UMass Rising
THE CAMPAIGN FOR THE UNIVERSITY OF MASSACHUSETTS AMHERST

Campaign Theme
UMass Amherst is on the rise. The University of Massachusetts Amherst, New England’s premier public research university, will reach new heights as a leader in the Commonwealth’s and the nation’s innovation economy. By pushing the boundaries of innovation in research and education, UMass Amherst will excel as a creator of new knowledge and talent and as a force for improving society. By investing in the future of UMass Amherst, the UMass Rising campaign will enable the flagship campus to make a quantum leap in quality, impact and reputation.

A Public-Private Partnership
Philanthropy has played a pivotal role from our beginning in 1863 as a land-grant college. Shortly after Congress passed the Morrill Act, establishing land-grant institutions, three benefactors stepped forward with funds to complete construction of the first campus buildings in Amherst. Today, with UMass Amherst approaching its 150th anniversary, private support is as critical as the first gifts received from those stirred by visions of a great public university.

Gifts will be used to:
• Attract outstanding students with merit and need-based scholarships
• Recruit and retain exceptional faculty
• Conduct research that improves the human condition
• Create a physical campus that promotes learning inside and outside the classroom

The Campaign at a Glance

| Support Talented Students | $55 Million |
| Support First-Class Faculty | $54 Million |
| Support Research and Programs | $97 Million |
| Support Buildings and Infrastructure | $54 Million |
| Support Our Annual Fund | $40 Million |
| **Total Working Campaign Goal** | **$300 Million** |
Support Talented Students

$55 million to create 500 additional merit and need-based scholarships and support graduate fellowships, travel abroad programs and career assistance

To continue to make UMass Amherst more academically selective while maintaining our historic commitment to access, we must aggressively recruit the most outstanding high school students from across the economic spectrum. Support for financial aid, merit-based scholarships and other programs, against a backdrop of diminishing state funding, will give us the resources we need to attract the most academically accomplished students, regardless of their financial status. Our enhanced academic profile will lead to improved graduation rates and pathways to careers for our students. Because most of our graduates live and work in Massachusetts, the success of our students has a profound impact on the Commonwealth.

Support First-Class Faculty

$54 million to recruit and retain elite faculty and create 27 endowed chairs and professorships

Recruiting elite faculty from around the nation and the world, and providing existing faculty with ample resources to engage in scholarly pursuits will strengthen UMass Amherst considerably. In the highly competitive environment of higher education, the quality of our faculty will be central to our success. Recruiting and retaining world-class faculty will be one of the most important factors in continuing to attract the most academically gifted students and expanding the scope and impact of our research.

Support Research and Programs

$97 million for new and existing centers and institutes, research initiatives and technology programs

Private philanthropy will allow us to enhance our programs in the arts, humanities, science, health and engineering. Donors will have the opportunity to advance the important work unfolding at many of our notable centers and institutes. These include the Center for Energy Efficiency & Renewable Energy, the Center for Research and Education in Women’s Health, the Environmental Institute, the Pioneer Valley Life Sciences Institute and many others.

Support Buildings and Infrastructure

$54 million for new facilities to support our educational mission as part of a campus makeover

Our campus is central to our character, a defining statement of who we are and what we value. New buildings will add to the vibrancy of campus and help us advance our mission. Major planned capital projects are:

- Commonwealth Honors College residential-academic complex
- Champions Center and McGuirk Stadium improvements
- Isenberg School of Management addition
- Laboratory Science Building

Support Our Annual Fund

$40 million for ongoing support to sustain, strengthen and enrich programs across campus

Our Annual Fund is a vital source of support for all aspects of campus life. The ongoing generosity of alumni, friends, parents, faculty and staff directly benefits our students and faculty. Annual giving is used for scholarships and financial aid, academic innovation, student life programs, world-class teaching, faculty research, state-of-the-art classrooms and laboratories, athletics and so much more. With annual giving, every gift, no matter the size, will make a difference in moving us closer to our goals.