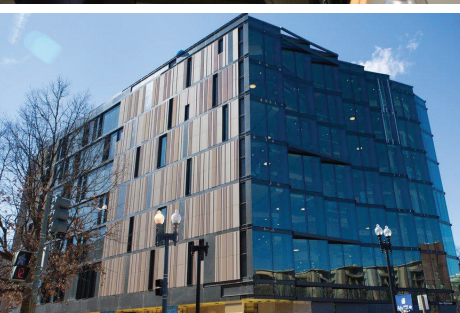


THE CAMPAIGN FOR GW FUNDING PRIORITIES

making
HISTORY
THE CAMPAIGN FOR GW



OVERVIEW

The George Washington University has evolved into a top research institution with national and global stature. Thanks to the generous support of alumni, parents and friends, GW transformed its Foggy Bottom campus as well as significantly enhanced the Mount Vernon Campus and the 120-acre Virginia Science and Technology Campus. Philanthropic support has also provided millions of dollars in scholarships; created endowed professorships that help GW recruit and retain leading scholars; and strengthened efforts to help students identify internships and career opportunities.

We have made tremendous progress, but there is still much more to do. The George Washington University is at a critical juncture. In recognition of that, GW has developed *Vision 2021*, a dynamic strategic plan that carries a solid vision yet provides the flexibility to adapt as we approach our 200th anniversary in 2021. By combining our unmatched location, faculty and student talent pools, and relationships with influential organizations, GW is poised to produce historic achievements on a truly global scale. With such potential, we are launching an ambitious and comprehensive seven-year \$1 billion philanthropic campaign which began in July 2011.

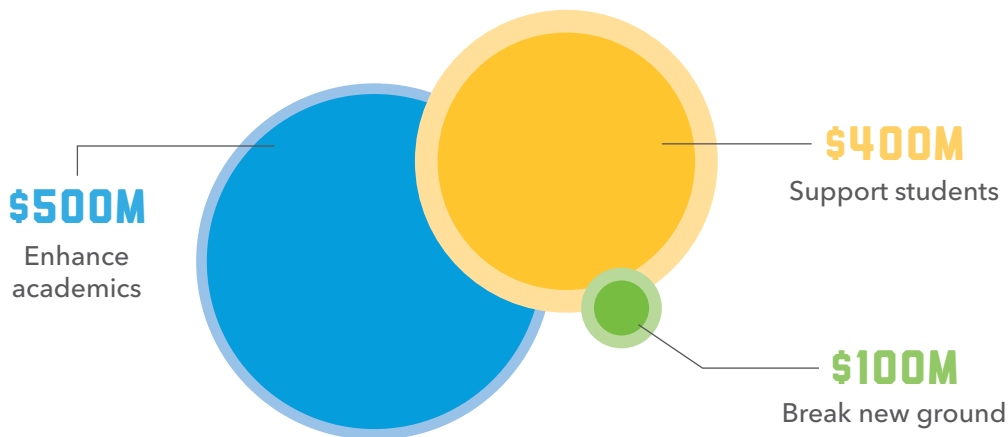
For more information, contact:

Division of Development and
Alumni Relations
2100 M Street, NW, Suite 310
Washington, D.C. 20052
202-994-6415

To make a gift online, visit:
campaign.gwu.edu

**THE GEORGE
WASHINGTON
UNIVERSITY**
WASHINGTON, DC

Campaign Priorities – \$1 BILLION GOAL



JOIN GW IN

Making History



\$500M

Enhance Academics

With your support, we can do more to help talented students and faculty seize opportunities and grow as innovative thinkers and leaders.

- Endowed professorships to recruit and retain world-class faculty and fund innovative research
- An undergraduate Science, Technology, Engineering and Mathematics (STEM) Academy to augment the university's resources in these key areas of learning
- International partnerships that help students immerse themselves in other cultures while conducting extensive research or service projects
- Opportunities to interact with and learn from the most influential leaders of our time
- Eight to 12 additional cross-disciplinary research initiatives that link diverse fields with important issues of public policy



\$400M

Support Students

In the classroom, on campus, in internships, on the field, in the community, and in labs and clinics: GW students are leaders. To continue this tradition and thrive, we must open GW's doors to all qualified students who hope to attend.

- Increase funds for Power & Promise, GW's financial aid initiative for undergraduates and graduates
- Support for research fellowships and projects (both undergraduate and graduate)
- Support for student life programs, such as career services, clubs and activities, and citizenship, leadership, and service learning projects



\$100M

Break New Ground

With your support, we can develop state-of-the-art facilities for the creation of innovative research initiatives linked to the challenges society faces today and in the future.

- Funds for the Science & Engineering Hall, which will be one of the largest urban science and engineering research facilities in the country, and be instrumental in making groundbreaking and life-saving discoveries
- GW's new museum, designed to house the 19,000-plus works of The Textile Museum and the Albert H. Small Washingtoniana Collection, and serve as a modern learning laboratory
- Funds for the Milken Institute School of Public Health, a state-of-the-art facility that supports the school's commitment to advance the health of the populations of local, national, and global communities