

POWER & PROMISE

making
HISTORY
THE CAMPAIGN FOR GW



OVERVIEW

Power & Promise for student aid represents the George Washington University's commitment to the power of education and the promise of tomorrow's leaders. Launched in 2009, Power & Promise ensures that qualified students, regardless of financial resources, can take full advantage of a GW education. Power & Promise also helps reduce the loan burdens of GW graduates so the cost of their education will not limit their ability to make their mark on the world, no matter what they choose to study or the professional paths they choose.

Financial aid is more important now than any time in the university's history. Our success as an institution depends on making it possible for the most talented students to come to GW and to thrive. Power & Promise represents an affirmation of the future, and an investment not just in the lives of the students receiving scholarships and fellowships, but in the community, the nation, the world, and the lives of all those who will be touched by the achievements of these students during their lifetimes.

For more information, contact:

The George Washington
University
2100 M Street NW, Suite 310
Washington, D.C. 20052
800-789-2611

To make a gift online:
go.gwu.edu/give2scholarships

**THE GEORGE
WASHINGTON
UNIVERSITY**
WASHINGTON, DC

Campaign Goal

\$200M

JOIN THE GEORGE WASHINGTON UNIVERSITY POWER + PROMISE INITIATIVE IN

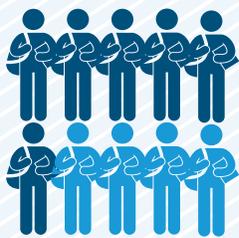
Making History

The George Washington University provides unparalleled access to a rich array of activities and opportunities that our students take advantage of every day. Nevertheless, even as we open many doors for those who attend GW, to others, they may remain closed. Our capacity to thrive in the years ahead depends on our ability to make a GW education available to every qualified student who seeks one. As our programs rise in the rankings and the value of a GW diploma grows, we increasingly find that top students—graduate as well as undergraduate—seek to come to GW. However, while they recognize our faculty as leaders in their fields and want to come to the city where policy is made, their decision to apply here or elsewhere often comes down to the amount of aid we can offer.

GW has made tremendous strides in strengthening our commitment to financial aid, today supporting nearly two-thirds of all undergraduate students with need- or merit-based financial assistance, and establishing scholarship and fellowship programs for students in graduate and professional programs.

Your generous support makes it possible for the most talented students to come to GW, choose a field of study not determined by its future income, and receive an education enhanced by our location in Washington, D.C. To encourage donors to support Power & Promise through endowed gifts, an incentive program has been created. For the duration of the campaign, the university will a) provide incremental scholarship funding by “matching” what is generated by an endowed fund each year (for an outright gift), and b) for a multi-year endowed commitment, allow a scholarship recipient to be named after the first pledge payment is made. Funds raised through the campaign will enable GW to make tremendous strides in ensuring that cost is not a barrier for the best and the brightest students.

FAST FACTS



More than 60 percent of GW undergraduate students receive financial assistance



\$36,380

most recent average financial aid award for entering students (a combination of grants/scholarships, loans, and work study).



GW offers a unique fixed tuition plan: the price of tuition stays fixed for up to 10 semesters of full-time study. As a result families need not be concerned about annual tuition increases.

GWPOWER
& Promise