



William & Mary is a world-class university where academics and athletics exist in harmony. Our athletics programs compete at the highest level of the NCAA and we work hard every day to provide our student-athletes with a remarkable experience that encourages their growth and success, on the field of competition and in the classroom. While the foundations of our athletics program are rooted in tradition, we must constantly explore new opportunities to ensure that we remain among the nation's elite universities and athletics programs.

The *For The Bold* campaign is an opportunity during a unique moment in our history, to ensure that current and future members of the Tribe family continue to be provided with a world-class experience. The Committee on Competitive Excellence (CCE) report makes clear that we have a responsibility to move the athletics program forward, and we aim to just do that.

I am excited to serve as your director of athletics, and look forward to helping lead the campaign and engage in conversations with all of you.

Samantha K. Huges  
*Director of Athletics*



WILLIAM & MARY

ATHLETIC EDUCATIONAL FOUNDATION

## GOALS & PRIORITIES

# For the Bold

THE CAMPAIGN FOR WILLIAM & MARY



Without state funding, private support through the Tribe Club is essential to Tribe Athletics. The Tribe Club helps Athletics achieve the core mission to provide the best competitive atmosphere both for the teams and the fans, while exposing the athletes to the academic excellence of the university. Every donation is essential to recruit the best and the brightest.



Nancy Mathews '76  
*Athletics Representative  
Campaign Committee  
Co-chair  
Lord Botetourt Auction*

## In Pursuit of Competitive Excellence

In April 2015, the Athletics Department released the Committee on Competitive Excellence's Report outlining a strategic plan for the future of William & Mary's athletics programs. The report details funding needs for scholarships, coaching support, operating expenses and facility improvements to ensure William & Mary's ability to capitalize on these kinds of opportunities and to achieve and sustain long-term success for all varsity teams. Private philanthropy will be essential to realizing the objectives identified in the report, and support from alumni will be key to raising the level of competitive excellence and enhancing the athletic experience for students and fans alike.

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### Pillar I: Where Great Minds Meet | **\$70 million**

#### SCHOLARSHIPS | **\$50 million**

- **Undergraduate Scholarships**

Scholarships enable students with exceptional talent to pursue excellence at William & Mary. The long-term goal is to replace operating budget funds with endowed scholarship funds and to increase the number of athletics scholarships from 220 to 258, the full complement of scholarships allowed by NCAA regulations.

#### TEACHING EXCELLENCE | **\$20 million**

- **Coaching Positions**

Coaching salaries at William & Mary are nearly 16 percent below the competitive rate. The long-term goal is to replace operating budget funds with endowed coaching funds to attract and retain talented, highly demanded professionals capable of leading championship programs while embracing William & Mary's academic and ethical standards.

## Pillar II: Making the Remarkable | \$75 million

### ENGAGED LEARNING, INNOVATION AND COLLABORATION | \$5 million

- **Operational Funds**

Provide important resources for team travel, equipment and game operations. Funds will also be used for academic support services, sports medicine and strength training.

### BUILDINGS AND FACILITIES | \$70 million

Improvements to athletics facilities will ensure that our students train in an environment that maximizes their ability to reach their full athletic potential.

- **Zable Stadium | \$27 million**

Renovate and expand the existing facility.

- **Multisport Practice Facility | \$20 million**

Provide a practice venue for men's and women's basketball and volleyball teams.

- **Pool | \$20 million**

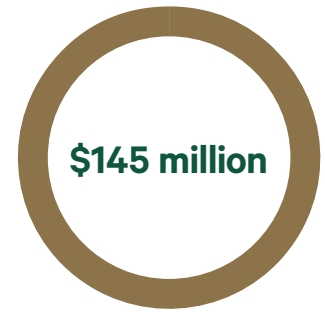
Construct new natatorium

- **Busch Field Hockey Facility | \$2 million**

Construct new facility for locker rooms, restrooms and game viewing.

- **Plumeri Indoor Baseball Practice Facility | \$1 million**

Provide new 5,700 square-foot facility for year-round training.



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## Where Great Minds Meet

\$70 million

2

## Making the Remarkable

\$75 million

Learn more and support Athletics at William & Mary:  
[FortheBold.wm.edu](http://FortheBold.wm.edu)

# For the Bold

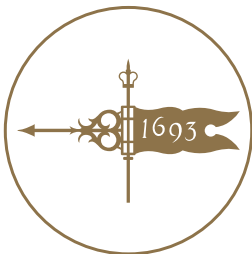
“I was bold in the pursuit of knowledge,  
never fearing to follow truth and  
reason to whatever results they led.”

-THOMAS JEFFERSON 1762, LL.D. 1783

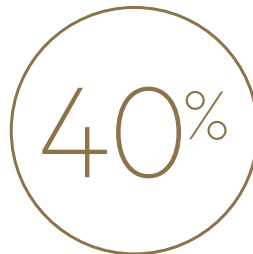
## Support Tribe Athletics

The time is now to support your favorite Tribe program. This campaign, in conjunction with the Committee on Competitive Excellence Report, provides an unparalleled opportunity to build momentum towards a greater future for Athletics, one that sees every fan and athlete have a championship experience.

### UNIVERSITY CAMPAIGN GOALS



**Strengthen alumni  
engagement**



**Achieve 40 percent  
alumni participation**



**Raise \$1 billion**

**FortheBold.wm.edu**

Bobby Dwyer M.Ed. '94  
Senior Assoc. Athletics Director  
Athletic Educational Foundation  
rtdwye@wm.edu  
757.221.3364

Al Albert '69, M.Ed. '71  
Assoc. Director of Athletics Development  
Athletic Educational Foundation  
afalbe@wm.edu  
757.221.3438

Nick Georges  
Asst. Director of Athletics Development  
Athletic Educational Foundation  
ngeorgesjr@wm.edu  
757.221.6324

Julie Leach '99  
Asst. Director of Athletics Development  
Athletic Educational Foundation  
jsleach@wm.edu  
757.221.6325