

PREPARING THE FUTURE

Amid Mount Union's 175th Anniversary celebration, the University's "Inspiring Minds, Transforming Lives" campaign concluded in December 2021 with an incredible \$50.2 million raised, surpassing the \$50 million goal.

The Inspiring Minds campaign began in 2016 with a focus on opportunity, innovation, and excellence to strengthen every dimension of the Mount Union experience for deserving students. Throughout the last five years, faculty, staff, alumni, and friends came together to support current and future students. The generosity of the Mount Union community has created scholarships crucial to the recruitment and retention of outstanding students, strengthened academic programs, and enhanced facilities across campus.

OPPORTUNITY SCHOLARSHIPS AND FINANCIAL ASSISTANCE

\$18.8 MILLION RAISED

Scholarship support has been the top priority from day one of the Inspiring Minds campaign. Ensuring that hardworking families and students continue to have access to a Mount Union education is essential to fulfilling the University's mission to prepare students for fulfilling lives, meaningful work, and responsible citizenship.

The cost of a college education and increasing student debt both pose significant obstacles for students seeking undergraduate and graduate degrees. As a response, nearly \$19 million was raised in direct support of student scholarships. While many donors added to already-established scholarships, the campaign saw 81 brand new scholarships created for a total of \$8 million. The combination of endowed and current scholarships helps students focus more on their studies and less on their financial need so they can make it across the graduation stage.

Scholarships at Mount Union cover a wide array of individuals and interests, with having some more general criteria and others identifying students studying a specific area (or hailing from a specific high school like the Alma Mater scholarship initiative). The principal of an endowed scholarship fund is kept intact with only the annual earnings used to fund current scholarship needs. Therefore, endowed scholarships provide funding to our students in perpetuity. In contrast, current scholarships are received and returned to aid students in the current academic year.

TOTAL DOLLARS RAISED

\$50.2 MILLION

(\$32.1M CASH, \$18.1M DEFERRED)

AS OF DECEMBER 31, 2021

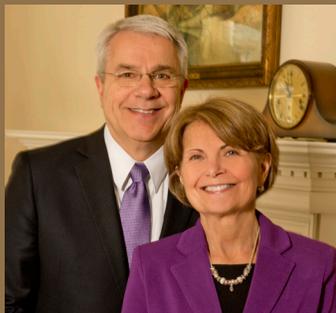
**\$50
MILLION
GOAL**

CAMPAIGN CABINET

CAMPAIGN CHAIRS



Richard '72 and Cheryl (Brown '72) Drake



Richard and Sandra '81 Giese

HONORARY CHAIRS



Harold Kolenbrander



The late Jack and Madge Peters



Violet (Bica '44) Ross

CABINET

Roger Clay '61
James Costanzo '84
Matthew Darrah '84
Dorothy Davis '62
John Flynn '71
Suzan Goris
Allen Green '77
Michael Jarrett '87
Daniel Keller '72
Laura Keller
Stephen Kramer
Gerard Mastroianni
Michael Muffet '67
Gretchen Schuler '96
David Wolpert '69
Debby (Betz '73)
Wolpert



"The generosity of alumni and friends always has been, and will continue to be, a driving force behind Mount Union's commitment to providing an exceptional educational experience."

-Greg King '89

Vice President of University Advancement

The Dr. Dick Merriman and Dr. Margot Kelman President's Rescue Fund and the COVID-19 Student Emergency Fund have helped a wide array of students through hardships during the past six years and will continue to make an impact for generations of future students and their families.

PRESIDENT'S RESCUE FUND



"My dad sustained an injury that forced him to stop working. The President's Rescue Fund has allowed me to continue my schooling without worry of our financial situation."

Emily Shar '24

Music and Public Relations Major

135

STUDENTS ASSISTED

\$397,753
RAISED

STUDENT EMERGENCY FUND



"When the pandemic hit, both of my parents became unemployed for three consecutive months.

Thankfully, I learned about the Student Emergency Fund created by The Mount Union Fund. Thank you [to our donors] – from the bottom of my heart – for giving me the opportunity to attend Mount Union."

Isabella Sherban '22

Communication Studies Major

175

STUDENTS ASSISTED

\$335,170
RAISED

At the end of the 2021 fiscal year, more than 450 endowed funds have been created to support scholarships, awards, professorships, lectures, and other areas on campus, and more than \$20.5 million was raised for the endowment during the campaign.

The Dr. Dick Merriman and Dr. Margot Kelman President's Rescue Fund, named for the 12th president of Mount Union and his wife, was launched in 2016 and is designed for juniors and seniors who find themselves in dire financial need and have explored all other financial aid and loan options to continue their education. Financial assistance provided by this fund is given to students who are in good academic and social standing and desire to complete their academic career at Mount Union.

INNOVATION AND EXCELLENCE

ACADEMIC AND CO-CURRICULAR PROGRAMS/
FACILITY, CLASSROOM, AND LAB ENHANCEMENTS

\$8 MILLION RAISED AND \$16 MILLION RAISED RESPECTIVELY

For the past 175 years, Mount Union has taken great pride in its beautiful campus and exceptional facilities. While Chapman Hall and the Campus Lakes make for picture-perfect Instagram backgrounds, they also welcome prospective students and their families

TIMELINE

HISTORY OF THE INSPIRING MINDS CAMPAIGN



DECEMBER 2016

President's Rescue Fund established



JULY 2016

Campaign planning phase began



MAY 2017

Campaign authorized by Board of Trustees



as hallmarks of an inviting atmosphere where they can spend four transformative years. These historic landmarks offer immediate nostalgia for tens of thousands of alumni, but they would not be as inviting without upkeep and enhancements.

As the landscape of student recruitment becomes increasingly competitive, Mount Union has been nimble in providing students with modern facilities that resemble, or are identical

to, the software and equipment they will utilize every day in their respective fields. Smaller updates happen every year, but major projects like the renovation and expansion of Oak Hall are funded through comprehensive campaigns like Inspiring Minds. As Mount Union's engineering programs have grown since their inception in 2010, they have outgrown their space.

The expansion to Oak Hall, opened in January 2022, provides a dramatic

81
NEW
SCHOLARSHIPS
CREATED

\$8,000,000
IN TOTAL RAISED TO SUPPORT
NEW SCHOLARSHIP GIFTS
FOR STUDENTS



JUNE 2017

Ten estate commitments totaling nearly \$3 million secured



MAY 2018

First phase of the Kolenbrander-Harter Information Center renovations began



APRIL 2018

Inaugural "Raiders Give" Annual Day of Giving is launched; \$200K+ raised

CAMPUS ENHANCEMENTS

7,000-square-foot addition including a business classroom suite, an innovation classroom, and an active design lab.

While academics are the foundation of a Mount Union education, students' experiences outside of the classroom connect many to their affinity with the institution for a lifetime. With 850 student-athletes on campus, part of that experience for many is athletics. Football's historic success has led many former gridiron greats to support updates to existing and new facilities, including Wable Park, the Sean M. Moore '97 Field, Wable-Harter Football Locker Room, and the Dom and Karen Capers Football Coaching Center. All these enhancements offer more space for teams to practice, train, and engage academically to ensure their success off the field.

The baseball team has benefited from some much-needed upgrades to the former 23rd Street Complex. Renovations to the facility, which was renamed Rafeld-Rogers Field after 30-year coach Jack 'Skip' Rafeld and former player and Alliance native Mike Rogers, elevated the quality of the baseball field to match the excellence of facilities across campus. This included new artificial turf from AstroTurf with plans to construct a new home dugout, press box, seating, and a new entrance to the field.

Finally, the Melvin J. Snode Golf Facility, completed in February 2022, offers an incredible recruitment tool for prospective golf student-athletes as well as a state-of-the-art practice facility for current Purple Raider golfers.



Wable Park and Sean M. Moore Field



Kolenbrander-Harter Information Center Third Floor



Dom and Karen Capers Football Coaching Center



DECEMBER 2018

\$2 million received from Dom and Karen Capers for the Capers Football Coaching Center



MAY 2019

Wable Park dedicated



APRIL 2019

\$2 million received from Stark County foundations for engineering and business addition

THE MOUNT UNION FUND

ANNUAL SUPPORT FOR IMMEDIATE NEED

\$7.4 MILLION RAISED

The Mount Union Fund (MUF) has been a bedrock of campus for decades. Gifts provided to the MUF are crucial for the support of students and the day-to-day operations of campus. The areas in which donors can direct their dollars within their annual gifts are a microcosm of the campaign itself: university priorities, student scholarships, the Student Emergency Fund, the College Excellence Funds, and M Club.

Every gift, no matter the size or allocation, makes an impact on current Mount Union students. Getting involved makes a difference, and the Purple Raider community has answered the call to support students with more than 3,900 donors participating during the 2020-2021 fiscal year – the largest number in nearly a decade.

Unique programming developed by the MUF team during the campaign, like Raiders Give and the Virtual Stadium Sellout (VSSO), has attracted new donors and garnered excitement across campus for philanthropy. Calling Raiders Give a success since its inception would be an understatement. The annual day of giving has raised more than \$1.67 million to support the University in just five 24-hour windows (read more on the 2022 event on page 21). That breaks down to roughly \$232 per minute.



Oak Hall



Rafeld-Rogers Field



Melvin J. Snode Golf Facility



SEPTEMBER 2019

Ground broken for Dom and Karen Capers Football Coaching Center



MAY 2019

\$2.5M received from James and Vanita Oelschlager for scholarship endowment



OCTOBER 2019

Oak Hall dedicated; public phase of the campaign launched

The VSSO was born during the throes of the COVID-19 pandemic in fall of 2020. In lieu of supporting Purple Raider athletes in-person while games could not be played, alumni and friends had the chance to give back to their favorite athletic programs. The success of the first year has since made this event a staple of University fundraising, garnering nearly \$125,000 for athletic programs in 2020 and 2021.

Another area of impact within the Mount Union Fund that gained support in recent years was the Student Emergency Fund. Initially launched less than a month after Ohio's first positive case of coronavirus, the Student Emergency Fund was established to help the most vulnerable students with unexpected and urgent expenses related to COVID-19. Today, the fund serves as a resource for all students in dire need of support.



Avery Wengerter '24
Louisville, Ohio
Criminal Justice and Psychology
Double Major

Avery Wengerter '24 can be found almost everywhere on campus. In the Giese Center, she performs as a member of the marching and concert bands. She walks the campus as a student ambassador giving tours to prospective students and parents. She also serves as an Honors Program mentor and digital, written, and oral communication consultant. Yet, this Presidential Scholarship recipient might not have been able to achieve her success in and out of the classroom without the necessary support.

"It amazes me to know that 98% of students on campus – including myself – receive some sort of financial aid. I am so grateful for donor support in my education because without that support, Mount Union would not be the valuable place it is today."



OCTOBER 2019

Public phase of the *Inspiring Minds, Transforming Lives* campaign launched



JUNE 2020

President's Rescue Fund Named for Merriman and Kelman



APRIL 2020

COVID-19 Student Emergency Fund announced



THANK YOU

Ultimately, the “Inspiring Minds, Transforming Lives” campaign was made possible thanks to the support of Mount Union’s alumni, parents, faculty, staff, and friends. For your attending of virtual events during trying times of connectivity, celebration back on campus with friends for Alumni Weekend, and support of current and future students through the Mount Union Fund or an endowed scholarship, we want to thank you.

Your commitment to generations of Purple Raiders has transformed campus while making students feel welcome and supported. Thanks to the generosity and spirit of the Mount Union community, the University will continue to inspire minds and transform lives for another 175 years and beyond.



NOVEMBER 2020

Inaugural Virtual Stadium Sellout raises more than \$60K during the pandemic



NOVEMBER 2021

Initial Alma Mater Scholarship – Darrah Family Scholarship – announced



MAY 2021

Oak Hall expansion breaks ground



DECEMBER 2021

Campaign completed, raising \$50.2 million total