The liberal arts ideal has a single, simple premise, developed over nearly a thousand years. The term derives from the Latin “liberi,” which means “free men.” It refers to the things free men and women must know to flourish in a democracy. In effect, that means something other than mere vocational instruction. It means the best that has been thought and said. It means a broad base of knowledge from which can be derived a capacity for adaptation as the world around us changes, as old information is revised, as technology transforms how we live. Above all, a liberal arts education involves a concern for the whole person, for wisdom as well as knowledge, for faith as well as learning, for knowing who you are and what you believe, . . and having the courage to live accordingly.

This type of educational experience requires a substantial investment by faculty and students. It also requires an investment in faculty and students. The Campaign for Wofford is an opportunity to celebrate the proud history of one of this nation’s oldest liberal arts colleges, while also increasing support to secure an even stronger future. The college is seeking the help of alumni, parents, and other friends, all of whom can play a vital role in strengthening and expanding educational opportunities for young people for generations to come. The Campaign for Wofford has a major focus on endowed scholarships and professorships.

Wofford has kept the liberal arts faith. Graduates become the sort of leaders into whose hands we might willingly entrust the futures of our grandchildren. Wofford is, in my experience, uniquely good at its essential mission: producing the leaders of tomorrow. That is the return on your investment.

President Dunlap
On his first visit to the campus, President Dunlap said he felt a “tug” deep within himself, “a recognition that here was a place where all the claims in glossy brochures were true, where people were authentic and learning really mattered.” Learning matters because of the character and commitment of Wofford’s faculty and staff. It matters because of the high expectations of Wofford students and their families. A Wofford education matters in the communities where graduates settle after they graduate.

Wofford is in the top quartile of undergraduate liberal arts colleges in the nation, recognized for superior learning and for people who better the world and themselves.

Wofford has something to share with the world — a boundless energy, optimism and potential. We encourage you to find a way for your resources to make a difference at Wofford and in the world.

Your campaign leadership,
Harold Chandler, Hugh Lane and Jerry Richardson
WHAT IS WOFFORD’S ENDOWMENT?

The endowment is a permanent fund consisting of gifts to the college that are pooled and invested. Only earnings on the investment are spent, while the original gifts are preserved as principal in perpetuity. Endowment returns may also be reinvested in the endowment as principal, a practice that steadily grows the funds and its earning potential.

The annual return on Wofford’s endowment investments ranks in the top quartile of all endowment funds in the United States, according to the National Association of College and University Business Officers.

The endowment provides stable income well beyond the range of a single fund-raising campaign. By drawing on Wofford’s endowment earnings, we ensure that Wofford’s mission endures well into the next century and beyond.

Jerry Richardson with Richardson Family Scholars. The full scholarship, with its extra opportunities for leadership and internship experience, has helped Wofford attract some of the most highly-recruited students in the country.

**Wofford’s Endowment**

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>'94</td>
<td>47</td>
</tr>
<tr>
<td>'95</td>
<td>52</td>
</tr>
<tr>
<td>'96</td>
<td>60</td>
</tr>
<tr>
<td>'97</td>
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<td>'99</td>
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<td>'00</td>
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<tr>
<td>'01</td>
<td>109.9</td>
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<td>'02</td>
<td>93.3</td>
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<td>'03</td>
<td>96.2</td>
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<tr>
<td>'04</td>
<td>109.9</td>
</tr>
<tr>
<td>'05</td>
<td>112.9</td>
</tr>
</tbody>
</table>

**Designating Your Endowment Gift**

The following are the minimum gift levels required to create named endowed funds. These include:

- Faculty chair ...................................................... $1,500,000
- Professorship ...................................................... $1,000,000
- Lecture Series ...................................................... $100,000
- Scholarship .......................................................... $25,000
  (full tuition) ......................................................... $500,000
- Library Book Fund ................................................. $25,000

For additional information on establishing endowed funds, contact the Office of Development at (864) 597-4200.
WHY IS THE ENDOWMENT SO IMPORTANT TO WOFFORD?

“The endowment enables Wofford to attract outstanding students and faculty:

- Wofford’s culture embraces the importance of teaching and fuels student-faculty contact.
- Opportunities for undergraduate research allow students to study directly with a faculty mentor.
- Wofford’s emphasis on integrative learning challenges students to think beyond the boundaries of their major. Learning communities and seminars also give students and faculty opportunities to pursue original concepts and explore ideas in experiential settings outside the classroom.
- Wofford ranks among the top 10 colleges or universities in the country for its foreign travel and study programs.
- Wofford’s facilities and technology network stimulate research and intellectual dialogue.
- Wofford ranks in national guides as a “best buy,” and a college that offers “remarkable educational opportunities at a relatively low cost.”
- Wofford undergraduates are taught only by professors, not graduate students.
- Wofford is a member of the Southern Conference and consistently ranks among the top NCAA colleges and universities in graduation rates for student-athletes.

“Currie Spivey’s generosity to Wofford in his will serves as an example for others to follow.... Currie knew that Wofford’s greatest need was for endowment funds, particularly endowment that would produce income for scholarships and student financial aid. It is wonderful that he chose to remember the college in this way.”

Former President Joe Lesesne on former Trustee Currie Spivey
A COMPETITIVE CHOICE FOR STUDENTS

It’s a tradition that goes back 150 years — Wofford’s emphasis on the individual student has and will always set the college apart from other investments. Whether the class roll totals nine as in Wofford’s first entering class, or 348 from the Class of 2007, individual students invariably find their place at Wofford. They discover faculty members who challenge and inspire them to think a little deeper or read a little longer, teammates who pick them up both on and off the field, a classmate or two who studies in the same places and during the same odd hours.

They also find a college resolved to become a national model for liberal arts education. It’s because individual students matter that Wofford’s leadership set a course for curriculum innovation several years ago. Wofford knows that today’s students must think across disciplinary lines to link ideas while remaining grounded in a strong foundation of liberal arts learning.

Still, with all that Wofford offers students, financial aid remains the bottom line for many families. To begin to compete with the financial aid and scholarship packages of its peer institutions, Wofford needs an additional 200 endowed scholarships. Endowed scholarships are the major emphasis of the Campaign for Wofford.

“Wofford people get impatient with those who ask what liberal arts are ‘good for,’ or what majors within it ‘are good for.’ Those who ask those questions have never pondered what liberal education is all about: the development of well-rounded, broadly informed, independent thinking people who can recognize human values and needs. Such an education is ‘good for anything’ — and for everything.”

Dr. Lewis P. Jones ’34, professor emeritus of history
FACULTY RECRUITMENT AND RETENTION

The NSEE Institute for Effective Educational Practice praised Wofford’s faculty for their engagement with students and for extending the walls of the traditional classroom. The college scored so well that it was selected for Project Documenting Effective Educational Practices, which sent teams of educators to 20 campuses of various types and missions across the country. As a result, Wofford was included in the book *Student Success in College*, and was featured as a benchmark in its approach to creative writing, studies abroad and learning communities.

Wofford expects to remain in the top quartile of undergraduate liberal arts colleges in the nation, but the college needs additional faculty — the type of faculty who know they belong at Wofford. The college must have the resources to attract and retain outstanding faculty by offering competitive financial and academic incentives. *A minimum goal in the campaign is 25 endowed faculty positions at $1 million or more.*

**Student/Faculty Ratio**

<table>
<thead>
<tr>
<th>College</th>
<th>1995 Ratio</th>
<th>2004 Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Davidson</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Furman</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Rhodes</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Sewanee</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>W&amp;L</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Wofford</td>
<td>3</td>
<td>15</td>
</tr>
</tbody>
</table>

*GOAL: $25 million*
The Annual Fund

Unrestricted Annual Fund
This fund provides operating support for college programs and facilities. It bridges the gap between tuition and the actual cost of a Wofford education. Unrestricted gifts are crucial because they allow the college the flexibility to fund projects where the need is greatest.

Terrier Club
Gifts to the Terrier Club fund annual scholarships for Wofford’s student-athletes, making the college’s athletics teams more competitive and giving deserving students the opportunity to learn both on and off the playing field.

Friends of the Library
The Friends of the Library fund gives the librarian the discretion to acquire special books, exhibitions and collections that enrich the academic and cultural environment for the Wofford community.

Revenue by Source
- Tuition & fees: 61.08%
- Auxiliary enterprises: 16.57%
- Endowment income: 9.86%
- Private gifts & grants: 9.4%
- Other: 3.09%

Expenditures by Function
- Instruction: 27%
- Academic support: 15%
- Student services: 17%
- Scholarships & grants: 10%
- Administrative/general: 8%
- Physical plant: 10%
- Development: 4%
“I feel compelled to give something back. Giving to the Annual Fund allows today’s and tomorrow’s students to take part in the ‘Wofford Experience’ that so greatly benefitted me and so many others. And if a new student can glean from that experience even half of what I did, then I’m happy to help make that happen.”

Chad Fiveash ’94, writer and co-producer on The WB’s “One Tree Hill,” graduated in 2000 with a Masters of Fine Arts from Columbia University (concentrating in screenwriting)

“Wofford was where I learned to believe in myself, to be accountable for my actions, and to consistently pursue excellence. Dr. Alliston Reid ’75, who was my mentor, is a perfect example of the ‘Wofford Way.’ Dr. Reid encouraged, challenged and supported me throughout my four years at Wofford. Many of his words still ring in my ears as I am faced with day-to-day challenges in the workplace.”

Coker Gamble ’00, senior regional director of the Metro Atlanta Heart Walk and North Georgia Team for the American Heart Association, holds a masters degree in communications from Wake Forest University

“I was a recipient of the W. Hastings McAlister scholarship, which is intended for those interested in the medical field.... I feel that scholarships such as these are so wonderful because they are investments in people and their potential... I would not have been able to afford to attend Wofford without this support and would not have attained the goals that I have met thus far in my career without Wofford and its benefactors who were interested in me.”

Dr. Blanding Jones ’92, fellow, cardiothoracic surgery, Emory University, graduate of the Medical University of South Carolina
Academic and Campus Enrichment Funds will:

- Give our faculty the resources they need to expand knowledge in their own field and develop scholarship in other disciplines.
- Allow faculty to help students hone their communication skills.
- Encourage the development of new programs for business leadership, both for students and for alumni.
- Engage more students in research.
- Enable Wofford to add new courses vital to rounding out and updating the traditional, liberal arts curriculum. Wofford is increasing classes in non-Western materials, additional emphasis on the classics and more fine arts classes to the catalogue.
- Create new opportunities for internships to assist students in plotting their professional paths. Additional academic development funding will allow Wofford to assign faculty members from each department to develop internship opportunities for more Wofford students.

Points of Excellence:
Wofford offers distinctive learning opportunities that set it apart from other liberal arts colleges. Some of those programs include:

- THE INTERIM (a January term that encourages students and faculty to explore new interests both on and off campus)
- THE BONNER SCHOLAR PROGRAM (a service-learning scholarship program that places deserving students in volunteer positions throughout the community)
- THE SUCCESS INITIATIVE (a leadership and scholarship program that offers practical, project-based experience)
- THE VOCATIONAL DISCERNMENT & PRE-MINISTERIAL PROGRAM (a counseling and mentoring approach to helping students make personal decisions regarding further study and careers in the ministry)
- LEARNING COMMUNITIES (an inter-disciplinary approach to learning that links courses in two or more departments through a common theme)
- THE NOVEL EXPERIENCE (a first-year reading and writing program that offers an introduction to the academic rigors of Wofford while familiarizing students with the Spartanburg community)
- THE CREATIVE WRITING CONCENTRATION (a program led by outstanding published faculty writers that provides additional opportunities for students to hone their creative writing skills, earn coveted prizes and become published writers themselves)

These learning and enrichment opportunities provide students with meaningful study-abroad experiences and exposure to renowned authors, artists, business leaders and academics from all areas of the world. Increased funding is essential to continue to expand these highly popular programs and to take advantage of new learning opportunities.
Summary

“The primary goal of The Campaign for Wofford is to provide support for the endowment and for those programs that will keep Wofford in the top quartile of liberal arts colleges in the nation.”

President Benjamin Dunlap

Major Funding Priorities

<table>
<thead>
<tr>
<th>Permanent Endowment (student &amp; faculty support)</th>
<th>$25 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 endowed faculty professorships/chairs</td>
<td>$25 million</td>
</tr>
<tr>
<td>Endowed scholarships</td>
<td>$30 million</td>
</tr>
<tr>
<td>Novel Experience program</td>
<td>$.5 million</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$55.5 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Fund/Terrier Club Support</th>
<th>$19 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Fund</td>
<td>$10 million</td>
</tr>
<tr>
<td>Terrier Club</td>
<td>$9 million</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$19 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Enrichment Funds for Academic &amp; Campus Programs</th>
<th>$10 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Interim Program, The Bonner Program, The Vocational Discernment &amp; Pre-Ministerial Program, Learning Communities, The Creative Writing Concentration</td>
<td>$10 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other</th>
<th>$5 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>New program for business leadership, Conference Center, Success Initiative, Alumni College (program funding, endowment and facility support)</td>
<td>$5 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facility Needs*</th>
<th>$15.5 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restoration &amp; renovation of Old Main</td>
<td>$7.2 million</td>
</tr>
<tr>
<td>Renovation of Andrews Field House/offices</td>
<td>$1.5 million</td>
</tr>
<tr>
<td>Baseball stadium/field project</td>
<td>$1.8 million</td>
</tr>
<tr>
<td>Residence hall</td>
<td>$5 million</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$15.5 million</td>
</tr>
</tbody>
</table>

**Total** $105 million**

* MOST OF THESE PROJECTS HAVE BEEN COMPLETELY FUNDED AS OF OCTOBER 2005.

** 105 MILLION IS THE COLLEGE’S MINIMUM GOAL TO BE ATTAINED BY OCTOBER 31, 2009.

NAMING OPPORTUNITIES ARE AVAILABLE IN MOST CATEGORIES.

How to make your gift to Wofford

- You can fulfill your campaign pledge with gifts of cash, securities and/or property.
- You can take up to five years to fulfill your campaign pledge.
- You can make a special campaign pledge through bequests, irrevocable trusts, life insurance, or retirement plans. If you will reach age 60 by October 31, 2009, the full value of these plans will count toward the campaign total.
- You can enroll in the Automatic Gift Plan to authorize monthly withdrawals from your savings or checking account, or credit card.
- Your gift may be eligible for a corporate match. Contact your company’s Human Resources Department for rules and procedures.
- Visit the Wofford Web site at wwwwoffordedu for additional information about ways you can pledge or give online.
- Contact the Office of Development at (864) 597-4200 to make your special gift to the Campaign for Wofford or if you have questions.
Wofford College

Wofford College was founded in 1854 and its mission over the decades has been to provide a superior liberal arts education, an education that prepares its students for extraordinary and positive contributions to society. The focus of Wofford’s mission is fostering commitment to excellence in character, performance, leadership, service to others, and life-long learning.

Wofford College is in the top quartile of undergraduate liberal arts colleges in the nation, recognized for superior learning and for leadership in all facets of life. The Campaign for Wofford seeks to sustain and strengthen the college’s nationally competitive academic programs.