



**IT'S OUR TIME TO RISE.**

The launch of *Rising: The Campaign for Rowan University* comes at an extraordinary moment in the institution's history. With bold leadership and unwavering focus on student success, Rowan stands as an innovative leader in higher education, invigorated by the challenges that lie ahead.

The Rising campaign will provide the means to sustain the institution's continued growth, success and impact. It will shape the future of Rowan University and ensure that its rise continues, adding value to every Rowan degree, distinguishing each Rowan innovation and improving life for countless individuals within Rowan's ever-expanding reach.

# RISING POSSIBILITIES



## RISING FOR IMPACT

With President Ali Houshmand at the helm, Rowan University is rising to challenge the status quo and change the future of higher education to meet 21st century society's needs.

His unconventional, entrepreneurial approach to higher education has fundamentally shifted Rowan's capacity, efficiency and influence, earning national regard for the University, its bold leadership and the Rowan community. With each innovation, Houshmand remains focused on the power of education and the responsibility of a public university to make a difference in people's lives.

**"This campaign embodies who we are as a Rowan community."**

**—Ali Houshmand**

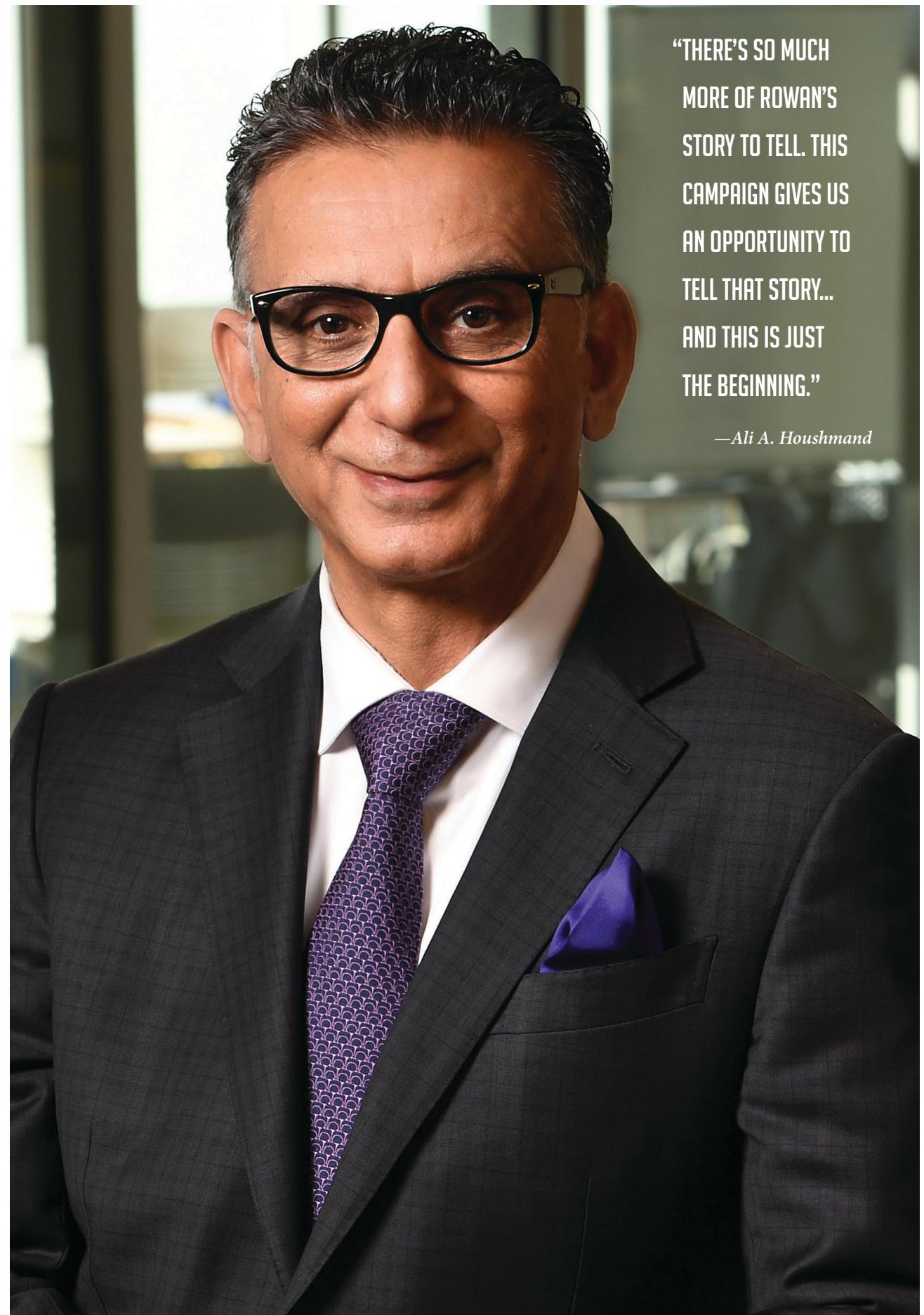
"We have to constantly be on the edge of creating and imparting knowledge," said Houshmand. "Our students and partners depend on this. We are stewards of a great public institution. To be relevant and effective, we must evolve and develop in strategic areas that create opportunities for people to advance as individuals and to improve society."

Houshmand's commitment as a higher education pioneer and his enthusiasm for the Rising campaign's goals are founded in the University's four strategic pillars—the guiding principles that direct the institution daily:

- increasing access
- providing high quality
- ensuring affordability
- serving as an economic engine for the region.

Motivated by the potential to improve opportunities for generations to come, Houshmand looks forward to seeing the Rising campaign accomplish its objectives.

"This campaign demonstrates who we are as a Rowan community," said Houshmand. "I am grateful and humbled for the support of donors who share our mission. Alumni and friends of Rowan are helping to transform students' lives, contribute to our region's well-being and create a more hopeful future. We are truly rising together."



**"THERE'S SO MUCH MORE OF ROWAN'S STORY TO TELL. THIS CAMPAIGN GIVES US AN OPPORTUNITY TO TELL THAT STORY... AND THIS IS JUST THE BEGINNING."**

*—Ali A. Houshmand*

# RISING TO THE CHALLENGE

## CAMPAIGN GIFT HIGHLIGHTS FY2015–FY2019

Generous donors—alumni, friends, faculty, staff, parents, students, corporations and foundations—have collectively invested and partnered with the University to raise more than \$100 million since July 2014. From the largest gift made by Rowan alumni to the launch of RowanGIVES Day and other noteworthy initiatives, each milestone has helped the University rise to even greater heights of excellence.

**JULY 2014–JUNE 2015**  
\$22.4 million in new gifts and pledges  
Campaign total: \$22.4 million

**JULY 2014: ROWAN ON THE RISE**  
The quiet phase of *Rising: The Campaign for Rowan University* begins, with a working goal of \$120 million.

**DECEMBER 2014: LASTING LEGACY**  
The Henry M. Rowan Family Foundation commits \$15 million to establish an endowment exclusively for the College of Engineering and ensure that the name of Henry M. Rowan is forever associated with excellence in engineering education.



**FEBRUARY 2015: MAKING A DIFFERENCE IN A DAY**  
Rowan's first annual day of giving—RowanGIVES Day—exceeds all goals, raising \$63,629 from 450 donors to support a variety of University programs and scholarships.

**JUNE 2015: PAYING IT FORWARD**  
Give Something Back Foundation awards Rowan \$1 million to enable 50 economically disadvantaged but academically talented students to attend the University at no cost. The partnership is the first in New Jersey, with roots in GSB collaborations in Illinois.

### RowanGIVES



#RowanGIVES

Now a well-known Prof tradition, RowanGIVES Day—the University's annual 24-hour giving celebration—has generated over \$470,000 in support from more than 7,700 gifts since February 2015 to support a wide range of programs and initiatives across Rowan's campuses, making a big difference for the entire Rowan community.

**inspira  
HEALTH**

Inspira Health Network donates \$1 million to establish The Inspira Health Network Endowed Fund. The gift supports the costs of providing internship opportunities at Inspira Health Network facilities and locations across undergraduate and graduate disciplines, including nursing, nutrition, engineering and business.

**JUNE 2016: HANDS-ON HEALTH**

The gift supports the costs of providing internship opportunities at Inspira Health Network facilities and locations across undergraduate and graduate disciplines, including nursing, nutrition, engineering and business.

**inspira  
HEALTH**



### JULY 2015–JUNE 2016

\$15.8 million in new gifts and pledges  
Campaign total: \$38.2 million

#### AUGUST 2015: DOCTORS WITHOUT DEBT

An anonymous donor commits \$1 million to establish an endowment to provide loan cancellation and repayment assistance for new faculty hired in the Rowan School of Osteopathic Medicine Faculty Practice Program and/or in the New Jersey Institute for Successful Aging to assist with funding a social worker position.

#### SEPTEMBER 2015: INVESTMENT INTEREST

Indel Inc. commits \$2 million to support the Inductotherm Scholarship Program. Created by Henry Rowan in 1992, the program provides financial support for undergraduate children of those employed by the Inductotherm companies.

#### DECEMBER 2015: ROOM TO GROW

The New Jersey Health Foundation donates a parcel of land, valued at \$3.55 million and adjacent to the School of Osteopathic Medicine, to the University.

The land provides a range of opportunities for the medical school as it works to meet the state's growing need for physicians.

#### OCTOBER 2015: HUMAN RESOURCES

The Rona Stern Staut Foundation and the Marc and Eva Stern Foundation together commit \$2.1 million to Cooper Medical School of Rowan University to

launch a Center for Humanism and establish the Rona Stern Staut Research Professorship in Humanism and Bioethics, the school's first endowed professorship.

#### NOVEMBER 2015: HOT SAUCE

In 2017, President Houshmand combined his passion for cooking with his love of

students to create a line of condiments—Houshmand's Hazardous Hot Sauce.

Sales of the hot sauce have generated more than \$30,000 to support the Student Emergency Scholarship Fund.

#### DECEMBER 2015: HAZARDOUS HOT SAUCE

HOUSHMAND'S HAZARDOUS HOT SAUCE

AL'S NASTY

NET WT. 16 OZ.

giveback

## CAMPAIN OVERVIEW



CHANGING  
STUDENT LIVES



SUPPORTING  
NEW DISCOVERIES



INSPIRED LEARNING AND  
LIVING ENVIRONMENTS

## RISING TOGETHER

*Rising: The Campaign for Rowan University* is designed to propel the University into its second century of progress by ensuring rising possibilities through funding for three key areas:

- changing students' lives
- supporting new discoveries
- providing inspired learning and living environments.

"We have never done a campaign of this size and this magnitude before," said President Ali Houshmand. "This is our opportunity to introduce Rowan University to the rest of the world."

President Houshmand has created an ambitious vision for the University and has rallied the Rowan community to pursue it. The Rising campaign is providing the resources to fuel this journey.

### OUR NEXT CHAPTER

While the rapid growth of research and related partnerships have earned Rowan attention and support, the institution remains committed to a core mission:

providing affordable, accessible and high-quality undergraduate education.

Students benefit from world-class opportunities while being guided, challenged and inspired to embark on life-changing journeys. Some will begin careers immediately and others will continue with graduate education. All will have the advantage of Rowan's valued credentials and distinctive experience.

Thanks to generous supporters and our campaign leadership, the University has raised more than \$104 million toward the \$120 million goal to help develop the next generation of thinkers and leaders.

The pages ahead offer highlights of the Rising campaign so far and a reminder that when we join together, *we all rise*.

To learn more, please visit:

[ROWAN.EDU/RISING](http://ROWAN.EDU/RISING)

## BY THE NUMBERS

8719%  
PROGRESS TOWARD  
\$120M GOAL

More than

\$104M 21

in new gifts and commitments  
raised and counting

MEDIAN GIFT  
AMOUNT

\$50

16,391  
TOTAL UNIQUE DONORS

31,241  
campaign gifts

NUMBERS CURRENT AS OF SEPTEMBER 1, 2019



# LEADING BY EXAMPLE

Our four Rising campaign co-chairs—Virginia Rowan Smith, Jean McMenamin Edelman '81, Larry Salva '77, HD'13 and Linda Rohrer HD'06—come to their roles from different paths and after decades supporting and serving Rowan University. Together, they've volunteered for years on the Board of Trustees, the Rowan University Foundation Board and College advisory boards. Their collective philanthropic support totals more than half the funds raised by the Rising campaign to date and has already made a profound impact throughout the University.

Together, the four leaders are helping to ensure access, opportunity and excellence for the next generation of Rowan scholars. Convinced by the difference they've seen their support make, they're eager to inspire others to find the same sense of purpose in giving. Here's a glimpse of each co-chair and why they're leading by example:

### ENHANCING AWARENESS

Virginia Rowan Smith firmly believes that education is the greatest gift one can provide. Although Smith has a strong emotional connection to the University that bears her family's name, she also has a tenacious desire to help build the University's reputation as a top institution in the state and nation.

"My father's gift was the catalyst that put our campus on the map, but now it's time to gather

the resources needed to fuel Rowan's continued rise and prestige," said Smith. "This campaign is allowing us to build awareness of the tremendous opportunities at the University."

The Rowans' pioneering philanthropy, through their family foundation as well as their corporate and personal contributions, has enabled the University to establish world-class academic programs.

In 2014, the Rowan Family Foundation

established a \$15 million endowment for the Henry M. Rowan College of Engineering, expanding opportunities for engineering education, research and innovation. In addition, through the creation and generous support of the Marie F. Rader Memorial Fund, Smith has revitalized performing arts education and outreach at the University and helped it emerge as a vibrant arts center for the region.

### INCREASING OPPORTUNITIES

Jean McMenamin Edelman '81 is passionate about creating opportunities for students. Her involvement at her alma mater lets her see firsthand how Rowan helps change lives.

"The Rising theme captures the idea that all things are possible," said Edelman. "I'd like to see us find the ability to open doors to as many students as possible, but we need resources to change lives. I don't want to see anyone left behind or forgotten."

Strong supporters of STEM education, she and her husband, Ric '80, made history in 2016 when they announced a \$25 million gift to transform the University's Fossil Park into a world-class destination for scientific discovery. Their landmark gift is the largest donation from alumni and the second largest in Rowan's history.

The couple have also provided generous support for the Edelman Planetarium to increase opportunities for K-12 science education and outreach in the region.

"The future of higher education is changing," noted Edelman. "Rowan is the future—we are the changemakers. This campaign will help us raise the University's level of visibility and help our reputation grow even stronger."

### CREATING IMPACT

Lawrence Salva '77, HD'13 is proud of all that Rowan has achieved and of just how far the institution has come since the days when he was a student.

"As a graduate, I see the growth at the University as phenomenal and gratifying," said Salva. "I've always felt an obligation to give back of my time, talent and treasure and I am so proud to be part of the rise of Rowan."

A longtime Rowan supporter, Salva and his wife, Rita, established an endowment to benefit students at Cooper Medical School of Rowan University and have provided generous support for initiatives across the institution including scholarships for CMSRU, the School of Osteopathic Medicine and the College of Communication & Creative Arts.

Salva believes the campaign will provide support for all of the initiatives that the University is trying to achieve and will create an environment where top students and faculty can thrive.

"In the next 10 years this University can become a leading national research university but it needs the resources to do it," he said. "Every gift counts—and together they create more access and have a big impact."

### CHANGING LIVES

Linda Rohrer HD'06 loves to see a personal return on her investment. Focused on South Jersey-based giving, she sees how her philanthropy is changing lives at Rowan each time she interacts with students.

"When you make a gift, you make an impact," Rohrer said. Through the William G. Rohrer Charitable Foundation she has made a tremendous impact on the University.

The Rohrer College of Business was named in honor of her late father with a \$10 million pledge in 2005. The Foundation's continued support of the College of Business has endowed a professorial chair, established the Rohrer Scholars program and created a scholarship program to attract honors students to the College.

In addition, the Foundation established an Endowed Chair at the School of Osteopathic Medicine to fund research and teaching in geriatrics.

Rohrer is hopeful that the campaign will raise awareness of the University's remarkable accomplishments and is excited to see how alumni and friends demonstrate their support for its future.

"It's important for people to know that it takes investment to sustain growth and achievement," Rohrer said. "This campaign is a team effort. When we work together we will drive the success of Rowan University." ■





Rowan faculty are the foundation on which our strong programs, innovative research and student success are built. This campaign will ensure that the University can attract the best minds in research and inquiry and allow them to expand

boundaries and drive innovation. We are committed to investing in educators and scholars who are dedicated to solving real-world problems and changing lives—while guiding, challenging and inspiring our students.

## A FEW OF THE MANY WAYS YOUR SUPPORT IS CHANGING STUDENT LIVES

### EOF SPECIAL ASSISTANCE FUND

Supported by generous alumni and friends, the EOF Special Assistance Fund helps broaden the educational experience of the University's EOF student community by providing enhanced opportunities for personal growth and achievement.



"I am grateful and fortunate to be a recipient of the support provided by the EOF Special Assistance Fund. Over the years, this funding has been critical in filling the resource gap for many EOF students, allowing them to have a successful college experience. I was able to use the award to purchase my books for the semester, but other students have used it to complete graduate school applications, attend conferences and cover test fees."

The EOF Special Assistance Fund goes a long way in helping hard-working and determined students like me realize the dream of a Rowan degree."

—Mark Mosley '21

*Health Promotion & Wellness Management*

### CLARENCE W. MILLER SCHOLARSHIP FUND

Established in honor of longtime professor of music and founder of Rowan's Music Department and Concert Choir, the Clarence W. Miller Scholarship Fund provides annual awards to recognize the musical and academic achievements of music majors who participate in the concert choir.



"It's an honor to be a recipient of the Clarence W. Miller Scholarship. Music education majors like me have many expenses, including working with accompanists, finding transportation to performance venues and supplementing classroom materials. This award will provide the resources I need to enhance my higher-level education classes and practicum placements so that I can share my talents with the next generation of music makers."

This scholarship will also make a big difference by allowing me to take advantage of the abundant travel and performance opportunities available in Rowan's vocal music program."

—Sarah Robbins '21

*Music Education*

### MATTEO FAMILY SCHOLARSHIP

Established by Rowan alumna Kathleen Matteo '56 and her husband, George, the Matteo Family Scholarship recognizes the achievements of students who demonstrate leadership qualities. Since the 2003-2004 academic year, 29 recipients have benefitted from this generosity.



"Receiving the Matteo Family Scholarship not only makes college more affordable for me, but most importantly, motivates me to continue making an impact both inside the classroom and out. This generosity helps me to take advantage of the many opportunities Rowan offers and reminds me that what I am doing as a leader on campus is truly making a difference. The financial assistance I receive will only continue to benefit me as I work toward my master's degree in higher education."

—Anna Pietrzak '20

*Management and Human Resources Management  
Management Information Systems (minor)*

TO LEARN HOW YOU CAN CHANGE  
A STUDENT'S LIFE, PLEASE VISIT **ROWAN.EDU/RISING**

GIVING OUTCOMES



# SUPPORTING NEW DISCOVERIES

Rowan faculty are the foundation on which our strong programs, innovative research and student success are built. This campaign will ensure that the University can attract the best minds in research and inquiry and allow them to expand

boundaries and drive innovation. We are committed to investing in educators and scholars who are dedicated to solving real-world problems and changing lives—while guiding, challenging and inspiring our students.

## A FEW OF THE MANY WAYS GIFTS TO ROWAN SUPPORT NEW DISCOVERIES

### CANAVAN RESEARCH

Donor support is assisting Dr. Paola Leone and her research team as they lead a worldwide collaboration with clinicians and experts in gene therapy to advance a treatment for Canavan Disease. Rowan researchers like Dr. Leone are making groundbreaking discoveries that will improve the quality of health care for the citizens of New Jersey and beyond.



"The environment at RowanSOM has given me a place to really grow and tackle the challenges that are part of my daily research routine. As I work to discover and develop much-needed treatments for conditions such as Canavan disease, dementia, Alzheimer's disease and traumatic brain injury, my goal is to do outstanding research that has the potential to change lives."

Because a lot of my work is externally funded, without those investments I wouldn't have the environment that enables me to achieve my research goals, I wouldn't have the assistance I need in the lab, and I wouldn't have the resources and technology to do what I do."

—Paola Leone, Ph.D.

*Professor of Cell Biology, Director of the Cell & Gene Therapy Center, RowanSOM*

### ROWAN CREATES

The Center for Research & Education in Advanced Transportation Engineering Systems (CREATEs) conducts cutting edge, applied and readily implementable research in transportation engineering. Two generous industry partners, the Earle Companies and American Asphalt, have created Fellowship Programs to provide hands-on experience for students.



"CREATEs allows undergraduate students to gain experience working with engineering professionals and other students in a state-of-the-art laboratory setting with deadlines, protocol and real-life problem solving.

The funding for CREATEs fellowships has made it possible for students like me to get their foot in the door as candidates for exceptional engineering positions and internships. More and more, companies are looking for candidates with real-world experience. Without CREATEs, many great future engineers would be overlooked, and for that, I'm grateful to have been awarded this opportunity."

—Jenna Wyshinski '21

*Civil & Environmental Engineering*

### W.W. SMITH CHARITABLE TRUST

Funding from the W.W. Smith Charitable Trust will support Dr. James Holaska as he conducts a one-year project focused on breast cancer cell invasion and migration, to uncover novel therapeutic targets for metastasis. Dr. Holaska is helping build CMSRU's research capabilities and providing opportunities for its students to pursue medically relevant scholarly projects.



"During cancer metastasis, the cell nucleus changes from a rigid structure, like a tiny golf ball, to a more 'squishy' structure, like a water balloon. These changes allow the cells to enter the bloodstream and metastasize. My research focuses on understanding how nuclear structure is altered during metastasis to allow cancer cells to enter and exit blood vessels.

At CMSRU, our extensive knowledge regarding the structure of the nucleus makes us uniquely qualified for studying how nuclear changes drive metastasis. The W.W. Smith Charitable Trust gave us the opportunity to embark on this new field of study for which we have made important findings. This support will generate the data needed to successfully compete for a National Institute of Health R01 award to study how changes in nuclear architecture regulate tumor growth and metastasis."

—James Holaska, Ph.D.

*Associate Professor of Biomedical Sciences, CMSRU*

TO LEARN HOW YOU CAN INVEST IN  
NEW DISCOVERIES, PLEASE VISIT **ROWAN.EDU/RISING**

GIVING OUTCOMES



# INSPIRED LEARNING AND LIVING ENVIRONMENTS

A dynamic, inviting and well-designed campus helps transform the ways we can meet the educational needs of 21st century learners. This campaign will attract resources to recruit and retain exceptional faculty members and create spaces that

foster collaboration, research excellence and experiential learning. By providing environments where students and faculty can thrive, we can allow them to better themselves, their disciplines and their communities.

## A FEW OF THE MANY WAYS YOUR SUPPORT CREATES INSPIRED LEARNING ENVIRONMENTS

### BANTIVOGLIO HONORS CONCENTRATION

Continued funding by Thomas N. Bantivoglio for Rowan's Thomas N. Bantivoglio Honors Concentration fosters a diverse community of citizen scholars by cultivating curiosity and integrity in and outside the classroom. Open to talented students in every major and college, the program helps students become accomplished independent thinkers, researchers and leaders.



"I am incredibly grateful for the funding that established and maintains the Honors Concentration because it's been a valuable enhancement to my Rowan education. The Whitney Center is an amazing resource that not only allows opportunities like priority registration, but serves as a place that Honors students can get together and collaborate or find a quiet place to study."

I am able to integrate the Honors Concentration and all the requirements that come with it very well into my curriculum. I truly appreciate how much Rowan keeps the student experience at the center of its initiatives."

—Brandon Hickson '22  
*Biomedical Engineering*

### THE RAQUEL A. BRUNO MUSIC LIBRARY AT WGLS-FM

Multi-media business woman and radio, television & film graduate Raquel Bruno '93 had such a great experience working at Rowan Radio WGLS-FM that she donated \$25,000 to the station's music library. By giving back to the program that gave her so much, she hopes to help current and future Rowan students develop their own professional skills and connections as they work toward bright futures in the RTF industry.



"The generous gift from Raquel Bruno '93 helps preserve the station's music library and also develops our current Top 40/mainstream music additions. It's important that the Raquel A. Bruno Music Library serves as a reminder of music's rich history and what it means to our station."

Many students, alumni and visitors are surprised by the quality, quantity and range of music within the library and all of its hidden gems. Our station members understand the library's importance to not only develop their own knowledge, but also to give our listeners a memorable experience every time they tune in to Rowan Radio."

—Derek Jones '01, M'02  
*Station Manager, Rowan Radio WGLS-FM*

### LILLIAN LODGE KOPENHAVER CAREER RESOURCE LIBRARY

Thanks to the generosity of 1962 alumna Lillian Lodge Kopenhaver, the Career Resource Library will enhance the Office of Career Advancement's ability to help students and alumni develop skills for lifelong professional development, job satisfaction and job readiness as they build connections and find opportunities.



"Lillian Lodge Kopenhaver knows the value of education and career counseling. Her endowment to create the Lillian Lodge Kopenhaver Career Resource Library is giving the University the means to assist students and alumni with their professional development needs in innovative and diverse ways. Significant enhancements to technology resources, knowledge-sharing initiatives, events, guest lectures and a career-based speakers series are just some of the ways the University is building a space that will realize Dr. Kopenhaver's desire to assist students as they pursue their employment goals."

—Bob Bullard '06, M'09  
*Director, Office of Career Advancement*

TO LEARN HOW YOU CAN CREATE  
INSPIRED ENVIRONMENTS, PLEASE VISIT [ROWAN.EDU/RISING](http://ROWAN.EDU/RISING)

GIVING OUTCOMES