

***Proudly Cincinnati – Tower of Strength, Rock of Truth: The Campaign for the University of Cincinnati***

**The road to \$1 billion:                      \$785,310,470    to date**  
**\$214,689,530    to go!**

- Saturday, October 25, 2008 marked the campaign's public phase with a celebratory launch at Fifth Third Arena.
  - private phase raised \$454 million
- Campaign duration = 8 years
- June 2009 = campaign reached halfway mark with \$500 million
- This campaign is the largest fund raising campaign in UC's history.
  - University's previous campaign in 2000 raised \$329 million.
- Approximately 65 higher education institutions in the United States have completed or are planning billion-dollar campaigns. Examples include:
  - California Berkley
  - Stanford University
  - The University of Virginia
  - Yale University
- Campaign goal = to support UC's vision of becoming one of the finest public research universities in the country.

**CAMPAIGN PRIORITIES**

- Scholarship
  - Research
  - High Caliber Health Care
  - Renowned Faculty
  - Innovation
  - International Student Experience
- More than \$200 million will support scholarships and other student aid, including:
    - Endowment of a tuition-free musical theater program (CCM)
    - Language certificate programs in Arabic, Chinese and German (COB)
  - Capital fundraising includes UC's College of Law and The James L. Winkle College of Pharmacy.

Visit <http://proudlycincinnati.org> to be a part of this historic campaign by making your gift online today!