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# ADVANCING IOWA

Making Iowa's  
Best Better



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Now in year six of the most ambitious fund-raising campaign in Iowa history, **The University of Iowa** has much to celebrate. But much remains to be done.

**Only with your help** in these last crucial months of the *Good. Better. Best. Iowa* campaign will we achieve what we set out to accomplish—and only with your help will we meet the exciting **new** and **expanded** campaign goals set by UI President David Skorton to assure the University's bright future in the 21st century . . .



When *The Campaign to Advance Our Great University* was publicly launched in June 2002, its \$850 million goal was the largest in Iowa history. The campaign has now passed the \$745 million mark with less than two years remaining until the official conclusion on December 31, 2005.

Much has been accomplished since our campaign began. And much has changed: a new century, a new UI president, a new focus on global issues, and **renewed resolve** to assure that The University of Iowa is prepared to play a leadership role—in the lives of our students, our state, and society at large—in the challenging years ahead.

What was an ambitious campaign goal five years ago appears to be within our grasp. But if the UI is to fulfill its aspirations in this rapidly changing world, the University must be even more bold in charting a course for the future. And so **the time has come to extend our reach.**

The University of Iowa has publicly announced that *Good. Better. Best. Iowa* will seek to raise **\$1 billion** in private contributions by the end of 2005.

This ambitious goal places the UI in elite company—it is one of only 22 public colleges and universities nationwide that have conducted billion-dollar campaigns. Even more impressive, Iowa will be the third smallest public, comprehensive university to do so (along with the prestigious University of Virginia and University of North Carolina at Chapel Hill).

How will we reach this milestone in UI history? By redoubling our efforts to meet existing, unfunded campaign priorities and achieving a series of **new and expanded objectives**, identified by UI President David Skorton, that will succeed in making Iowa's flagship university even **better**.

**Join us** in this historic quest to fulfill Iowa's potential as one of America's truly great universities for the 21st century.

# Advancing Iowa: Campaign Priorities at a Glance

## 1 Support for Students



Original Goal: \$142 million  
 Notable Achievement: More than 250 new named, undergraduate scholarships created  
 Expanded Emphasis: \$30 million for Need-Based Scholarships

*These awards (minimum endowment = \$30,000) help make a UI education available to deserving students who might not otherwise be able to afford it and enable the UI to meet one of its key responsibilities—remaining accessible to families of limited financial means, especially in Iowa.*

**New Goal: \$172 million**

## 2 Support for Faculty



Original Goal: \$189 million  
 Notable Achievement: 85 new named, endowed faculty positions created  
 Expanded Emphasis: \$25 million for Faculty Fellowships

*Competition is fierce among the nation's top universities for talented early- to mid-career faculty on the brink of stardom; these awards (minimum endowment in most colleges of \$100,000, or five-year commitment of \$10,000 annually), along with endowed deanships, chairs, and professorships, will help assure faculty vitality throughout the career cycle at Iowa.*

**New Goal: \$214 million**

## 3 Support for Programs



Original Goal: \$201 million  
 Notable Achievement: 94 new named research funds  
 Expanded Emphasis: \$60 million for world-class Centers and Institutes

*These innovative, interdisciplinary centers of excellence throughout the UI campus, ranging from the health sciences and business to the arts and humanities, provide valuable services to the state and nation, while boosting the UI's prestige among top universities nationwide.*

**New Goal: \$261 million**

**Total Original Goal:**

**\$850 Million**

announced June 8, 2002

**Total New Priorities:**

**\$150 Million**

announced April 29, 2004

**Total Goal:**

**\$1 BILLION**

by December 31, 2005



With  
 your help,  
 the BEST  
 is yet  
 to come!

## 4 Support for Facilities



Original Goal: \$138 million  
 Notable Achievement: Private funding completed for 7 new campus facilities  
 Remaining Objectives: Funding for 7 new and renovated facilities

- Art & Art History Building
- Dey House/Writers' Workshop
- Philip D. Adler Journalism and Mass Communication Building
- Old Capitol
- Pomerantz Center
- UI President's House

Expanded Emphasis: \$35 million for Kinnick Stadium renovation

*Our beloved Kinnick Stadium is celebrating its 75th anniversary, and Coach Ferentz is pushing the Hawks to new heights; the time is right for undertaking much-needed structural renovations and adding attractive amenities to this UI landmark.*

**New Goal: \$173 million**

## 5 Iowa Impact Fund



Original Goal: \$30 million  
 Notable Achievement: More than \$11 million raised for campus-wide opportunities  
 Expanded Emphasis: 10 Named Iowa Impact Endowment Funds (\$100,000 each)

*These flexible, unrestricted funds are critically important to the UI President for use in areas of greatest need and opportunity throughout the UI campus.*

## 6 Annual & Core Support



Original Goal: \$150 million  
 Notable Achievement: Nearly 15,000 more annual donors  
 Expanded Emphasis: Additional 10 percent increase in alumni participation rate

*Annual gifts from the UI's alumni and friends provide much-needed support and represent a strong vote of confidence in the University's people and programs.*



G o o d | B e t t e r | B e s t | I O W A

**E**very UI college, as well as major units such as the UI Libraries, Hancher Auditorium, the Museum of Art, University of Iowa Hospitals and Clinics, and Intercollegiate Athletics, has its own **important campaign priorities**, all of which offer exciting opportunities for alumni and friends to add their support to this landmark campaign. For more information about unit-based goals, campaign progress, and other news, visit our website at [www.GoodBetterBestIowa.org](http://www.GoodBetterBestIowa.org)



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