyond its goal.
- Nearly 4,500 new funds have been established at the University of Nebraska Foundation during the campaign and nearly half are dedicated to helping students succeed through scholarships, fellowships and other student support.

Campaign Timeline

- Campaign fundraising began July 1, 2005.
- Campaign concludes Dec. 31, 2014.
- As is planned in most major fundraising campaigns, about half of the stated goal was raised during the quiet lead-gift phase, before the campaign was publicly launched in 2009.

Donor Demographics

- More than 97,000 individuals and organizations have contributed to the Campaign for Nebraska since July 1, 2005, with more than 50 percent of them making their first gift ever to the university.
- 60 percent of campaign donors are from Nebraska and other contributors include generous individuals and organizations across the country.

Campaign History

- Established in 1936, the University of Nebraska Foundation has conducted three major campaigns in support of the University of Nebraska.
- Most recently, the *Campaign for Nebraska: Unlimited Possibilities* started July 1, 2005, with a goal of \$1.2 billion and will finish with more than \$1.8 billion—more than 50 percent beyond its goal.
- *Campaign Nebraska: One University, One Nebraska* between 1993 and 2000 raised \$727.7 million.
- *Nebraska Campaign* between 1977 and 1980 raised \$51 million.

Campaign Objectives

- The Campaign for Nebraska has focused on opportunities for students and faculty, expanding research in areas for which the university is renowned, and making an impact across Nebraska.
- **Students**—Increasing support for scholarships has been critical to ensure students have access to an education, including support for need-based aid and merit-based support to keep a higher percentage of top high school graduates in the state. Donors have generously contributed more than \$265 million for scholarships, fellowships and other forms of student support and established more than 1,800 student support funds.
- **Faculty**—Increasing support for faculty through endowed chairs, professorships, distinguished teaching awards and more helps the university to recruit and retain top talent. Donors have contributed \$90 million to create nearly 200 new funds in support of faculty.
- **Global engagement**—Support has also been given for global engagement by giving undergraduate students more opportunities for meaningful experiences through study abroad opportunities, internships, research or service learning while also attracting more international students. This year, more than 1,000 students studied abroad and the university welcomed a record 3,638 international students from more than 130 countries. Current university projects in China, India, Brazil, Turkey and other countries address issues that are important to Nebraska and to the world.
- **Academic programs**—the campaign also focuses on opportunities to noticeably improve research and academic programs, especially in areas that the university is already distinguished, including:
 - Cancer research and care.
 - Agriculture and life sciences research.
 - Water for food research and policy.
 - Early childhood education.
 - Business and information technology.
 - Architectural engineering and construction.

Campaign Volunteers

- Volunteers have played an integral role in the leadership and organization of the Campaign for Nebraska and helped communicate the excitement about NU achievements.
- This campaign takes advantage of a record number of volunteers engaged at one time by the University of Nebraska Foundation, with more than 300 who have assisted with various leadership roles across the university.
- Campaign volunteers served in various ways, including the campaign executive committee, campus committees and college committees. Additionally, campaign committees guide the fundraising activities for various university-affiliated organizations, such as museums and libraries, among others.
- The foundation also relies on a loyal group of nearly 900 trustees who advocate on behalf of the foundation and university.

Campaign Executive Committee Members

James Abel of Lincoln, Susie Buffett of Omaha, James Clifton of Washington, D.C., Michael Dunlap of Lincoln, John Gottschalk of Omaha, Larry Hall of Grand Junction, Colo., Howard Hawks of Omaha, Bruce Lauritzen of Omaha, Jeff Raikes of Seattle, Wash., and Ashland, Walter Scott of Omaha, Ronald Williams of Denver, Colo., Gail Walling Yanney, M.D., and Michael Yanney of Omaha, and the late James Young of Omaha.

Gift Examples

The following are just some of the gifts made during the campaign to benefit each campus as well as university-wide initiatives or programs. This is not a comprehensive list and is provided only for examples:

University-wide gift examples

- [\\$50 million from the Robert B. Daugherty Charitable Foundation](#) to establish the Robert B. Daugherty Water for Food Institute, a university-wide initiative focused on achieving food security with less pressure on water resources.
- [A founding gift from Susie Buffett](#) to establish the Buffett Early Childhood Institute, a university-wide initiative focused on creating a more level playing field for children from birth to age 8, especially those who are at risk.

UNL gift examples

- [\\$20 million from the Paul F. and Virginia J. Engler Foundation](#) to create the Engler Agribusiness Entrepreneurship Program at the Institute of Agriculture and Natural Resources.
- \$8 million from Glenn Korff to support the Glenn Korff School of Music and an estate gift of \$4 million for the Glenn Korff Broadway Endowment for the Lied Center for Performing Arts.
- Support for the Ken Morrison Life Sciences Research Center.
- Creation of the Charles W. Durham School for Architectural Engineering and Construction.
- A \$1 million gift from the John W. Carson Foundation for the Johnny Carson Opportunity Scholarship Fund, and nearly \$600,000 for the Johnny Carson Theater renovation.
- Support for the new home of the College of Business Administration.
- Support for the creation of Presidential Chairs: Nebraska Corn Checkoff Presidential Chair, Nebraska Soybean Producers Presidential Chair in Soybean Breeding, and Nebraska Wheat Growers Presidential Chair in Wheat/Cereal Breeding.
- Support for the Voelte-Keegan Nanoscience Research Center.
- Support for the June and Paul Schorr III Center for Computer Science and Engineering.
- Support for Ashfall Fossil Beds State Historical Park and its Hubbard Rhino Barn, Hubbard Discovery Pavilion, Hubbard Visiting Scholars Guest Homes and the Dickinson Fossil Heritage Center.
- Support for the International Quilt Study Center & Museum.
- Support for the Jackie Gaughan Multicultural Center.
- Support for the College of Law and the Duane W. Acklie Classroom Wing and the Deryl F. Hamann Auditorium.

- Support for the Nebraska Veterinary Diagnostic Center. The project also has benefited from state support.
- Support for the Center for Brain, Biology and Behavior.
- Support for the Lied Center for Performing Arts and Lied Commons.
- *And support for much more.*

UNO gift examples

- Support for the Biomechanics Research Building, an interdisciplinary center that studies human movement.
- Support for renovation of Roskens Hall, home to the College of Education.
- Support for the Barbara Weitz Community Engagement Center, which is building UNO's reputation as a leader in engagement with individuals and organizations in the community.
- Support for the UNO/Community Arena, which will serve as a resource for students, student-athletes and community members.
- Support for Mammel Hall, home to the College of Business Administration.
- *And support for much more.*

UNK gift examples

- A \$12.6 million gift from the Carol Cope estate to support student scholarships, faculty awards, academic programs and more at UNK and UNL.
- Support for the Health Science Education Complex at UNK, which will house UNMC programs in nursing and allied health and position the university to better address health care shortages in rural Nebraska. The project also has benefited from state support.
- Anonymous support for the Department of Music and Performing Arts.
- Support for the new Wellness Center.
- *And support for much more.*

UNMC gift examples

- [A gift from Pamela Buffett in support of the Fred & Pamela Buffett Cancer Center](#), which will transform cancer care and research in Nebraska and beyond and position UNMC to earn prestigious Comprehensive Cancer Center designation from the National Institutes of Health. The \$370 million project, the largest in UNMC history, also is benefiting from support from the state of Nebraska, city of Omaha and Douglas County.
- A gift from the C.L. Werner Foundation to name the C.L. Werner Cancer Hospital.
- A gift from the Suzanne and Walter Scott Foundation to name the Suzanne and Walter Cancer Research Tower.
- Private support for multiple UNMC facilities projects, including:
 - Michael F. Sorrell Center for Health Science Education
 - Durham Research Center II
 - Harold M. and Beverly Maurer Center for Public Health

- Stanley M. Truhlsen Eye Institute
 - Lozier Center for Pharmacy Sciences and Education
 - Ruth and Bill Scott Student Plaza
 - Center for Nursing Science
 - UNMC Center for Drug Discovery
 - Center for Healthy Living
 - Lauritzen Outpatient Center
 - Home Instead Center for Successful Aging
 - Weigel Williamson Center for Visual Rehabilitation
- *And support for much more.*