

A person with long hair, wearing a dark beanie and a backpack, is seen from behind, looking out over a vast mountain range at sunset. The sky is filled with soft, golden light, and the mountains are silhouetted against the bright horizon. The overall mood is one of adventure and exploration.

# TUSCULUM

UNIVERSITY

# *Frontiers*

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A CAMPAIGN FOR TUSCULUM UNIVERSITY



# *Campaign Overview*

## CAMPAIGN GOAL:

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**\$13,500,000**

## SUB-CAMPAIGN GOALS:

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Affordability / Scholarship Support: \$8,000,000

Student Experience: \$4,500,000

Future Focus: \$1,000,000



# TUSCULUM UNIVERSITY

# Frontiers

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A CAMPAIGN FOR TUSCULUM UNIVERSITY

Since our founding in 1794, Tusculum University's core mission has been to provide an outstanding education on the frontier that prepares students for their lives and careers. Our mission remains the same 230 years later, only the frontiers have changed. Frontiers, A Campaign for Tusculum University is a comprehensive campaign **with a total goal of \$13,500,000** focusing on three key areas for the university moving forward: Affordability, Student Experience, and Future Frontiers.

*Because today's frontiers demand today's  
Pioneers, we ask you consider the following.*

1

## *Affordability*

Tusculum's student body is 58% first-generation – meaning neither of the student's parents or guardians have completed a bachelor's degree. In addition, more than 98% of our traditional undergraduate students receive some form of financial aid. Earning a college degree is vital for young men and women to develop into career-ready professionals, but cost can be an obstacle on the path to graduation. This is where scholarships can have a significant and lasting impact..

Tusculum University has always provided financial support for students and their families when and where most needed. Our financial aid team works closely with students to make a degree at Tusculum as affordable as possible. Keeping costs comparable with state-funded schools through robust grants, scholarships, and other forms of financial aid is a challenge that can only be met with donor support. This is where scholarships really make the difference.

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58%

**OF TUSCULUM  
STUDENTS THAT ARE  
FIRST-GENERATION  
COLLEGE STUDENTS**

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# Non-endowed Scholarships

- **GAP SCHOLARSHIPS.** Even after available financial aid is given, some students still face too large a financial gap that prevents them from starting or completing their education at Tusculum. This is especially true for many lower-income families which need a little more assistance in narrowing the gap.
- **FIRST GENERATION.** This scholarship is specifically directed to first generation students. First generation students are often more susceptible to financial challenges and obstacles. Assisting first generation students is one of the most effective ways to address generational poverty.
- **GENERAL SCHOLARSHIP FUND.** Tusculum University heavily invests in its students through generous institutional scholarships, so supporting the general scholarship fund provides the broadest support for students and the most flexibility to the university to target specific scholarship needs.



# Endowed Scholarships

**NAMED ENDOWED SCHOLARSHIPS.** Anyone, upon giving \$25,000 or more for a scholarship is able to establish and name a permanent scholarship, as well as, establish the criteria for the awarding of that scholarship. Named endowed scholarships are a great way to honor or memorialize someone while providing access to a Tusculum education.

**LEGACY SCHOLARSHIPS.** Often alumni consider a “Legacy of Learning Scholarship” by honoring a professor who meant so much to their development or by recognizing the vital contribution of a staff member through a “Legacy of Leading Scholarship.” Either can provide profound ways of recognizing those who have added the most value to their Tusculum experience.

Your direct support to scholarships, whether non-endowed or endowed, can mean not only access to education, but it can also mean access to graduation.

***Affordability, Sub-campaign goal: \$8,000,000***



# 2

## *Student Experience*

Tusculum University is committed to helping students grow educationally, socially, spiritually, and civically. This approach encompasses academics, arts, athletics, campus ministries, civic engagement, residential life, and student experience. Tusculum University does not merely transmit information or give grades, Tusculum provides an active and experiential education. Below is just a few of the areas that makes us unique and helps our students gain a sense of direction and purpose.

The total Tusculum student experience transforms their lives and equips them to be career ready. Your investment can produce huge returns through these programs:

- **Athletics**
- **Bonner Scholars Program**
- **Campus Ministries**
- **Center for the Arts**
- **Center for Civic Engagement**
- **Club Sports**
- **Honors Program**
- **Pioneer WOW (freshman orientation)**
- **Wellness Center**
- **Student Counseling Services**
- **Student Research**
- **Tutoring Center**



*Student Experience, Sub-campaign Goal: \$4,500,000*

# 3

## *Future Focus*

As Tennessee's oldest institution of higher learning, Tusculum University has been instilling a pioneering spirit for centuries. Tusculum continues to blaze new trails and continues to equip the next generation. Invest in Tusculum's future as we invest in our students.

- The **FREEDOM CENTER** will advance individual freedom, teach free enterprise, and help founders build their dreams as entrepreneurs.
- The **CHRISTIAN LEADERSHIP LIVING AND LEARNING COMMUNITY** will focus on helping students learn how to live their faith in both their private and public lives from the home place to the market place.
- Expanded **CAREER SERVICES, INTERNSHIPS, AND MENTORING.**



- Build on a growing national reputation for **UNDERGRADUATE RESEARCH** and expand STEM programs.
- Launch **NEW, ACADEMIC PROGRAMS**, including new majors and minors that meet today's and tomorrow's career readiness needs.
- The ability to capitalize on emerging opportunities that arise for the university and our students – the ability to answer the question **“WHAT is NEXT?!”**

***Future Focus,  
Sub-campaign  
Goal: \$1,000,000***



LOOKING TO THE HORIZON...

# *A Pioneer for Every Generation*

The vision and opportunity to invest are laid out within our bold and comprehensive fundraising campaign. *Frontiers, A Campaign for Tusculum University* relies on the generosity of the Tusculum family, our alumni and our friends in the community. To rally everyone behind our cause, we have embarked on one of the largest campaigns in our recent history.

As Tusculum University presses forward to the horizon, your renewed and continued investment and support have never been timelier or more needed. Gifts, large and small, are transformational for those we are privileged to serve – our students.

The Pioneer mindset lives within our far-reaching community. It is an unwavering belief in our God-given purpose, in ourselves, in each other, and the ability to rise to the challenges of the day that keeps us moving into new frontiers. Every generation and every frontier needs a Pioneer, and Tusculum University needs you. We invite you to join us on this journey. Please consider your gift today.

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*Gifts, whether large or small, are all transformational in nature  
and have a deep impact on our core mission...our students.*

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# *Your Frontier Awaits!*



[WWW.TUSCULUM.EDU](http://WWW.TUSCULUM.EDU)