

WHY?



BECAUSE WESLEYAN **IS OUR CAUSE.**

This Spring, Wesleyan University officially launches a \$400 million campaign, and we ask for your support.

We in the Wesleyan community are a questioning bunch. We don't easily embrace official, institutional endeavors that tell us what to think and do.

There's a good reason for that. Wes is the place where we learned to change the world in our own ways. Where we learned to champion the causes we believe in. Where we learned to question authority.

Wesleyan is a place that didn't tell you what to think when you were a student, so why should you listen now?

BECAUSE

Wesleyan is the very place where we learned we could question authority—and win. Support for Wesleyan has disproportionate impact on the world through the individual causes, industries, and communities energized by inquisitive and inventive Wes graduates.

BECAUSE

you can scratch the surface of any number of industries, creative areas, causes, or innovations and find our alumni leading the charge. Consider this: When the world's economies were crashing, when the auto industry was in free fall, alumni were working to solve the crisis through their leadership positions at the White House, IMF, and the Presidential Task Force on the Auto Industry. That same year one alumnus won the first of four successive Emmys and another arrived as a freshman who together with a fellow student would found a nonprofit and a school for girls, helping young women in one of Africa's worst slums.

BECAUSE

Wesleyan's distinctive culture makes possible a rare kind of teacher-scholar (prize-winning researchers, historians, authors, economists, and MacArthur "geniuses") who advances his or her field while being just as committed to mentoring and teaching students.

YES,

Wesleyan doesn't tell you what to think when you are a student. But it does set incredibly high standards and expectations for thinking. It's because Wes is the kind of place where students learn to examine assumptions, hear all sides of an issue, and forge solutions that they become graduates who are so successful in making important changes in their communities and industries, and in the larger world.

BECAUSE

Wesleyan is a university where access and affordability are key. Wesleyan admits talented, ambitious, spirited students from all backgrounds, actively recruiting high-need students, refusing to saddle any student with heavy debt burdens.

SO, Wesleyan students and graduates have in common uncommon ability and willingness to take on the big challenges in economics, health, energy, education, poverty, the environment—as well as the everyday issues facing their own communities. As one alumnus put it, "We're not satisfied with the status quo. We're shaping the conversations that are changing it."

BECAUSE

Wesleyan continues to be a leader in progressive liberal arts education dedicated to "the good of the individual and the good of the world."

THIS IS WHY

BECAUSE A WESLEYAN EDUCATION IS OUR CAUSE. THE CAUSE WE GIVE TO. THE CAUSE THAT INSPIRES OUR LOYALTY AND OUR LOVE.

BECAUSE

just being smart has never been enough for us—we came here to invent the world.

BECAUSE this place transformed higher education and redefined “access.” **BECAUSE**

the freedom—the challenge—to make our own paths would be overwhelming to some. But not us. Not fifty years ago.

Not a century ago. Not today. **BECAUSE** every one of us has found a different way to change the status quo for the better.

BECAUSE Wesleyan taught us not only to fight for the causes we believe in but how to win. **BECAUSE** Wesleyan is our cause.

WESLEYAN.
THIS IS WHY.

HERE'S HOW TO GET INVOLVED

GO

SPRING—FALL 2013.

UPCOMING EVENTS:

BOSTON
CHICAGO
LOS ANGELES
MIDDLETOWN
NEW YORK
SAN FRANCISCO
WASHINGTON, D.C.
AND MORE!

Experience Wesleyan LIVE—a series of events you won't find anywhere else. The topics you want to explore. The thinkers, artists, policy and culture makers you want to hear. The conversations you can't get enough of. These events are fundraisers for financial aid. Invitations and ticket information coming soon.

GIVE

ACCESS. INQUIRY. IMPACT.

Support Scholarships; Trailblazing Teaching, Mentoring, and Research; and Impact Beyond Campus.

Make a Wesleyan Fund gift at some level every year.

Celebrate your reunion by joining your classmates to break reunion giving records and set the bar higher for the next year's class.

Make a stretch gift for the campaign through a four-year pledge. With a multi-year pledge you may be able to make a bigger impact than you first thought.

Consider a significant endowment gift. Wesleyan development officers are eager to hear from you.

Learn about planned gifts. You can help secure Wesleyan's future while preparing for your own. They can benefit Wesleyan, you, and your family.

Become an Olin Associate by making Wesleyan a beneficiary in your will.

SHARE

BE PART OF IT.

During this campaign, make Wesleyan a philanthropic priority not only by giving but also by sharing your energy, your experience, your ideas.

Tell your Wes friends that you give to and volunteer for Wes—encourage them to join you!

Encourage talented young people to consider applying to Wesleyan.

Show your Wesleyan pride with Wesgear and bumper stickers.

Be a mentor to a current Wesleyan student, sponsor a Wesleyan intern, or post a job through the Career Center.

Share your story and experiences through Wesconnect and other opportunities this campaign will provide.

Share your "Because" photo on the campaign website, wesleyan.edu/thisiswhy. Directions are listed on the following page.

LEARN MORE

WESLEYAN.EDU/THISISWHY

Coming soon, the This is Why website—connect with other alumni, parents, and supporters of Wesleyan. Learn how your gift will make a difference to today's students and faculty.

CAMPAIGN GOALS:

1 ACCESS

FINANCIAL AID—NOW MORE THAN EVER

The chief goal of the campaign is support for financial aid—\$200 million in new endowment and annual funding. Our target is to more than double our endowment dollars earmarked for scholarship grants, while benefiting students with financial need immediately through Wesleyan Fund gifts. We want to make a Wesleyan education possible for motivated, talented students who cannot afford to attend without financial assistance or without incurring heavy debt. Financial aid is the key to creating an affordable Wesleyan education today, tomorrow, and forever. You can support financial aid with your Wesleyan Fund gift and by endowing a scholarship.

2 INQUIRY

TRAILBLAZING TEACHING, MENTORING, AND RESEARCH

The campaign will provide \$140 million in new resources to continue to recruit and retain the most talented faculty, professors who thrive in Wesleyan's distinctive teacher-scholar culture. These resources will also support student and faculty endeavors in some of our signature programs, including the Allbritton Center for the Study of Public Life, the Center for the Humanities, the College of the Environment, the Patricelli Center for Social Entrepreneurship, and the Shapiro Creative Writing Center. And new interdisciplinary colleges are in the works. You can support trailblazing teaching, mentoring, and research by establishing a professorship, making a gift to help endow these innovative academic programs, and through your annual Wesleyan Fund gift.

3 IMPACT

ENGAGEMENT BEYOND CAMPUS

Our goal is to add \$60 million in endowment and annual funding to dramatically advance students' opportunities to deepen their learning through the creative interaction of scholarship and engagement with the community. Internships, service learning, and related research are of enormous value to Wesleyan students, but there are financial constraints. Wesleyan alumni all over the world want to offer internships, for example, but there are limited funds for stipends that would enable students to accept them. You can support student engagement and Wesleyan's impact beyond campus by endowing an internship or student research fund and through your annual Wesleyan Fund gift.

Whether it's \$100 or \$100,000, whether it's a gift to the Wesleyan Fund or the endowment, whether it's to support financial aid or endow a new professorship, together Wesleyan alumni, parents, students, faculty, and friends will further the causes of **ACCESS, INQUIRY** and **IMPACT**.

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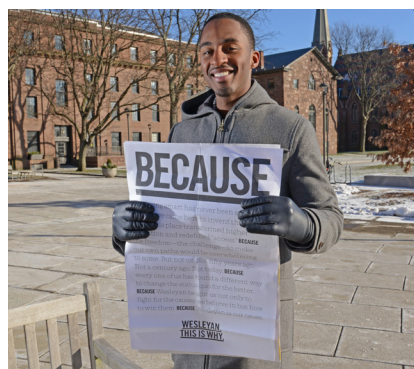
SHARE YOUR “BECAUSE” PHOTO



STEP 1: ASK A FRIEND TO TAKE YOUR PICTURE.



STEP 2: FIND A FAVORITE LOCATION ANYWHERE IN THE WORLD.



STEP 3: PROUDLY DISPLAY YOUR “BECAUSE” POSTER.



STEP 4: UPLOAD YOUR PHOTO TO WESLEYAN.EDU/THISISWHY.