FUND DREAMS DIVERSITY INSIGHTS RENEWAL CONNECTIVITY INSPIRATION AMBITION GREATNESS PROMISE GENIUS TRANSFORMATION INNOVATION HOPE PERSPECTIVE CREATIVITY VISION EXPLORATION AND SO MUCH MORE
WHAT WILL YOUR GIFT FUND?

A first-year performing arts student enters a practice room to find a new piano. An undergrad at the School of Information Studies researches technology’s effect on childhood learning. A scholarship student in the SU Abroad program studies at our Beijing Center and gains a firsthand understanding of China’s culture and dynamic marketplace.

In your hands is the power to help make all three of these scenarios—and countless others—possible. Read on, and you’ll discover all the ways Syracuse University is inciting change on campus, in communities, and around the world. And all the reasons why you should give this year—and every year—to The Fund for Syracuse.

Please help fund an education. Fund a dream. Fund a future.

THE FUND FOR SYRACUSE
“Syracuse University is a place where talent, desire, and opportunity flourish. Through our vision of Scholarship in Action, it’s a place where students become leaders, teachers become collaborators, and our community is continually elevated through the energy of new ideas.”

Nancy Cantor
Chancellor and President

One gift, so much impact

Rarely does your generosity have so much potential to impact the lives of others.

Together with gifts from thousands of other alumni, parents, faculty, staff, students, and friends, your annual gift to The Fund for Syracuse creates a versatile, vital resource for Syracuse University’s continued operation and growth.

This is especially true now, during The Campaign for Syracuse University. As part of this $1 billion fundraising effort—the most ambitious in our institution’s history—your gift to The Fund for Syracuse will help us take Scholarship in Action to a new level. And allow SU scholarship, research, talent, and creativity to incite change as never before.

What makes The Fund for Syracuse so vital?

> Give today, impact today. Dollars from The Fund for Syracuse are flexible and immediately available, enabling the Chancellor, college deans, and other division heads to direct them wherever they’re most urgently needed, whether it’s for an investment to enhance our educational “product” or a safety net to handle unforeseen costs that would otherwise strain SU’s resources.

> Bridge the gap. Most people don’t realize that tuition and fees account for only a portion of SU’s annual budget. Gifts to The Fund for Syracuse create an essential bridge between tuition revenues and the actual cost of an SU education, ensuring that students have access to a first-rate educational experience.

> Open the door. Did you know that SU ranks among the top one-fifth of the nation’s private institutions in making education accessible to more students through financial aid? At any given time, a full 80 percent of our student body receives some kind of financial assistance. As a contributor to The Fund for Syracuse, you can take pride in both statistics.
## Look at all your gift can accomplish

Dramatic physical improvements like dining hall renovations. Intangible but equally inspiring educational catalysts, including scholarships, stipends, research funding, and grants. Everyday yet every-bit-as-critical operating expenses such as heating, lighting, snow removal, maintenance, and campus security. Your generosity in supporting The Fund for Syracuse can be put to good use right now, addressing real needs and having real impact.

<table>
<thead>
<tr>
<th>Your gift of...</th>
<th>will provide...</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 50</td>
<td>Blue books for class midterms in PHI 191: Ethics &amp; Value Theory</td>
</tr>
<tr>
<td>$ 100</td>
<td>One month of lighting for Shaw Dining Hall</td>
</tr>
<tr>
<td>$ 150</td>
<td>Overnight accommodations for a guest lecturer</td>
</tr>
<tr>
<td>$ 200</td>
<td>One electronic microscope for a biology lab</td>
</tr>
<tr>
<td>$ 500</td>
<td>Travel to a national tournament for one SU mock trial-team student</td>
</tr>
<tr>
<td>$ 850</td>
<td>Ten nonfiction books for the SU Library</td>
</tr>
<tr>
<td>$ 1,000</td>
<td>One workstation in a computer cluster</td>
</tr>
</tbody>
</table>

## FUND INNOVATION

Some students just can’t wait to start their own businesses. The Syracuse Student Start-up Accelerator, a cross-campus initiative, is helping these young people turn their ideas into functioning enterprises.

Supported by gifts to the Orange Tree Fund, the program is enhancing SU’s position as a national leader in entrepreneurship education. “We’ve been teaching students how to develop proposals and plan businesses,” says Bruce R. Kingma, associate provost for entrepreneurship and innovation. “Now we’re taking things to the next level.” In addition to the program’s academic courses, students receive exceptional support from faculty and local business leaders. Some of the program’s start-ups include a chocolate manufacturer, a bicycle rental service, and Brand-Yourself.com, which was recognized at the Kairos Global Summit as one of the top start-up companies of 2010.
You’ll be in good company

Not certain your gift of $100, $200, or even $500 can make a difference to an institution our size?

Consider that more than 26,000 Syracuse University alumni, parents, faculty, staff, students, and other members of our family are joining you—mirroring your exemplary behavior—in making an annual gift to The Fund for Syracuse.

Far from being alone, you’ll be part of an annual groundswell of support, a generous collaboration of literally thousands of SU supporters who have elected to turn their heartfelt feelings for our institution into action.

FUND INSPIRATION

Bird Library’s sessions on how to use its resources aren’t just informative, they’re inspirational. When Allie Jennings ’13 (left) attended one recently, she learned about valuable research tools and was even inspired to develop one of her own. After consulting with library staff, she created The Research Helper for Syracuse University, a pamphlet to help students research more efficiently. “So many times, I would find valuable resources online or in the Library,” she says, “but I would lose the information I copied down and have to track down that same information again.” Gifts to the Library give students access to a wealth of information, talented staff, many valuable study tools, and—thanks to Allie—copies of The Research Helper, too.
SU’s residence halls, apartments, and academic buildings are continually upgraded to ensure student safety and comfort. Gifts to The Fund for Syracuse enable these transformations. On South Campus, apartments have been fitted with cut- and tear-resistant screens and security cameras, and Winding Ridge apartments received new roofs, siding, paint, and entrance sidewalks. Lawrinson Hall renovations have brought single-user bathrooms, laundry rooms, study lounges, and new windows to floors 9 through 20, with the remaining floors to be renovated in summer 2011. And all across campus, a card-access system is being installed on the exterior doors of 19 academic and administrative buildings to allow for remote locking at the end of each day.

**Fund renewal**

**Fund something special**

Remember: A principal strength of The Fund for Syracuse is its flexibility and immediacy.

On one hand, you can direct your gift to a particular school’s Dean’s Fund, to the Scholarship Fund, or to the SU Library. Still vital, still flexible, still available immediately—this method of giving enables you to have a say in where your generosity is applied.

On the other hand, gifts can be directed where they are needed most. At the discretion of the Chancellor, they can address day-to-day operating costs, enhancements to the campus, strategic investments in SU’s future, or other important and pressing needs of the institution.

It’s your choice. Rest assured your generous gift will be put to expedient—and excellent—use.
FUND PROMISE

For women in the workplace, heading up their households, or struggling to balance both—finding time and resources to also obtain a college degree is a daunting, if not insurmountable, task. Established to address the challenges facing women returning to school, University College’s Eta Pi Upsilon Scholarship Fund assists women obtaining their SU degrees on a part-time basis. With more than 200 scholarships awarded since the fund’s inception in 1968, support ranges from financial aid to reduce tuition and fees (part-time students do not, by definition, qualify for federal, loan-based financial aid) to assistance with such practical challenges as child-care costs. As for results, a recent recipient said it all: “Without this scholarship, I would not have been able to finish my degree.”

Giving doesn’t get any easier

To learn more. . .
The knowledgeable and friendly staff at The Fund for Syracuse are committed to making your giving experience as rewarding and effortless as possible. For prompt, thorough answers to your questions, please contact us at 315.443.1848 or giving@syr.edu.

To make your annual gift to The Fund for Syracuse. . .
Gifts will be graciously accepted through any of the following methods:

> **Online:** Visit givetosu.syr.edu at your convenience to make a gift by credit card or electronic check. Recurring gifts are also an option.

> **By phone:** Call 315.443.1848 between 8:30 a.m. and 5 p.m. ET, Monday through Friday. Gifts may be made with your MasterCard, Visa, American Express, or Discover card.

> **By mail:** Using the reply card and envelope provided, please send your check or money order (made payable to Syracuse University) or credit card information to:

  The Fund for Syracuse  
  Syracuse University  
  820 Comstock Avenue  
  Syracuse NY 13244-5040

> **We also accept appreciated stocks:**  
  Call 315.443.1718 for assistance in making a gift of stock. When you call, please have the name of your broker (if applicable), type of stock, and number of shares.
To make a matching gift... If your employer has a matching gift program, the value of your gift could be doubled or even tripled. The necessary forms are usually available from your company’s human resources department. To find out if your employer participates in a corporate matching gift program, contact your personnel office or visit giving.syr.edu/matching.html for more information.

Tax-deductibility... Your gift is tax-deductible to the full extent of current tax laws. Please discuss your gift with your accountant or tax preparer for more information.

To make Syracuse University part of your official plan... Should your interests lead you to consider a bequest or other type of planned gift, a wide range of philanthropic opportunities exists. Our gift planning experts are happy to explore with you other gift strategies, including endowments, estate gifts, bequests, and life-income gifts. Simply call 888.352.9535 or e-mail giftplan@syr.edu.

FUND CONNECTIVITY

Students come to SU expecting wireless, connect-from-anywhere computer access. Thanks to recent expansions—and resources from The Fund for Syracuse—SU’s AirOrange wireless network is reaching farther than ever.

Today, students, faculty, staff, and visitors can connect to AirOrange in academic and administrative buildings. Throughout residence halls. At the Marshall Square Mall. And even anywhere on the Quad—from the steps of Hendricks Chapel to a sunlit spot smack dab in the center of the lawn.

In addition, the AirOrange network is continually upgraded to keep pace with advances in wireless systems. As these improved technologies emerge, they’re incorporated into the network, making it faster and more reliable for the entire SU community.