

pride

(prīd) n.

1. proper respect for oneself; sense of one's own dignity or worth; self-respect.
2. Delight or satisfaction in one's own or another's achievements.

It's the realization that you've helped to make a difference.

At the University of Wisconsin Oshkosh, we believe in the promise of higher education and all the possibility that it brings. Investing in higher education creates value, both in the short term and the long term. The promise of that investment is a stronger, more dynamic UW Oshkosh.



purpose

(pur'pəs) n.

1. something one intends to get or do; intention; aim.
2. resolution; determination.
3. the object for which something exists or is done.

Dreams are realized by a clear purpose and a strong commitment.

As the demand for education grows, every university is facing the challenge to address access, affordability and relevant educational programs. The new academic center is a promise to today's students and those of tomorrow that the opportunities and programs they need to be successful will be available. We owe them this — and the University of Wisconsin Oshkosh believes in its promise to deliver.

promise

(prəm'is) n.

1. an oral or written agreement to do or not to do something; vow.
2. indication, as of a successful prospect or future.

Opportunity is the gift we received from our parents and the promise we make to our children.

Please join us as we fulfill our promise — and theirs — with a campaign that defines our pride with a purpose to transform UW Oshkosh.

pride. purpose. promise.

a campaign for **uw oshkosh**



A New Academic Building for the University of Wisconsin Oshkosh

The silent phase of UW Oshkosh's \$24-million comprehensive capital campaign — to support a new academic building, an endowed scholarship fund and a collaborative research endowment — is underway.

This premier resource for northeastern Wisconsin will be home to the College of Business and several College of Letters and Science units, with state-of-the-art classrooms, labs, project rooms and faculty offices. For \$8 million in private funds raised for this portion of the campaign, the state will contribute \$40 million: a 500 percent return on investment.

Endowed Scholarship Fund

This fund will provide students with financial assistance for tuition, books and room and board, as well as access to international study, field study and other activities that enhance classroom learning. With these opportunities in place, UW Oshkosh will continue to attract and retain more students and support the region's need for college graduates.

Collaborative Research Endowment

The endowment will support faculty research and innovation in teaching and learning methods and expand opportunities for faculty/student collaboration in hands-on learning. Our highly skilled graduates will benefit the community.



To learn more about how you can fulfill UW Oshkosh's promise, contact:

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*What you leave behind is not what is engraved in stone monuments,
but what is woven into the lives of others.*

—Pericles

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