



STRICTLY EMBARGOED UNTIL 2:30PM, SATURDAY, SEPTEMBER 21, 2013

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Harvard Announces University-Wide Capital Campaign

Cambridge, Massachusetts — Harvard University today officially launched The Harvard Campaign, a University-wide fundraising effort that will ensure its leadership role in the rapidly shifting landscape of higher education and enable the University to advance knowledge to help create a better future for individuals and societies around the world.

Harvard hopes to raise \$6.5 billion to support a wide range of academic initiatives, including developing new approaches to teaching and learning, and advancing discovery across Schools and disciplines. Financial aid will also figure prominently in Harvard's fundraising efforts as the University strengthens its commitment to removing economic barriers for the world's most talented undergraduate and graduate students.

The University has already raised \$2.8 billion, representing gifts from more than 90,000 alumni and friends during the Campaign's pre-launch phase.

"We launch The Harvard Campaign at a moment when higher education is being challenged to reinvent itself, and we embrace this opportunity for a campaign that aims to do more than merely extend or reinforce long-standing strength and eminence," said Drew Gilpin Faust, president of Harvard University and Lincoln Professor of History.

"The Harvard Campaign calls upon us to articulate and affirm the fundamental values and purposes of higher education in a world transformed by globalization and technology, a world filled with promise for improving human lives, a world in which talent recognizes no boundaries, and in which creativity and curiosity will fuel the future," she said.

Faust outlined the University's guiding principles moving forward:

- Harness the power of Harvard to advance discovery and learning across fields, disciplines, and the University's broad range of Schools to change knowledge and change the world
- Pioneer new approaches to teaching and learning
- Be unsurpassed in global reach and impact, as well as in the integration of global perspectives into the University's research and teaching
- Exemplify the centrality of creativity, meaning, and values in the mission of the research university



- Provide more opportunities for innovation and hands-on discovery
- Attract and support the most talented students and faculty
- Create a campus for Harvard's next century

Today's launch, Harvard's first University-wide capital campaign in over a decade, follows a comprehensive planning period over the past several years. The University's campaign priorities reflect four major categories, with the following approximate distribution:

- 45 percent of the money raised will support teaching and research
- 25 percent will support financial aid and the student experience
- 20 percent will fund capital improvements
- 10 percent will be allocated for flexible funding to foster collaborations and initiatives

Within these broad categories are a number of significant initiatives, including University-wide financial aid, undergraduate House Renewal, Harvard's Allston campus, the School of Engineering and Applied Sciences (SEAS) expansion, HarvardX and online learning, and the University's Common Spaces project.

"The Harvard Campaign is critical to the University's ability to fund important priorities going forward, but it is also an opportunity to redefine Harvard and higher education more broadly," said James F. Rothenberg AB '68, MBA '70, Harvard's treasurer, a Campaign co-chair, and a member of the Harvard Corporation, one of the University's two governing boards. "This is an exciting time for Harvard, and we are committed to ensuring that the University will continue to have a meaningful impact well beyond Cambridge."

"Knowledge has never been more important to the future of individuals and societies," Faust concluded. "The world's challenges have never been more pressing, more complex, or more shared. With the support of our extraordinarily loyal and generous University community, we will meet these challenges, and in doing so, we will reaffirm what makes Harvard—and universities in general—such essential and irreplaceable contributors to the pursuit of knowledge and the welfare of the world."

To learn more about the Harvard Campaign please visit campaign.harvard.edu.

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