

FORWARD TOGETHER CAMPAIGN

PHASE I

FORWARD TOGETHER

Building Resilience and Student
Access in Unprecedented Times



FOR SUCH A TIME AS THIS

**Bold Vision,
Decisive Action,
Radical Generosity**

DEAR FRIENDS OF EMU,

This has been a year like no other, filled with upheaval and uncertainty in how to respond to a pandemic that has been unusually cruel in its toll on lives and livelihood in the U.S. and around the world. In the midst of these swirling challenges, I am very proud of our resilient, faithful EMU supporters. Many dedicated folks have worked courageously, imaginatively and generously to help unveil responsible and flexible education plans for the academic year 2020-21.

We are equipped as educators to be light amidst the darkness, to find strength and refuge in a loving God, and to be a welcoming place for intellectual and spiritual formation. We will, as in biblical times, take heed of the pestilence before us, pray for courage and insight, and “Lead Together!”

Many of you have heard the expression, “for such a time as this,” a question posed by Queen Esther’s cousin Mordecai in the book of Esther. Esther’s story is dramatic and as high

stakes as it gets. What does that expression mean? Why are we asking that question today? How might it involve you?

Esther’s story reminds us that we can be thrust without warning into making difficult decisions. Courageous actions sometimes mean forging a difficult path (unlit and unmarked) that can make all the difference. Crises can force us to dig deep into our reserves and ask: What special gifts do I carry for this moment? Do I have the resolve to risk what it may take to effect positive change?

“For such a time as this.” What a motivating catalyst. I suggest that for EMU, this is our moment, our time. Because you have chosen to support EMU – a renowned Christian liberal arts college committed to discipleship, service, community, peacebuilding and cross-cultural engagement – you have already chosen a special path. Now you need to find and embrace your “Royal” calling.

Our post-pandemic educational journey has begun.

HERE ARE OUR FIRST STEPS.

Step One: Bold Vision.

This year, we approved a new vision statement that gives wings to our mission and animates our Christian values: We will open new pathways of access and achievement for all students who aspire to be unifying leaders: equipped with intercultural competence, oriented to peace and justice, and rooted in an active faith modeled on the life and teachings of Jesus. Those words speak profoundly to many students and increasingly to first-generation college students, those who are economically challenged, and racial/ethnic minorities. Many of these students and their families are drawn to EMU for our renowned academic preparation for in-demand careers; our great rates of retention, graduation, and placement; our care and compassion from faculty and staff; and our modeling of an active and engaged Christian faith. The only problem is many of these promising prospective students simply cannot afford us, even after our current financial aid packages are applied. As a peace and justice university, this sobering reality is particularly painful to me.

Step Two: Decisive Action.

Resilience and nimble pivots have kept us afloat in the areas of recruitment, retention and revenue. Our enrollment and financial positioning are solid given all the uncertainties. We are up 3% over last year in new students (and last year was a good year!). We are up in Mennonite students. And we have one of our strongest academic classes of first-year students ever, with a cumulative GPA of 3.67. On the budget side, even with the loss of nearly all summer revenue (because our many camps and in-person courses were cancelled) and with room and board reimbursements we had to make from residence hall closures, we still ended our fiscal year on June 30 with a balanced budget and margin. This is no small victory. This marks three years in a row that EMU has generated sizable income in its end-of-year operating budget. As we seek greater philanthropy to support deserving and needy EMU students, I assure you that we are making wise operational decisions to keep EMU strong academically and financially.

Step Three: Radical Generosity.

What a precious gift we have inherited at EMU – educating to serve and lead in our world today! We graduate students, regardless of major, who are not afraid of conflict, who know how to engage difference responsibly, and who can “Lead Together” in their work, places of worship, and home communities. Can you imagine a more precious educational gift than this in our polarized world?

FORWARD TOGETHER CAMPAIGN

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We will need faith, fortitude and financial resources to continue to grow bold servant leaders and activate our aspirational vision. To that end, we covet your prayers, your counsel and your generous support.

We aspire to proclaim EMU as a premier access university in the Anabaptist tradition. We are poised to eagerly advance our peace position in a new post-pandemic world. Our strategic plan and this case for support provide a pathway that can make a difference for so many more students to access EMU’s transformational educational experience. Will you join me in making a radical difference in educating more diverse peacemakers? Will you pledge generously as Jesse and I have to support our Forward Together Campaign?

We welcome your faith-informed commitment to ensure EMU students learn to lead together in the spirit of the prophet Micah: “to do justice, love mercy and walk humbly with God.”

Indeed, for such a time as this!

SUSAN SCHULTZ HUXMAN
PRESIDENT

FORWARD TOGETHER

OUR VISION:

We will open new pathways of access and achievement for all students who aspire to grow as unifying leaders equipped with intercultural competence, oriented toward peace and justice, and rooted in an active faith modeled on the life and teachings of Jesus.

DURING THE 2021 ACADEMIC YEAR, FACULTY, STAFF, AND STUDENTS DEMONSTRATED THEIR CONTINUED RESILIENCE

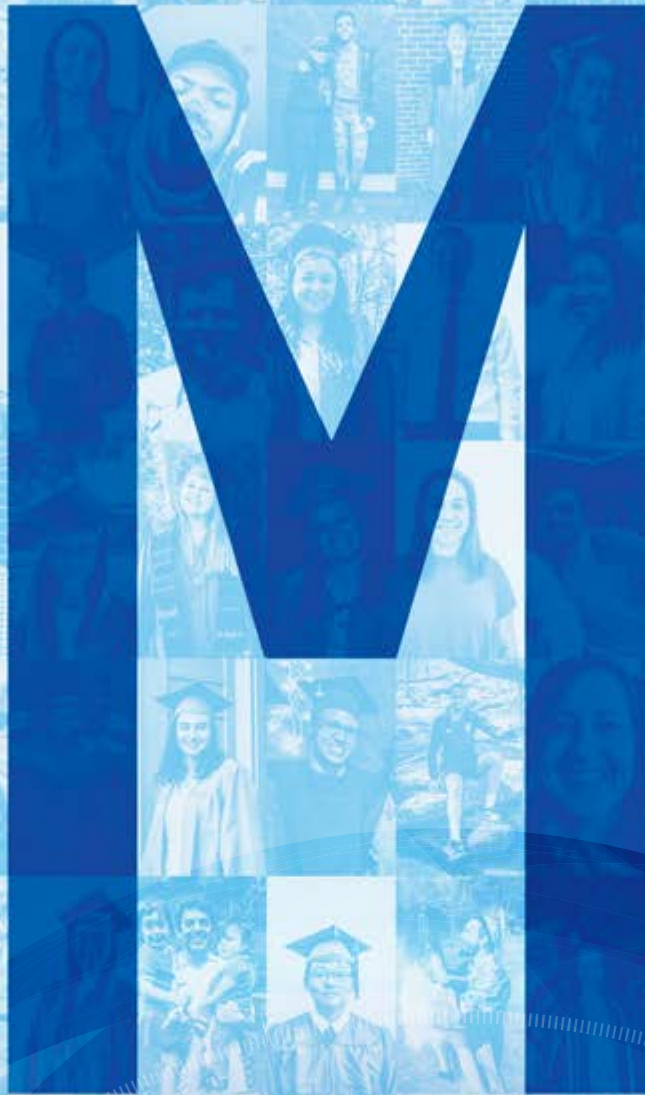
in the face of many challenges including new teaching and learning modalities. The EMU community celebrated this resilience in May 2021 when 351 graduates received their diplomas. Many members of the class of 2020 also returned to campus to mark their achievements.

The challenges of a global pandemic combined with the racial reckoning of our nation following the murder of George Floyd at the hands of police on May 25, 2020, have also prompted the EMU

community to ask: "**What can we do to make it possible for more racially diverse students to attend EMU?**"

The twin viruses of the global pandemic and racial injustice remind us of why the unifying leaders EMU produces are needed now more than ever before. Our alumni are known the world over for exemplary servant leadership – a reputation that began with our founding in 1917.

Some of the 400+ students who graduated in 2020.



→ **TOGETHER,**
WE CAN
CHANGE LIVES

THE UNIVERSITY FUND FOR RESILIENCE

GOAL: \$1.8 MILLION BY JUNE 30, 2022

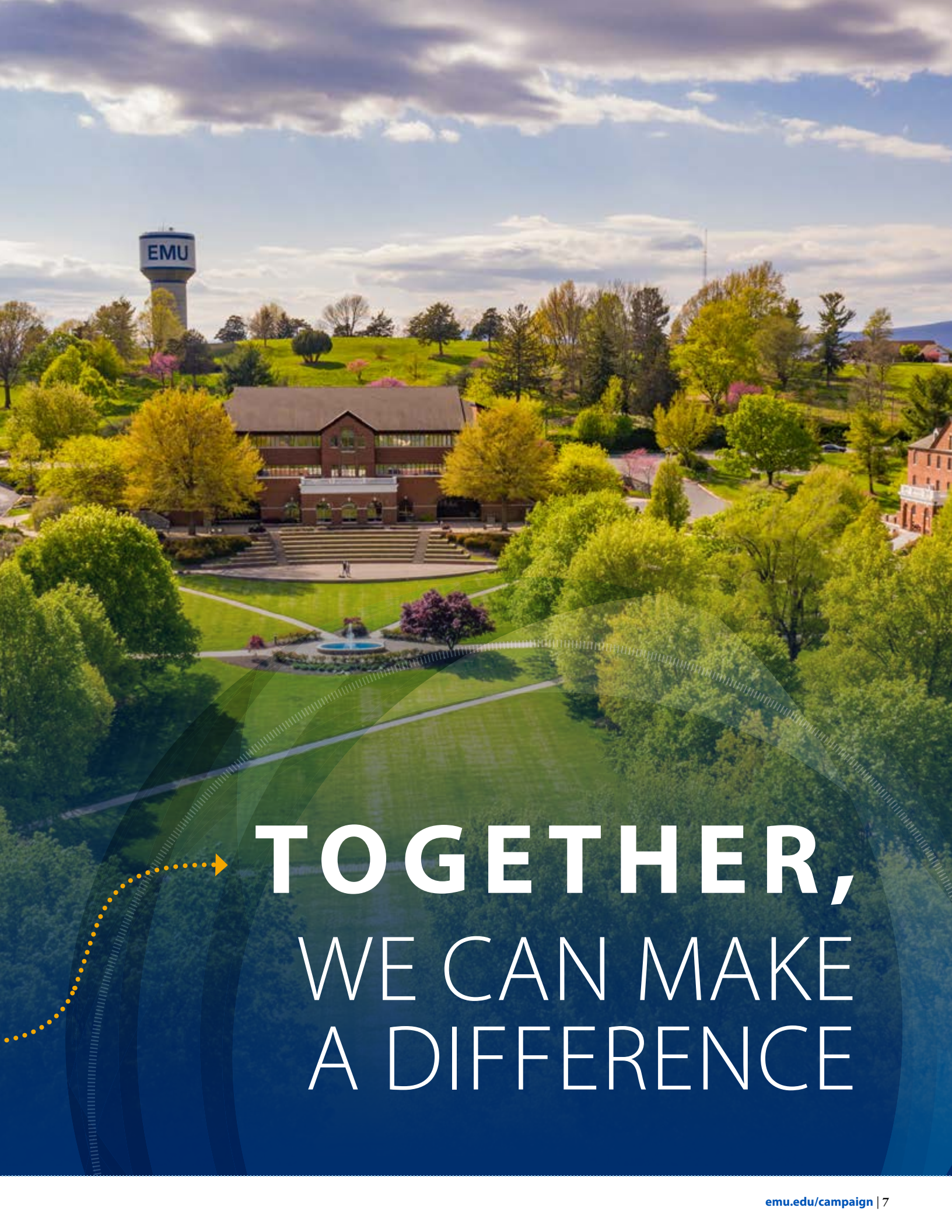
Our most loyal alumni and donors are keenly attuned to the profound impact of the University Fund on the mission of EMU. For decades now, the University Fund has been our perennial, #1 fundraising priority – even during capital campaigns. In particular, it's the annual leadership support of **EMU President's Partners** that makes *the critical difference* in sustaining EMU's service to our students and in turn, enabling them to fulfill EMU's mission to become serving leaders of distinction.

THE UNIVERSITY FUND helps close the gap, annually, between the real cost of delivering an EMU education and what students pay in tuition. EMU's endowment fund, though growing in recent years, remains significantly underfunded. We are very much a "tuition-driven" institution. Donors like you provide leadership gifts to the University Fund that provide a vital impact in supporting these essential needs:

- Student tuition support in the form of financial aid
- Student life services focused on student well-being and success, including counseling services and more
- Collaborative student and faculty research
- Technology upgrades benefiting students, faculty and staff
- Cross-cultural programs
- Infrastructure and facility maintenance and replacement needs

Donors can designate their gifts in support of the annual program needs of the university in general, as well as Eastern Mennonite Seminary, the Center for Justice and Peacebuilding, and/or the athletics program. President's Partners leadership giving levels include:

- \$1,000 - \$2,499
- \$2,500 - \$4,999
- \$5,000 - \$9,999
- \$10,000- \$24,999
- \$25,000 or more



TOGETHER,
WE CAN MAKE
A DIFFERENCE

THE STUDENT TUITION RELIEF INITIATIVE

GOAL: \$5 MILLION BY JUNE 30, 2023

The emergence of COVID-19 in the spring of 2020 had a devastating impact on the economic well-being of many EMU students and their families. The crisis complicated the challenge many students face in determining how to afford our **transformative college education** without incurring burdensome debt.

AS THE CENTERPIECE OF PHASE I OF THE FORWARD TOGETHER CAMPAIGN,

The Student Tuition Relief Initiative provides direct tuition relief for new and returning students who face financial hardship because of the global pandemic.

Increasing financial aid for EMU students is the highest priority for the university. Our new strategic plan states EMU “will open new pathways of access and achievement for all students who aspire to grow as unifying leaders.”

Here are three compelling ways that donors can allocate their gifts for immediate and long-term impact on behalf of students who aspire to be unifying leaders:

- **STUDENT TUITION RELIEF FUND.**

Goal: \$1 million by June 30, 2023. Support our immediate goal of raising \$1 million in direct student tuition relief to ease the financial burden and future indebtedness for students most in need. Nearly \$300,000 in seed funding has already been raised.

- **DIRECT GRANT SCHOLARSHIP AWARDS.**

Goal: \$1 million in gifts and pledges by June 30, 2023. Donors seeking to make a significant impact can establish a direct grant scholarship fund of \$20,000 or more over four years. This format provides \$5,000 each year. A grant of this significance is often the determining factor of whether a student will choose EMU or opt for a college where more financial aid is offered. Over \$700,000 in new direct grant commitments have already been secured.

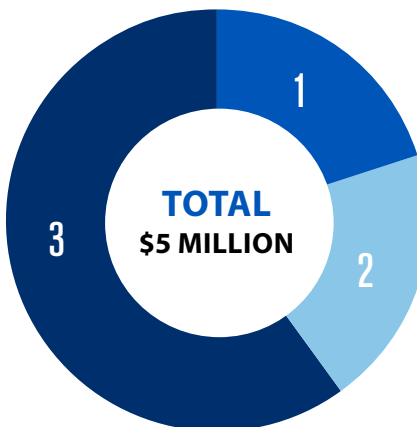
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Direct Grant Scholarships may focus on a particular academic discipline and/or on students from a particular region. Contact an advancement team member for more information (see page 11).

- **NAMED ENDOWED SCHOLARSHIP FUNDS.** Goal: \$3 million in new gifts and estate commitments by June 30, 2023. To increase student access and achievement, the most critical goal is to triple EMU's endowment fund with emphasis on endowed scholarship funds. The current endowment, valued at approximately \$42 million, is woefully inadequate to meet the financial aid needs of the majority of students who want to attend EMU but who lack the financial resources to do so.

EMU's current endowment generates approximately \$750,000 in annual merit and need-based undergraduate scholarships. Tripling that yield would enable EMU to potentially attract an additional 300 students! Increased aid will also lower long-term student loan debt, a major concern to many students.

Donors can establish named endowed scholarships for \$50,000 or more, through lifetime or estate gifts, with the annual earnings of approximately 5% awarded to one or more students as financial aid. Donors may focus on a particular EMU program, academic discipline or an area of regional interest.

3 WAYS TO INVEST IN STUDENT TUITION RELIEF



- 1 **Student Tuition Relief Fund**
\$1 MILLION
- 2 **Direct Grant Scholarships**
\$1 MILLION
- 3 **Named Endowed Scholarships**
\$3 MILLION

We are heartened by many conversations with alumni who are partnering with EMU to establish direct grants or endowed scholarships to benefit students who identify as Black, Indigenous and Persons of Color (BIPOC).



**TOGETHER,
WE CAN HELP
STUDENTS SUCCEED**

DIVERSITY, EQUITY, AND INCLUSION FUND

GOAL: \$300,000

IN RECENT YEARS, EMU's student population has become increasingly diverse. In 1949, EMU was among the first colleges and universities in Virginia to integrate racially. Today, 31% of EMU's undergraduate students are students of color. In the 2019-20 academic year, international students from 31 countries comprised 4% of the undergraduate student body.

A recent study indicates that 22% of our students who filed the Free Application for Federal StudentAid (FAFSA) live at or below the poverty level, and 28% live at or below a federally defined low-income level. In fall 2019, 38% of EMU's entering class came from households with less than \$50,000 in income.

Furthermore, at EMU and nationally, our high-need students are most at-risk and are enrolling in college at lower rates. Last year alone, we enrolled 25-35 fewer Pell-eligible students than expected based on our admitted student pool, demonstrating the immense impact of the pandemic on our most vulnerable population. Donor-supported financial aid would have a major impact on this group of students, providing them an opportunity to attend EMU.

Gifts to this Fund will support special training events and similar efforts that enhance diversity, equity and inclusion among EMU students, faculty and staff.

TAX-WISE GIVING TIPS

Consider the ways in which making a contribution could provide you with tax benefits, such as making a gift of stocks and bonds.

To learn more, please contact

Kirk L. Shisler, Vice President for Advancement

540-432-4200 • kirk.shisler@emu.edu

emuplannedgiving.org

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**There are many ways
to partner with EMU in making
a profound difference in the world!
We covet your prayers, advocacy, and referral
of students, as well as your financial support.**

Our advancement team is ready to assist you in planning a gift that provides you with the greatest satisfaction possible. Our experienced team members draw upon decades of philanthropic planning experience to work with you and your advisers to achieve your goals.

The best gift plans take your financial planning goals into account as well as your concerns for your family and other causes you care about. We will work with you to achieve desired outcomes while leveraging tax planning strategies to realize the greatest impact possible.

Together we can strengthen the resilience of EMU in service to our students and mission even during these challenging times!



The background is a deep blue with several lighter blue, curved, overlapping shapes that create a sense of motion and depth. A prominent white dotted arc is positioned in the lower half of the image, curving from the left towards the right.

FORWARD
TOGETHER