VISION:
The purpose of the Victors for Michigan campaign is to ensure that the University of Michigan can develop the leaders of tomorrow and address the most pressing, complex challenges of our time.

PRIORITIES:
To achieve that goal, we have identified three strategic priorities for the university. Together with our philanthropic partners, we can achieve these priorities:

1. STUDENT SUPPORT—This is the campaign’s highest priority, with a goal of $1 billion, for the purpose of attracting the best students to U-M from around the state and the world, and ensuring that they can attend U-M and thrive here regardless of their economic situation.

2. ENGAGED LEARNING—U-M is pushing open the walls of the classroom to combine the best of traditional academics with dynamic, hands-on experiences that make a Michigan education even more relevant and real.

3. BOLD IDEAS TO SOLVE BIG CHALLENGES—Michigan has a tradition of tackling the world’s most difficult problems with research and public service. And with good reason: its broad sweep of academic excellence—99 top-ten programs—combined with a culture of collaboration that brings these disciplines together makes Michigan a problem-solving powerhouse.

ADDITIONAL DETAILS:

STUDENT SUPPORT
There are at least five things that a gift to student support can make possible:

- ACCESS: Financial aid ensures that students are able to enroll at Michigan regardless of their economic background.

- AFFORDABILITY: Scholarships relieve students’ need to take out loans for their education.

- QUALITY: The best students have many choices about where to attend school; supporting them makes Michigan a winning option.

- STUDENT EXPERIENCE: Once enrolled, students should have access to life-changing educational experiences such as internships, field study, and study abroad.

- DIVERSITY: A diverse student body is integral to an outstanding education, and financial support ensures that Michigan continues to enroll students from many different backgrounds.

ENGAGED LEARNING
Our globally connected world demands—more than ever—an education that goes beyond the four walls of the classroom. Meanwhile, technology allows us to impart information in new ways, not just in the lecture hall but with digital tools and video.

Together, these revolutions create the opportunity and the need for new approaches to education. Today we can—and must—bring our best students together not only in the classroom, where they learn about the humanities, the arts, science and technology, but also in the field, where that knowledge gets tested. There they must work together, with people who may be very different from themselves, in new situations that require quick thinking, creative problem-solving, and entrepreneurial initiative.
In the past, activities like internships and study abroad offered some of these opportunities. They remain vitally important. But today, we need to extend hands-on, engaged learning even more deeply into the academic experience—more field work, shorter-term travel and projects, more real-life research on real-world challenges.

**BOLD IDEAS**

With 99 top-ten programs and a culture of working across disciplines, Michigan is a bold idea generator. Only four other universities in the world come close to Michigan’s broad-based excellence in the sciences, technology, social sciences, the arts, and the humanities. Nowhere in the world do you find the depth of collaboration between so many world-class minds in so many fields.

Knowing that the biggest challenges—cancer, poverty, energy production, improving K-12 education, economic revitalization—cannot be solved by any one field of study, Michigan’s advantage is its ability to bring together world-class minds from many fields. And not only on campus, but across the state with ventures like the University Research Corridor, and around the world with collaborations like the Israeli Partnership. In these ways, Michigan extends its tradition of world-changing work into tomorrow.

**WHY A CAMPAIGN?**

University leaders have embraced the challenge of maintaining the university’s excellence in all areas—teaching, research, public service—even as they confront economic challenges.

Private support has long given Michigan a meaningful leadership edge. A fundraising campaign allows the institution to review and renew its strategic priorities, and to guarantee that there will be sufficient resources to achieve them. It focuses the university and donors on those key priorities, and by having a time frame creates a sense of urgency that increases fundraising. For these reasons, we have held campaigns in the 1980s, 1990s, during the first decade of 2000, and now in this decade.

**VICTORS FOR MICHIGAN BASICS**

- The Victors for Michigan campaign public phase kicked off on Nov. 8, 2013.
- The fundraising goal is $4 billion.
- The goal is ambitious:
  - The largest ever for the University of Michigan
  - The largest for any public university to date
- The campaign is scheduled to run through 2018.
- The Nucleus Fund (all funds given between July 1, 2011 and kickoff) totals $1.7 billion.