

FOREVER ORANGE FOREVER RESILIENT

When we launched *Forever Orange: The Campaign for Syracuse University*, it coincided with our sesquicentennial, celebrating 150 years of impact. No one could have imagined that a few short months later we'd be confronted with a pandemic that would send our students home and launch a campuswide virtual instruction initiative. Yet our community adapted, determined to provide students with a redefined Orange experience and committed to making that experience extraordinary.

That commitment and determination fuel our Forever Orange campaign with new energy and resolve.

Now, more than ever, Syracuse University needs your support to broaden the impact that our educators, innovators and entrepreneurs can have on individuals, on our campus, in our communities and around the world. Your generosity creates opportunities for generations

of promising students who seek guidance as they chart their own courses toward discovery and innovate for the greater good.

Despite new challenges—perhaps even because of them—we will forge ahead and show the world what sets us apart. We have demonstrated that we can be nimble, dynamic and responsible. Our resilience empowers us to reimagine what's possible and make it real.

Together, we can achieve our vision, impact lives and improve our world. That's the Orange way.

Please join our campaign. Your gift, no matter the size, makes a difference. It means you support promising futures. It means you appreciate today's challenges. It means you know what it takes to improve our world. It means you are Forever Orange.

Learn more or make a gift online at foreverorange.syr.edu/2020.



Our Campaign Promise

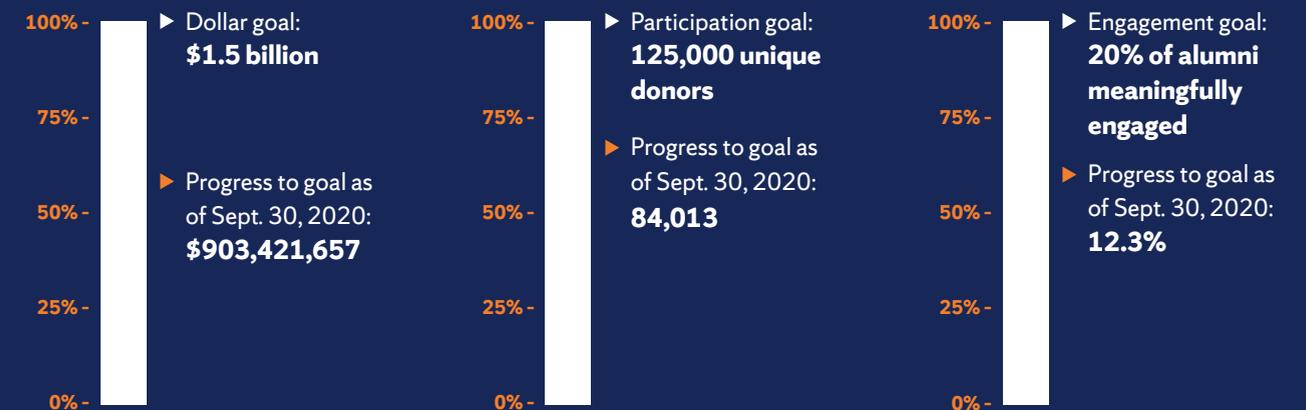
Though much has changed in the world since our campaign launch, we maintain our unwavering commitment to academic excellence, research, discovery, innovation and providing opportunities for all students to achieve personal and professional success. The campaign funds raised will ensure:

- ▶ Collaborative and relevant learning and research opportunities from outstanding faculty.
- ▶ An unsurpassed experience for all students that includes experiential learning and a holistic approach to wellness.
- ▶ Unique learning opportunities for diverse groups of learners, veterans, creative innovators and entrepreneurs.

The goals of *Forever Orange* are ambitious, with opportunities for everyone in the expansive Orange network to contribute to something meaningful that can change one person's life forever, or transform many lives at once.

[Learn more or make a gift online at foreverorange.syr.edu/2020.](https://foreverorange.syr.edu/2020)

Progress Toward Our Goals



CAMPAIGN TIMELINE





CREATING OPPORTUNITIES FOR STUDENTS

The year 2020 has brought our students' resilience into focus, inspired us to further invest in their futures, and led to new opportunities for learning. It also offers new ways to support our students, to ensure they have access to experiences that will help them succeed.

No student should be held back from pursuing a high-quality education by the cost of textbooks, travel, or learning opportunities beyond the classroom. Your generosity is an investment in the human spirit, as our students strive to dream, discover and show the world what Orange can do.

Fostering Success for Underrepresented Students

It takes encouragement, dedicated mentorship, motivated leadership and financial support. All these factors come together in the Our Time Has Come (OTHC) Scholarship Program, which creates opportunities for underrepresented students at Syracuse University. Launched in 1987, OTHC has awarded nearly 1,500 scholarships. Still, due to limited resources, only 20% of qualified applicants are awarded a scholarship.

OTHC scholars receive leadership skills development along with guidance from diverse members of the vast Orange alumni network. It's the kind of support that lays the foundation for an extraordinary student experience. "The program definitely helped me build a foundation and

relationship with the community of color, which I really appreciate," says Taylor M. John '22 (pictured above), who was raised in a Caribbean American household of Guyanese, Jamaican, Chinese- and Cuban ancestry. Currently co-chair of diversity affairs for the Student Association, John aspires to use her studies in global health, international relations, citizenship and civic engagement to improve access to health care in underserved communities around the world.

The Heart of the Student Experience

The gateway to campus. A gathering place and dining destination. The hub of student life. These are descriptions of the Hildegard and J. Myer Schine Student Center, set to reopen in 2021 and welcome students into a truly inclusive and fully accessible space.

The renovated Schine will house dining, student cultural centers, activities and organizations. The Disability Cultural Center, Office of Multicultural Affairs and LGBTQ+ Resource Center will be co-located and offer opportunities to promote intersectionality. Interested donors can invest in named gifts to establish dedicated spaces where students can go to explore their identities, connect with others and discover opportunities they may not have imagined before becoming Orange.

"The program definitely helped me build a foundation and relationship with the community of color, which I really appreciate." —Taylor M. John '22

REDEFINING ACADEMIC EXCELLENCE

The classroom of the future has no walls or boundaries. Creativity flourishes and brilliant minds from diverse disciplines come together to formulate ideas that can reshape entire fields of inquiry.

We are investing in relevant research and interdisciplinary programs that attract faculty from around the world who inspire students to tackle society's greatest problems. Strategic investments in recruiting, retaining and supporting outstanding faculty allow us to expand our research impact, leading to more breakthrough discoveries.

You can help by supporting endowed chairs and professorships, startup funds for early-career faculty and interdisciplinary teams, graduate fellowships and research opportunities for students, and faculty development resources. Together, we can create new ways for students to learn—in the classroom, in the virtual world, in labs and maker spaces, and in field sites and cities everywhere.

Research to Unlock Secrets of COVID-19

The National Science Foundation awarded a \$196,000 grant to two Syracuse University physics professors whose research has the potential to unlock the secrets of the novel coronavirus. Assistant Professor Alison Patteson and Associate Professor Jennifer Schwarz are working to understand how

the virus responsible for COVID-19 enters cells and what can be done to prevent that entry. They are part of the Soft Matter Group in the Department of Physics as well as the University's new BioInspired Institute, which brings together faculty from various disciplines who have related research interests in addressing major challenges in health, medicine and materials innovation. Their research is critical to the development of antiviral drugs to treat COVID-19 and save lives.

A \$2 Million Tribute Gift for Clinical Psychology

When Faith "Chris" Maltby Cobb '51, G'66, G'74 passed away in 2018, her partner, Janet G. Jones, began to explore how best to pay tribute to the woman she loved. Jones knew that Cobb had treasured her time at Syracuse University. That's why Jones decided to commit \$2 million to Forever Orange to fund the Cobb-Jones Clinical Psychology Endowed Professorship within the Department of Psychology in the College of Arts and Sciences.

"Chris believed that people needed to know what they were truly about to understand other people," says Jones. "That is the foundation of clinical psychology. It's not theory—it's applied every day to help people live their lives to the fullest."





EMPOWERING ALL LEARNERS

We believe diversity strengthens our campus community, and we invest in resources to support innovative learning opportunities accessible to all. This includes programs for veterans and military-connected students; students with intellectual and developmental disabilities; those who have faced social and economic disadvantages; those still searching for an identity and place to fit in; and dreamers who need just the right kind of encouragement to become the business giants of the future.

Support for diverse groups of learners can take many forms—financial support, recruitment and retention of diverse faculty, student-focused cultural centers, accessible campus facilities, and resources for empowering student entrepreneurs.

Launching Innovators Into Global Entrepreneurship

Some of the most curious minds on campus often gather in a place called “the glass cube” to brainstorm. This spot inside Bird Library is Blackstone LaunchPad & Techstars, part of a global network funded and supported through engaged donors like Todd B. Rubin '04, minister of evolution and president of The Republic of Tea. “Of the students who come to LaunchPad, 5% will launch their own company and 95% will be hired by innovation companies around the world,” says Linda Dickerson Hartsock, LaunchPad executive director. “Todd’s generous support gives creative students the opportunity to create solutions and startups that can do good in the world, and then mentor other students. They learn to pay it forward in what we call true impact giving.”

LaunchPad helped Quinn King '20 launch MedUX, which makes portable medical infusion devices. As a peer mentor, King helped other students create startups in sectors from technology to the arts and digital media to sustainability.

Building Community on Native Land

When Dr. Brian Thompson '87 looks out the window of his OB-GYN office, what he sees fills him with pride and gratitude: doors open at his alma mater through the Haudenosaunee Promise and Haudenosaunee Honor scholarship programs and the building of a community that welcomes and promotes Native American cultures.

“My mother is Oneida and my father is Mohawk,” explains Thompson, who says he is the only Native physician who identifies as Oneida practicing in the region. He points out that of the approximately 20,000 physicians who graduate from medical school each year in this country, only 20 to 30 of them are Native physicians. “Syracuse University and its donors are helping fulfill the dreams of an incredibly marginalized people.”

The Haudenosaunee Promise Scholarship was first awarded in fall 2006, an initiative of the Native Student Program in the Office of Multicultural Affairs to support Native students in their transition to college. It covers the cost of tuition, fees, housing and meals for eligible full-time first-year and transfer students who live in one of the Haudenosaunee territories. The Haudenosaunee Honors Scholarship was added in 2013 to cover tuition and fees for those qualified students who are certified citizens of one of the historic Haudenosaunee nations, though not living on Native land.

CULTIVATING LEADERSHIP AND FUTURES OF SERVICE

Leadership is about learning to set ambitious objectives, focus on priorities, and exhibit the discipline and character to achieve goals. Nowhere is that opportunity more evident than in Syracuse University's Reserve Officer Training Corps (ROTC) programs, where students earn both an officer's commission and a college degree simultaneously.

The longest continuously operating ROTC program in the nation, the Army ROTC at Syracuse University offers a commission as a second lieutenant in either the active Army or Reserve/National Guard in a variety of career fields, including Combat Arms (Aviation, Armor, Artillery, Infantry or Engineers), Combat Support, and Combat Service Support branches. The Air Force ROTC has strategic partnerships with 12 other universities in the Central New York region, offering a rich selection of academic programs and connections.

Igniting the Entrepreneurial Spirit

As they look to the future beyond service to their nation, veterans and their families can rely on the resources of Syracuse University's Institute for Veterans and Military Families (IVMF) for guidance, inspiration and hands-on preparation for success. That is especially true for entrepreneurial-minded veterans who have the tenacity to be successful but need specific skills training, networking and navigational support.

One of IVMF's eight national entrepreneurship programs, V-WISE (Veteran Women Igniting the Spirit of Entrepreneurship) offers training in business skills necessary to turn an idea or startup into a growing and sustainable venture, funded in part through a cooperative agreement with the U.S. Small Business Administration and private philanthropy. Participants join a community of established women veteran and

military spouse entrepreneurs now numbering more than 3,000.

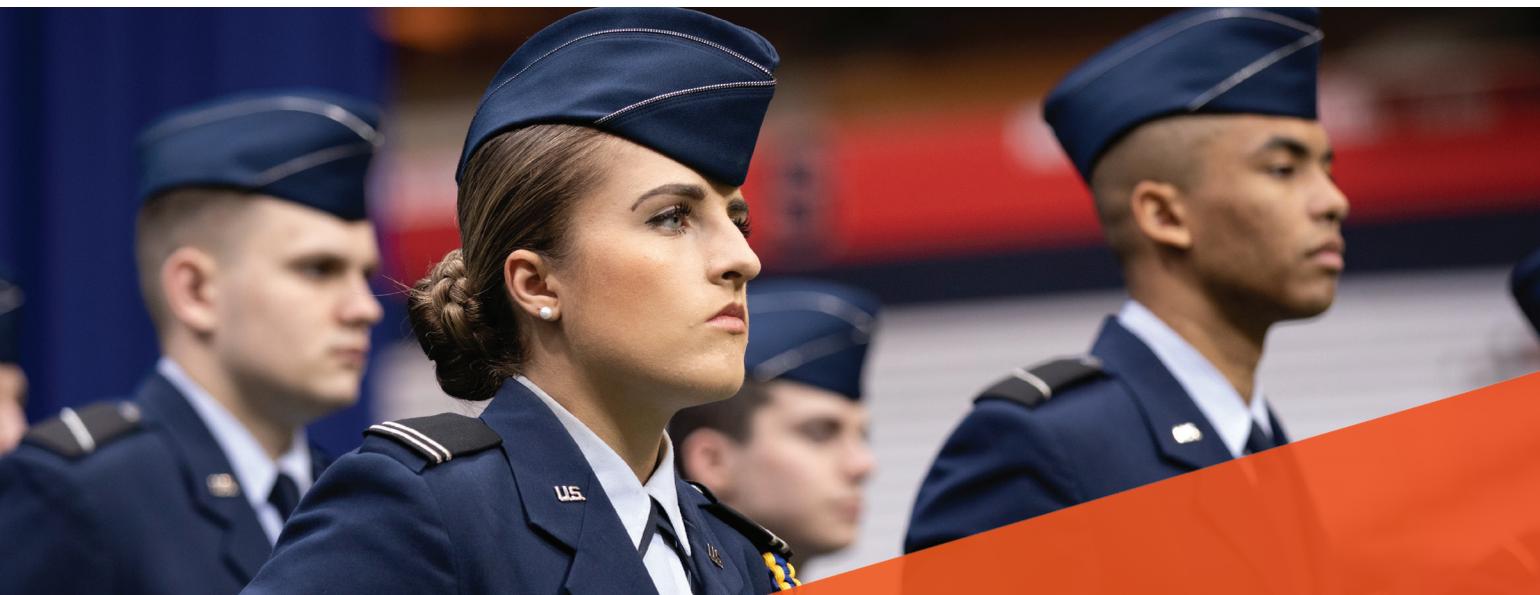
Creating Opportunities to Serve After Service to the Nation

Syracuse University's commitment to be the best place in the nation for veterans plays out daily in an IVMF program called Onward to Opportunity (O2O). Here, active duty, selected reserve, veterans, and military spouses learn business, technology, customer service skills and much more to accomplish their personal and professional goals after military service.

O2O participants are first offered a comprehensive assessment tool to align a training plan with their current skills, passions and professional goals. They select a career path and have access to over 50 in-demand courses and certification tracks. They are prepared for job interviews and connected with more than 800 military-friendly employers around the country. Thanks to grants from JPMorgan Chase & Co. and the Schultz Family Foundation, along with generous donors, these resources are free to veterans and military spouses, giving them a competitive edge so they can find new ways to lead and serve their communities.

Supporting Our Veterans and Military-Connected Students

All of these programs are offered at no cost to participants through grants and the generosity of donors. To learn more about the IVMF General Fund, the Office of Veteran and Military Affairs' Veteran Legacy Fund and other ways you can support our service members, veterans, and military-connected families and students, contact us at 315.443.0141, or visit ivmf.syracuse.edu or veterans.syr.edu.



FOREVER ORANGE: CREATING A WORLD OF OPPORTUNITY

For 150 years, Syracuse University has been a destination for those with great aspirations and a hunger for knowledge. Those who search for identity and community, and those driven to lead and to serve.

Your generosity can make a world of difference for promising students. For students with financial need, your gift makes a Syracuse University education possible. When you invest in them, you invest in all our collective futures. Because they can change our world.

The need for student support has never been greater.

During the 2019-20 academic year, approximately 80% of students received financial support, with the largest form of aid coming from more than \$295 million in Syracuse University grants and scholarships. Yet only about 3.5% of that aid was funded through endowment gifts and other donor support. Now, more than ever, your gift to scholarship and student support opens doors for exceptional students.

Gifts of any size can make a huge impact on a single life, or the lives of many.

From scholarships to endowments, programs to services, events to experiences, there are so many ways to shape futures and leave a legacy of your own with a gift that keeps on giving. Our goal during this campaign is for you to join thousands of others in the Orange family who stand behind, walk beside and lift up deserving and dedicated students. For them. For all of us. Forever Orange.

“It’s nice to know there are people out there supporting us and seeing potential in us. Any amount makes a huge difference in a student’s life.”

—Rachel Salmon '22, recipient of the Dewitt C. LeFevre Endowed Scholarship

“The rewarding thing is knowing that you are helping to meet a real need for a real person with real promise.”

—Patricia Mautino '64, G'66, Syracuse University Trustee (she and her husband, Louis A. Mautino '61, G'62, have established five named, endowed scholarships)

SHOWING THE WORLD WHAT ORANGE CAN DO—TOGETHER

▶ MAKE AN IMPACT

Contact the Office of Development at 315.443.1848, or by email at giving@syr.edu.

▶ LEARN MORE OR MAKE A GIFT ONLINE

at foreverorange.syr.edu/2020.

▶ GET INVOLVED. JOIN THE 'CUSE COMMUNITY!

Visit cusecommunity.syr.edu to connect with the Syracuse University Alumni Association.

