



# TOGETHER WE CAN THE CAMPAIGN FOR SCHOLARSHIP

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TOGETHER WE CAN  
THE CAMPAIGN *for* SCHOLARSHIP





of students receive financial aid



# \$66 MILLION

was provided in scholarship aid last year

11%

increase in scholarship aid over prior year

99%

increase in aid from 10 years ago



point rise in SAT scores for Class of 2022



place rise in US News & World Report rankings in 2018

94%

of Monmouth's annual operating budget comes from tuition, fees, room, and board

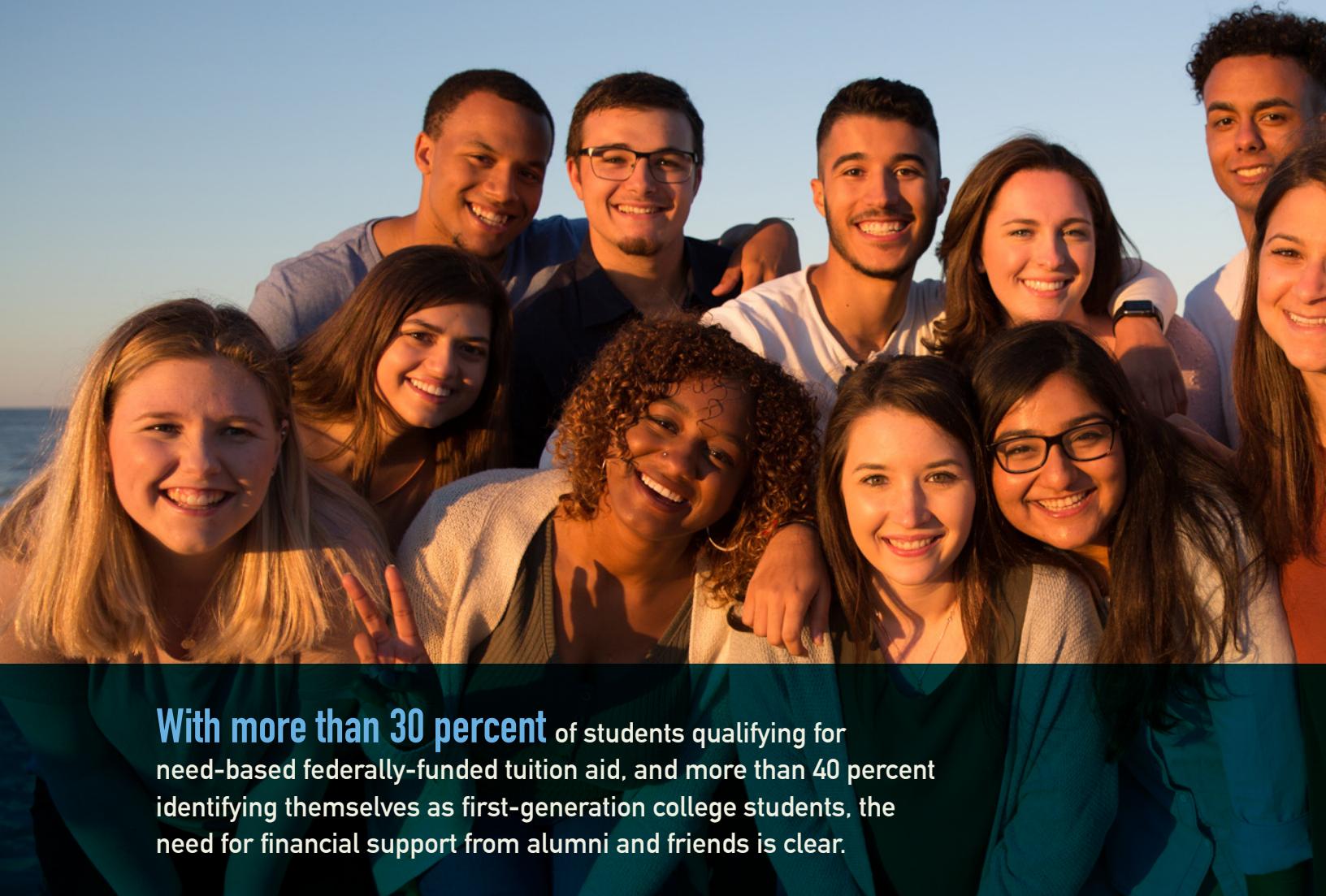


**\$5,000** can make the difference whether a student chooses Monmouth

# GOAL: \$15 MILLION

JUNE 30, 2019





**With more than 30 percent** of students qualifying for need-based federally-funded tuition aid, and more than 40 percent identifying themselves as first-generation college students, the need for financial support from alumni and friends is clear.

## TOGETHER WE CAN THE CAMPAIGN FOR SCHOLARSHIP

**Monmouth University** has made tremendous strides in recent years, improving by virtually every measure the way it is seen by prospective students and other external evaluators in an extremely competitive educational marketplace.



Beyond our strikingly beautiful campus, which features new academic and co-curricular venues, the University's reputation has soared, rising 10 spots in the 2018 US News and World Report rankings.

At the same time, the quality and diversity of our students has also taken a significant step forward. The incoming freshman class in the fall of 2018 brought with it a nearly 20-point gain in average SAT scores, along with a rise in the class's high school GPA, leaping to 3.42 from 3.36 in a single year.

To attract these higher quality students, the University finds itself competing with older and wealthier institutions that can afford to provide more robust scholarship packages than Monmouth has offered in recent years.

In the most recent academic year, more than \$66 million in institutional scholarship assistance was awarded to Monmouth students from all sources. That figure represents an 11 percent increase from the prior year and a 99 percent jump from a decade ago.

Earnings from endowment funds are a powerful way to permanently support students. Scholarship funds of as little as \$5,000 a year—combined with other aid and resources—can make the difference in allowing a student to attend Monmouth.



**This trend is certainly not unique to Monmouth. In fact, a number of our private peers have seen even larger percentage increases in the aid they provide their students.**

Given the five percent spending rule typical of university endowments, Monmouth would need an endowment of \$1.3 billion to generate the scholarship funding we provided to our students last year.

Although it's grown nicely in the past decade—more than doubling to nearly \$100 million—our endowment funds are still insufficient to generate the earnings needed to attract and retain the talented students who cannot afford the personalized private education that Monmouth offers.

Our goal is to raise \$15 million in gifts and pledges by June 30, 2019 to fund outright and endowed scholarships for our deserving students. Reaching and exceeding this goal will accelerate our trajectory of academic excellence and enable us to continue to attract highly qualified students from economically, geographically, and culturally diverse backgrounds.

Research shows that adding as little as \$5,000 to a student's financial aid package makes a meaningful difference in whether a student will choose Monmouth, and whether they can afford to stay.

The Together We Can Campaign for Scholarship will have a dramatic impact on the short and long-term future of Monmouth University and our students. We're fortunate to have a president, a Board of Trustees, and dozens of campaign volunteers who are passionate about providing our ambitious students access to a Monmouth education.

As a group, they have stepped up generously in the past year in placing the scholarship funding needs of our students at the top of their own lists of philanthropic priorities. Now we need thousands of others, especially our alumni, parents, faculty, staff and friends, to join President Grey Dimenna, our Board, and volunteers in this urgent and important initiative.

## Understanding Scholarships

Monmouth University offers two types of scholarship funding vehicles, annual and permanently endowed.

An **annual scholarship** can be established with a minimum gift of \$5,000, payable over five years. You can assist in establishing the criteria for awarding the funds, and the scholarship can be renewed at your discretion.

**Endowed scholarships** are a source of permanently dedicated funds. A distinguished endowed scholarship can be created with a \$50,000 gift, and an endowed scholarship can be established with a gift of \$25,000, each of which can be funded over five years.

Gifts to endowed scholarships, which last in perpetuity, are invested as part of the university's wider portfolio. Each year, per university spending policy, a percentage of these funds are used to provide student scholarships and any additional yield on the investment is returned to grow the principal of the account.

**Either type of endowment can be established with a pledge that is fulfilled over five years.**

No awards are made from an endowment until it is fully funded. The gift is invested in accordance with the policies established by the Board of Trustees.

**"Monmouth is a relatively young** university, and the financial needs of students are outpacing the growth of endowment funds designated to support scholarships. That's why this campaign is so important."

—VALERIE MONTECALVO, TRUSTEE, CAMPAIGN CO-CHAIR, PARENT OF MONMOUTH ALUMNA



**"Monmouth cannot depend** upon a sizable endowment built over centuries and across many generations. Private support is needed to increase scholarships so that the University can continue to attract and retain the best and brightest students."

CAROL STILLWELL, TRUSTEE AND CAMPAIGN CO-CHAIR

**"Together we share deep connections** to Monmouth, through education, family ties, and service to the University that bridges generations—not to mention our passion for Hawk basketball, and a strong desire to see students succeed. We are proud to have established the Conover Family Distinguished Endowed Scholarship in Real Estate and the Conover Family Distinguished Endowed Scholarship in Nursing; and we are very excited about Together We Can – the Campaign for Scholarship."

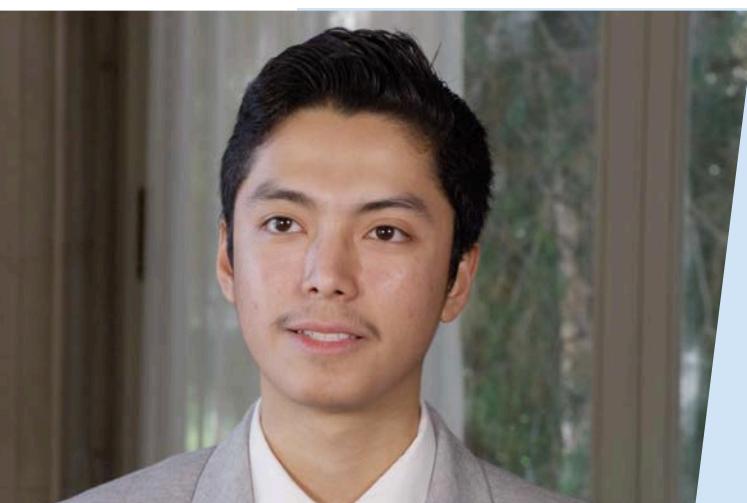
—JACK CONOVER, TRUSTEE AND HONORARY CAMPAIGN CO-CHAIR AND CATHY CONOVER '87

# Impact of Scholarships



*"I'm really privileged to be getting a great education and to know that there are donors who want us to achieve our education here at Monmouth. Paying for college isn't easy. Just giving that gift of education to someone... it just opened so many more doors of opportunity. My time at Monmouth has impacted me in so many ways, both academic and personally. I've grown as a researcher. I've grown as a friend, as an individual, and as a student."*

**Nicole Sivetz, Class of 2019**  
*Biology | Molecular Cell Physiology | Chemistry*



*"This scholarship has helped me in so many ways. Like giving me an opportunity to take more courses. It also helps me represent my city, Long Branch, and Monmouth University, and to be able to provide hope for other students who are coming from similar backgrounds as me."*

**Alvaro Aquino, Class of 2020**  
*Mathematics*



*"My scholarship has helped me by giving me an opportunity to do more things on campus and become more involved. It's helped me see that all my hard work has paid off. I'm involved with Council for Exceptional Children, which is an organization that benefits students with special needs, and the International Reading Association, where we read to students in schools and in hospitals. Thank you so, so much for giving me this wonderful opportunity to succeed and to continue to do well in school."*

**Amanda Pedi, Class of 2020**  
*English and Education; teacher of students with disabilities*



*"Without the scholarship, I probably wouldn't have been able to attend Monmouth. I come from a single parent family, so it's pretty hard for me to afford actual private college tuition. Definitely, without the scholarship, I probably wouldn't be able to pursue a higher education."*

**Georgette Burrell, Class of 2021**  
*Marine and Environmental | Biology and Policy*



*"My scholarship has helped me a lot. It helped me make an easy transition into my freshman year with less worry about financial issues. I have an on-campus job in athletics marketing, so I go to all of the athletics sporting events and helping out—and I have been loving it. Thank you for your generosity and for helping me come to such a wonderful school."*

**Taylor Ramiz, Class of 2021**  
*Marketing*



*"My scholarship has helped me in a lot of ways. I've been able to pay for course credits, school supplies, and other expenses that you have when going to a university. The money and the opportunity that you gave me I hope to be able to pay back when I'm financially stable and I graduate. I hope to do the same for a student just like me. Thank you very much."*

**Benjamin Jaskowski, Class of 2020**  
*Business Finance | Computer Science double major*

Your own gift to the campaign is a powerful way to make a big difference for deserving students who will benefit from Monmouth's commitment to a highly personalized private education. Every gift, of any size, is important to reaching our goal of \$15 million in student scholarship aid.





The campaign is ambitious in its scope and timing. Members of our Board of Trustees and thousands of others in the University family want to provide much-needed support for our students while honoring the student-focused tenure of President Dimenna before the end of his term as Monmouth's ninth president on or before June 30, 2019.

For more information about the campaign, or to make a gift of support, please visit [www.monmouth.edu/together](http://www.monmouth.edu/together).

# MONMOUTH UNIVERSITY

To learn more about scholarships and  
make a gift of support, please visit

**[www.monmouth.edu/together](http://www.monmouth.edu/together)**

