



William & Mary has an athletics tradition that goes back more than 100 years. In that time, Tribe Athletics has held firm to the core values of William & Mary. Our athletes excel in the classroom and in competition, and we have much of which to be proud. Yet, we also know there are opportunities to do even more, to be even better and to further enhance our student-athletes' experience. William & Mary ranks among the nation's elite academic institutions. Tribe Athletics should aspire to the same level of excellence.

This campaign, combined with the recently completed Committee on Competitive Excellence (CCE) report, puts us at a unique juncture in the department's history. The time has come to define a vision for the future and move confidently toward it. The CCE Report provides the roadmap and this campaign will assist in bringing our community together to achieve our goals.

Terry Driscoll
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.

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**

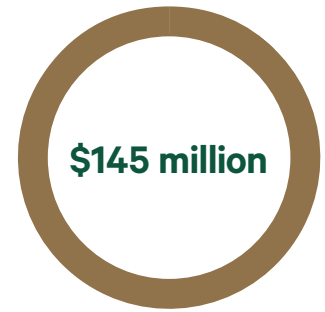
Construct new natatorium

- **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.



1

Where Great Minds Meet

\$70 million

2

Making the Remarkable

\$75 million

Learn more and support Athletics at William & Mary:
FortheBold.wm.edu

For the Bold

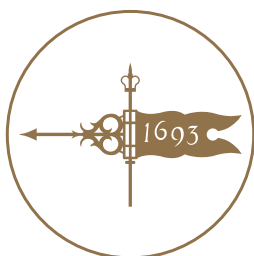
“I was bold in the pursuit of knowledge, never fearing to follow truth and reason to whatever results they led.”

-THOMAS JEFFERSON 1762, LL.D. 1783

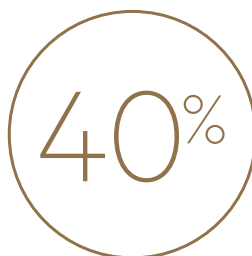
Support Tribe Athletics

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

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