



Hollins Kicks Off Public Phase of Historic \$125 Million Campaign

Roanoke, Va. – Hollins University has publicly launched the largest comprehensive fundraising campaign in its history to secure its place in the forefront of women’s education in the 21st century.

The \$125 million *Hollins Campaign for Women Who Are Going Places* officially commenced its public phase on November 1. It will continue through the spring of 2010 with a focus on three priorities:

- Endowing the future for talented students, faculty and staff.
- Preserving Hollins’ heritage and meeting the needs of her students through improvements to academic and campus life facilities and protecting her view shed
- Anchoring the university’s legacy through a strong financial foundation of operating support

“We want to ensure that women who are going places, whether it is in the arts, science, business, education, or community leadership, continue to choose Hollins for their educational experience,” explains Hollins President Nancy Gray. “Therefore, we are asking those who believe in Hollins and in women’s education to invest in her future.”

Within the \$125 million campaign, which has raised \$93 million during a quiet phase that began in 2002, Hollins has set the following goals:

- \$78 million added to scholarships; the university’s endowment; academic innovations such as the first-year student experience, leadership development, internships, and student research; expanding global awareness through the study abroad program; faculty development; and campus landscaping.
- \$25 million towards renovating or replacing campus facilities such as the science building, theatre, residence halls, fitness center, and horse barn, as well as protecting Hollins’ unique sense of place through environmental

initiatives including conservation easements that preclude land development in the area.

- \$22 million towards funding day-to-day operations of the university or supporting efforts needing immediate, current-year funding.

“Now is an exciting time to be associated with Hollins, and this campaign will position us not only to meet today’s needs, but also to thrive in tomorrow’s complex world,” Gray says. “The gifts we receive in this endeavor can have a lasting, perhaps a transforming, impact on Hollins. And in the midst of the current global economic crisis, this support has never been more important for our students.”

Hollins is an independent liberal arts university offering undergraduate education for women, selected graduate programs for men and women, and community outreach initiatives. Founded in 1842, the university offers bachelor’s degrees in 28 majors and master’s degrees in seven disciplines. Hollins currently has an enrollment of approximately 800 undergraduate and 275 graduate students.

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