

THE DAVID AND DEBBIE SMITH UNDERGRADUATE SCHOLARSHIP ENDOWED FUND

Help Deserving Students Stay at Syracuse

The number of Syracuse University students who require additional aid to stay in school has increased dramatically in today's uncertain economic times. In response to this growing need, a new scholarship fund has been created to provide a safety net for undergraduate students with unexpected financial hardship.

The David and Debbie Smith Undergraduate Scholarship Endowed Fund—created in honor of David Smith for his 35 years of service as SU's head of admissions and financial aid—will enable us to extend a helping hand to students facing unforeseen circumstances at the crossroads of their young lives.



Taking Action in a Time of Crisis

When the global economic meltdown hit in fall 2008, SU's financial aid office was flooded with students whose parents had lost jobs, investments, and savings practically overnight.

Compounding the problem, student loans were no longer readily available. Families who'd made careful plans to send their children to college were suddenly under enormous strain, and urgent appeals for additional financial aid increased nearly 30 percent.

A Temporary Solution

The University reacted swiftly by launching the Syracuse Responds Initiative, a one-time, 60-day fundraising campaign to provide additional financial aid to students severely impacted by the economic downturn. By the campaign's end, SU was able to provide additional assistance for 426 current students, many of whom could not have returned for the spring semester without it.

"Syracuse Responds was a temporary solution to an extreme moment of need—an earthquake," Smith says. "But SU has always sought ways to offer opportunity to students who don't fit neatly into existing financial aid policy. My wife, Debbie, and I think the time is right to strengthen the University's ability to take action when a student needs extra help to stay in school."



Providing a Long-Term Safety Net

Syracuse University has always been passionate about equal access to education, a commitment backed by a long tradition of opening doors to qualified students regardless of their socioeconomic background. In fact, the University offers nearly two-thirds of all undergraduate students some SU-funded financial aid—more than \$160 million annually. But now, more than ever, volatile economic conditions are impacting our students in ways they never could have imagined.

The David and Debbie Smith Undergraduate Scholarship Endowed Fund—inspired by the Smiths' enduring commitment to educational access and opportunity—allows us to be prepared for the unexpected by giving us the ability to support students who are suddenly affected by circumstances beyond their—and our—control. Endowing the fund will provide a consistent and flexible flow of resources to be administered by the University's vice president for enrollment management, Donald Saleh. With this long-term endowed fund at hand, he can effectively assess each individual case, respond, and reach those who face the unexpected realities of today's global marketplace.

"Don has a strong and impressive background in financial aid and admissions," Chancellor and President Nancy Cantor says. "He is the perfect choice to continue to build on SU's commitment to quality, access, and opportunity."

Joining the Effort

Leadership gifts from David and Debbie Smith and Don and Florence Saleh, plus a six-figure commitment from SU parents Ben and Arlene Morelli, have provided a good foundation. But it's the combined support of many caring alumni and friends that will strengthen the endowment and maximize the impact of this important scholarship sooner rather than later. The more we raise today, the more students we can ultimately help succeed.

David Smith, shown here with his wife, Debbie, is a nationally recognized expert in enrollment management and college planning. During his long career at SU, he helped countless numbers of students realize their dream of earning a college degree.

To Learn More...

Gifts to the David and Debbie Smith Undergraduate Scholarship Endowed Fund can be made with cash, bequests, and retirement funds, or with annuities or trusts structured as a planned gift by SU or an outside entity, such as a bank.

For more information about how to ensure that Syracuse University students have the safety net they need to succeed, call us at **315.443.2865** or **877.2GROWSU**. Or to make an online gift, visit giving.syr.edu and click “give now.”

The Campaign for Syracuse University

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“When my dad died six years ago, my mom stepped in to run our family’s moving company. In these hard economic times, our business is struggling and my mom hasn’t been able to draw much of a salary. Extra assistance from the Syracuse Responds campaign has made it possible for me to complete my studies here at SU. When I’m established financially, I hope I might also be able to help a student stay at Syracuse.”

—**Matthew Fiore '11**

GIVING SECOND CHANCES



As head of admissions and financial aid for more than 35 years, David Smith was good at identifying students in crisis. Sometimes a fellow student or faculty member would alert him to a student in distress, and sometimes students

would simply appear in the financial aid office asking for help.

“If something happens, we don’t want students just to disappear,” says Smith, who retired as Syracuse University’s vice president for enrollment management in August 2007. “We want an opportunity to take our best shot at responding.”

Throughout its history, Syracuse University has made every effort to help students fulfill their dreams of earning a college degree. But Smith concedes that recent economic conditions changed everything. “It was as if the wheels were coming off,” he says. “My life’s work has been all about giving others opportunity, and I hope this endowed scholarship fund will help fill the hole of desperation.”

Smith says his career in admissions and financial aid has been very rewarding because he was able to help young people find their voice and make it possible for them to succeed. “I consider it a privilege to have had an opportunity to carry on SU’s tradition of offering equal access and opportunity to students from all walks of life.”

For a closer look at the impact David Smith has had on SU students throughout his career, visit giving.syr.edu/smithscholarship.

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CHANGE**

SYRACUSE UNIVERSITY

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