



**EXCELSIOR  
UNIVERSITY**



**The more we raise, the more they rise.  
With the support of our alumni, the future  
of Excelsior is bold and promising.**

# A Strong Foundation for the Future

In the 24 months beginning July 2020, Excelsior doubled the funds available for student scholarships and exceeded the goal for ELEVATE: The Campaign for Student Scholarships. ELEVATE was the largest and most successful campaign in the history of the institution, setting up Excelsior for a promising future.

**2,002**

**TOTAL GIFTS  
RECEIVED**

**1,370**

**SCHOLARSHIPS  
AWARDED**

**\$1,534,282**

**RAISED FOR STUDENT SCHOLARSHIPS**

# Excelsior University Annual Giving Opportunities

Excelsior University offers alumni, corporations, foundations, friends, staff, faculty, and partners the opportunity to give back on an annual basis or leave a legacy through an endowment or planned gift.

Annual Giving opportunities support Excelsior students in the current fiscal year and are renewed annually. Gifts of all sizes are welcome and are powerful investments in Excelsior University students.

## **EXCELSIOR UNIVERSITY ALUMNI FUND**

With more than 190,000 alumni worldwide, we are #ExcelsiorProud of our entire alumni community. Excelsior alumni stories inspire today's students to pursue their educational goals. Gifts to the Excelsior University Alumni Fund will help lessen the financial burden for our students so they can achieve their goals. All alumni are encouraged to make an annual donation to this fund to support student scholarships and programs.

## **EXCELSIOR UNIVERSITY SCHOLARSHIP FUND**

One of Excelsior's few sources of unrestricted dollars, the Excelsior University Scholarship Fund is vital to helping our students progress toward earning their degrees. Gifts are applied immediately where most needed.



“This scholarship is truly a blessing for me, and I am very honored to be getting the award.”

**TIMOTHY LEAKS**

EXCELSIOR GRADUATE 2019,2022  
URBANA, MARYLAND

# Excelsior University

## Annual Giving Opportunities

### **EVER UPWARD SCHOLARSHIP PROGRAM**

An Ever Upward Scholarship provides a one-time scholarship award of \$1,000 or more to an Excelsior student who has demonstrated financial need through the scholarship application process. Donors to this program may choose to name their scholarship and select criteria; for example, the XYZ Corporation Ever Upward Scholarship for Excelsior students majoring in business and residing in New York state.

### **MILITARY/VETERAN SCHOLARSHIP FUND**

This fund supports scholarships for military servicemembers and/or veteran students enrolled in associate, bachelor's, or graduate degree programs who demonstrate financial need. This is a pooled fund, and gifts of any size are welcome.

### **NURSING SCHOLARSHIP FUND**

This fund supports scholarships for students enrolled in associate, bachelor's, or graduate degree nursing programs who demonstrate financial need. This is a pooled fund, and gifts of any size are welcome.

# Excelsior University Naming Opportunities

Excelsior University offers annual and endowed naming opportunities for donors who are interested in leaving a legacy through a scholarship or other forward-thinking initiatives.



## **ANNUAL NAMING OPPORTUNITIES**

Annual naming opportunities are secured through charitable naming donations. Annual gifts are typically spent in the designated fiscal year and are renewable after an agreed-upon amount of time.



## **ENDOWED NAMING OPPORTUNITIES**

Endowed naming opportunities are secured through charitable donations, are invested by Excelsior, and become part of the institution's assets.

# Excelsior University Naming Opportunities

## **INSTITUTES** (e.g., Annual Nursing and Health Sciences Institute)

Annual institutes are a coordinated effort to build awareness, collaboration, and workforce, as well as to influence an informed leadership base. Specific sectors include health care, business and finance, cybersecurity, information technology, and education/training.

**TYPE:** Corporate, named, not endowed

**AMOUNT:** \$20,000/two years

## **SPEAKER SERIES** (e.g., Nyquist Leadership Series)

Speaker series events offer a cast of individual speakers who present information over a period of 24 months. A speaker series can honor or highlight an individual or organization, focus on a topical issue, and engage an audience to learn new skills and develop new ideas, while building brand awareness.

**TYPE:** Corporate or individual, named, not endowed

**AMOUNT:** \$20,000/two years



## **DEGREES OPEN DOORS SCHOLARSHIP PROGRAM**

The Degrees Open Doors Scholarship benefits Excelsior University students who are residents of public housing authorities. The Degrees Open Doors Scholarship enables residents to earn their degree at no cost.

**TYPE:** Corporate or individual, named, not endowed

**AMOUNT:** \$25,000 (minimum five students)

## **SOCIAL JUSTICE SCHOLAR UNDERGRADUATE SCHOLARSHIP**

**(University-level distinguished scholarship)**

A Social Justice Scholar Undergraduate Scholarship provides greater access to an Excelsior University education through a full annual scholarship designated for underrepresented students seeking bachelor's degrees. Scholarships for tuition and other academic needs such as technology (e.g., computer, connectivity), course resources (e.g., textbooks, materials), environmental needs (e.g., space, childcare) are available.

**TYPE:** Corporate or individual, named, not endowed

**AMOUNT:** \$100,000 for a four-year fully funded bachelor's program

# Excelsior University Naming Opportunities

## **EXCELSIOR SCHOLAR GRADUATE SCHOLARSHIP**

(University-level distinguished scholarship)

An Excelsior Scholar Graduate Scholarship provides full funding for a master's degree at Excelsior University for individuals who seek to enhance their skills, build their network, and prepare for the next steps in their career. Excelsior University master's degrees allow individuals to pursue their passions and achieve their goals without putting their lives on hold.

**TYPE:** Corporate or individual, named, not endowed

**AMOUNT:** \$75,000 for a two-year fully funded master's program

## **ENDOWED CORPORATE SCHOLARSHIP**

An endowed corporate scholarship is a one-time donation that is invested by Excelsior, the interest of which is used to fund named corporate scholarships annually and in perpetuity. By endowing a scholarship, a corporation can select criteria and make a lasting difference for future generations of Excelsior University students. For example, the XX Health Care System Nursing Scholarship.

**TYPE:** Corporate, named, endowed

**AMOUNT:** \$100,000

## **VIRTUAL CENTER** (e.g., Lt. Col. Bryant A. Murray Veterans Center)

Developing a virtual center is an innovative way to connect with constituents and build brand awareness. Virtual centers are inspiring micro sites housed on the larger Excelsior University website that provide curated information and resources to key stakeholders and can expand to broader audiences.

**TYPE:** Corporate or individual, named, not endowed (five years)

**AMOUNT:** \$500,000

## **ENDOWED FACULTY CHAIR**

An endowed faculty chair is the highest honor faculty members can receive, serving as a lasting tribute to the donor and the person. Funding an endowed chair enables a distinguished faculty member to expand research, build programs, and innovate in teaching and learning.

**TYPE:** Corporate or individual, named, endowed

**AMOUNT:** \$1 million

# Excelsior University Naming Opportunities

## ENDOWED DEANSHIP

An endowed deanship honors the academic leadership of the University and is supported by a corporate or individual endowment fund that provides valuable financial resources to support its strategic direction. An endowed deanship can support scholarship, teaching, research, outreach, and public service activities and can enable the institution to expand or initiate new activities that it otherwise would be unable to do.

**TYPE:** Corporate or individual, named, endowed

**AMOUNT:** \$2 million

## PHYSICAL CENTER WITH STAFF (Center for Social Justice, Career Readiness Center)

Individual, organization, or corporate naming of a center within Excelsior University is a lasting and powerful affirmation of the connection to Excelsior's mission. Centers may be named for distinguished individuals or corporations that have made extraordinary contributions to the creation of knowledge or public service.

**TYPE:** Corporate or individual, named, endowed

**AMOUNT:** \$2.5 million

### **NAMED SCHOOL** (within Excelsior University)

Excelsior University comprises three schools—the School of Nursing, the School of Undergraduate Studies, and the School of Graduate Studies. Schools may be named for distinguished individuals or corporations that have made extraordinary contributions of a scholarly, professional, or public service nature related to the school.

**TYPE:** Corporate or individual, named, endowed

**AMOUNT:** \$10 million (\$2 million over five years)

### **NAMED COLLEGE** (within Excelsior University)

As Excelsior University evolves its organizational structure to include colleges, these colleges may be named for distinguished individuals or corporations that have made extraordinary contributions of a scholarly, professional, or public service nature related to the college.

**TYPE:** Corporate or individual, named, endowed

**AMOUNT:** \$25 million (\$5 million over five years)

Life Happens.  
**Keep Learning.**<sup>®</sup>



[EXCELSIOR.EDU](https://www.excelsior.edu)