

**Wanted:  
the adventurous  
and the generous**

***Driven.***

The University of Minnesota Campaign



UNIVERSITY  
OF MINNESOTA  
**Driven to Discover**



### **Discovering inner strength**

Recent University of Minnesota Duluth (UMD) graduates Lexi Bruno (front cover) and Erin Denny (back cover) spent 76 days circumnavigating Lake Superior in their sea kayaks. Both received donor-funded scholarships during their time at UMD.

A MESSAGE FROM JOHN E. AND NANCY E. LINDAHL

*Driven Campaign Co-chairs*

**“The University of Minnesota changed our lives.”**

We are among the many thousands of people across our state, nation, and world who are proud to say it.

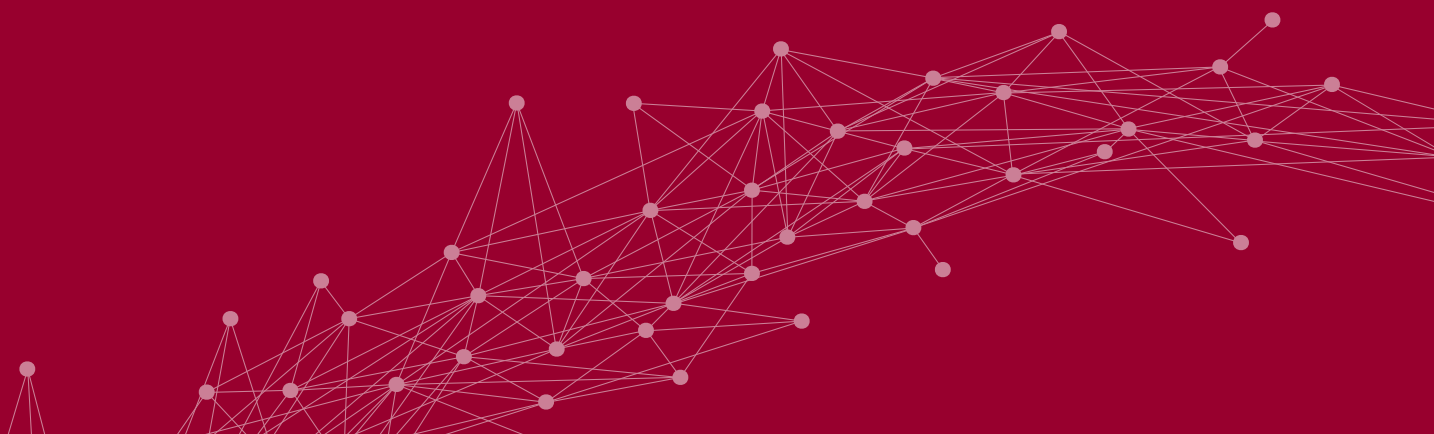
The University has been part of our family’s most meaningful moments—from births, to weddings, to times of need, celebration, and transformation.



Whether as students, alumni, fans, citizens, industry partners, or beneficiaries of new knowledge and path-breaking research, we all benefit from a strong University of Minnesota. The extraordinary breadth of this institution, combined with unique Minnesota values, connects us all to this powerful nexus of discovery and talent.

Now we have the chance to improve lives for generations to come through *Driven: The University of Minnesota Campaign*. Together we can take action and lead courageously to provide more of what Minnesotans and citizens of the world need most.

***Please join us on this spectacular journey.***



# What drives you?

Voices of the adventurous and the generous



● **“Our invention will make farmers’ lives just a little bit easier and improve the quality of care they provide their cows.”**

—Peter Breimhurst, '17, microbiology major and winner of the donor-funded 4-H Science of Agriculture Challenge

● **“Leaving an estate gift will help provide Gopher student-athletes the best opportunity to achieve success at the University and later in life.”**

—Chad and Jennifer Gednalske, donors to Gopher football, women’s volleyball, and the Spirit Squad



● **“We are historically tied to this horribly abusive, restrictive education policy. I wanted to know how it shapes what we are now and how we approach the liberal arts.”**

—Becca Gercken, U of M Morris associate professor of English and Founders Scholar (a donor-supported professorship), who studies UMM’s history as an American Indian boarding school

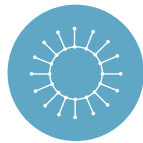


● **“If you reduce dependence on cigarettes, then you are likely to reduce the number of people who smoke.”**

—Dorothy Hatsukami, Masonic Cancer Center member and Forster Family Chair in Cancer Prevention



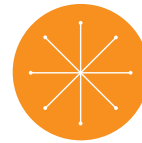
ELEVATE A  
WORLD-CLASS  
STUDENT EXPERIENCE



ACCELERATE  
ADVANCES  
IN HEALTH



PROTECT AND SUSTAIN  
AGRICULTURE, FOOD,  
AND WATER



DRIVE A  
MINNESOTA PLAN  
FOR INNOVATION



PROVIDE A PLACE  
OF OPPORTUNITY  
FOR EVERYONE

● **“There are a lot of problems in the world, but there are also a lot of solutions.”**

—Cayla Ebert, Law School student who was a translator for the Asylum Law Project; recipient of several scholarships



● **“We build a car, but we mostly produce people who are better at their jobs—people who go out into the world and make it better.”**

—Graham Krumpelmann, mechanical engineering major, director of engineering for the U of M Solar Vehicle Project



● **“Drones and robots can’t do everything, but we will be able to replace a lot of our big field equipment, which would help prevent compaction and protect our soil.”**

—David Mulla, director of the U’s Precision Agriculture Center and Larson Endowed Chair in Soil and Water Resources

## What begins in Minnesota matters to the world

The University of Minnesota has transformed the lives of generations of Minnesotans, kept our economy strong, fueled creativity, and become a source of answers for people around the world. Few other public universities even come close to the breadth of our expertise.

The extraordinary institutional capacity of our state's land-grant university, combined with quintessential Minnesota values—resourcefulness, resilience, and a shared belief in the value of opportunity—creates a powerful force for change.

We can tackle systemic, global challenges from every perspective. We can see more possibilities. That's why we've embarked on the largest philanthropic initiative in University history, *Driven: The University of Minnesota Campaign*.

## Campaign fast facts\*

The leadership phase of the *Driven* campaign began in July 2011. Since then, the momentum has grown to include:

**192,000** campaign donors

**80,000** new University donors

**8** donors of \$25 million or above

**700** new undergraduate scholarships

**272** new graduate fellowships

**126** new professional school scholarships

\*As of June 30, 2017



matters to the world

# Already, great strides

Gifts made during the leadership phase of the *Driven* campaign are already making a significant difference in our world. Here are just a few ways:

- ➔ Created **innovative scholarship programs** aimed at relieving financial burdens on middle-class families
- ➔ Established a **neurology research discovery fund** to unravel the mysteries of the brain
- ➔ Advanced construction of an **Athletes Village** to help Gopher student-athletes excel on and off the playing surface
- ➔ Opened a **pediatric dental clinic** to treat children with special health care needs
- ➔ Established a **center to serve new American immigrants** and give law students hands-on experience
- ➔ Created a **research center to halt the decline of honeybees** and restore stability to the food chain
- ➔ Tackled Minnesota's achievement gap with a new center featuring some 130 U experts working to **improve educational equity**



# Momentum has been building

**\$4**  
BILLION  
GOAL

\$2.5 BILLION\*  
RAISED

**2011**  
LEADERSHIP  
PHASE

**2017**  
PUBLIC  
PHASE

**2021**  
COMPLETE


## The meaning of *Driven*.

The University of Minnesota is ready for anything. We designed it that way. It makes us a vigilant advocate for our state—a protector and guardian of the public interest. With our five campuses, centers of health care, extension programs, and alumni in every corner of Minnesota, we are deeply involved in our communities and seek new ways to apply our expertise.

What we learn and perfect in service to Minnesota—about opportunity, culture, policy, and research—can be a model for the entire world. That's what it means to be driven.

\* As of June 30, 2017



A woman in a graduation cap and gown, looking out a window at a building. The cap is black with a gold tassel. The gown is black with a gold and maroon border. The background shows a large, white, classical-style building with columns and windows, seen through a window frame.

Colonel Ada Collier, '17 D.N.P.,  
recipient of the Bentson  
Doctor of Nursing  
Practice Scholarship

## Seeking doers, makers, dreamers

Determined, insightful donors like you have long been crucial partners in the success of the University of Minnesota. These generous advocates across the globe share our drive to take decisive action and lead courageously.

Thanks to you, we have the flexibility to ignite innovative research and the competitive edge to attract

world-class minds. Together, we can imagine a better future and forge a path to that brighter tomorrow.

This campaign is an opportunity for University of Minnesota donors—and, indeed, anyone who appreciates a powerful return on investment—to join a community of the driven, who are committed to solving the world's grand challenges.



THE DESTINATION

## A world-class student experience



### **A world of difference**

Fellowship support made it possible for Ph.D. student Brie Reid, '17 M.A., to spend a month in Santiago, Chile, learning how stress and nutrition affect the brains and bodies of children around the world. Her goal? To help researchers address the challenges facing children and youth globally and to inform future policies.



*“Tom saved people’s lives so generations to come wouldn’t have to experience the tragedy of losing someone. In my future career in human rights, a lot of the things I do will affect the people who are coming after me, too. That’s something I will take with me from this program: doing something that’s bigger than you.”*

—Fata Acquoi, '16, participant in the Tom Burnett Advanced Leadership Program, made possible by a gift from the family of 9/11 hero Thomas Burnett Jr.

## **A degree earned, a life transformed**

Students arrive at the University of Minnesota talented and curious. Surrounded by thought leaders, mentors, and opportunities, they grow in ways they never could have imagined. In classrooms, labs, libraries, and studios, they perfect the craft of learning.

Whether it’s through a community-based internship, a semester abroad, or participation in intercollegiate or intramural athletics, our students engage fully in University life, which in turn prepares them to contribute to the communities they’ll one day enter. We transform their lives so they can transform their world.

### **The road ahead**

The invigorated student experience we envision will feature:

- ⇒ An affordable education for all, through new University-wide scholarships and widespread support for students in specific disciplines
- ⇒ Globally minded students who study, work, volunteer, and do research abroad in record numbers
- ⇒ Faculty who change lives
- ⇒ Real-world experiences and hands-on learning to prepare students for life after college

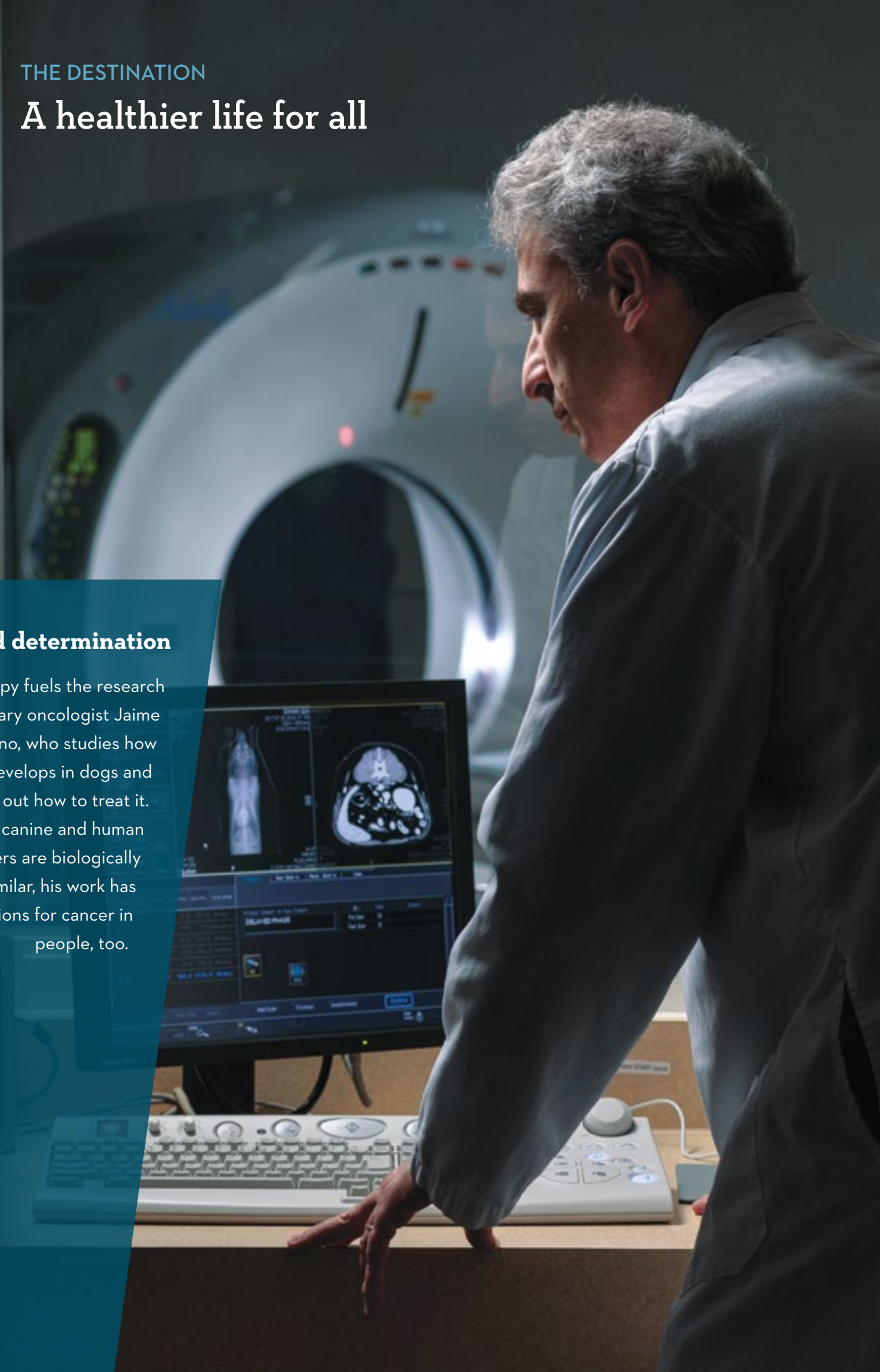


THE DESTINATION

# A healthier life for all

## Dogged determination

Philanthropy fuels the research of veterinary oncologist Jaime Modiano, who studies how cancer develops in dogs and figures out how to treat it. Because canine and human cancers are biologically similar, his work has implications for cancer in people, too.





*“There was a moment I remember when she fell over and badly scraped her knees. She became self-reflective and was asking why is this happening to her. She just wanted to be able to run and not suffer. That was the moment I told myself I would do everything in my power to help her. And I was able to keep my word.”*

—Sylwia Macheta, whose daughter Zuzia received a life-changing bone marrow transplant for a devastating skin disease at University of Minnesota Masonic Children’s Hospital

## Accelerating advances in health

At the University of Minnesota, creative collaborations across multiple areas of research and care create fertile ground for new approaches in a world where the health of people, animals, and the environment is inextricably interconnected.

The history of the University features pioneers in medical devices, transplantation, infectious diseases, and regenerative medicine, to name just a few. This collective impact continues to grow, thanks to high-quality care facilities that treat more than 1 million annually and an academic health center that trains 70 percent of Minnesota’s health care workforce.

### The road ahead

We will bring about profound change in quality of life for the people of Minnesota, our nation, and the world by:

- ➔ Fighting chronic infectious diseases and improving global health
- ➔ Promoting health equity and access for all
- ➔ Preventing and treating diseases that threaten both animals and humans
- ➔ Using new interprofessional education models that focus on teamwork and cooperation to educate the health workforce of the future



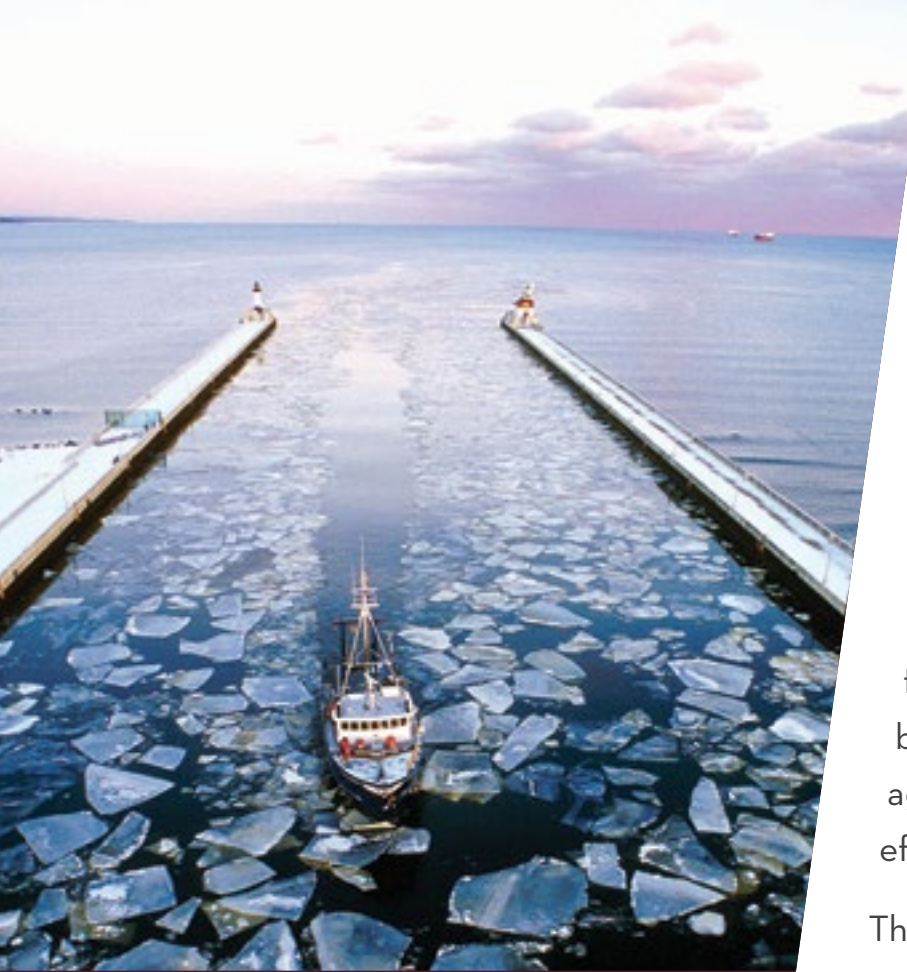
THE DESTINATION

## Sustainable agriculture, food, and water

### Home-grown talent

His experiences growing up on a hog farm in Le Sueur, Minnesota, drove Chris Pfarr, '17, to major in agriculture and food business management at the U of M. Scholarships allowed him to focus fully on school and athletics (he was a letter-winning wrestler), he says. Pfarr is now heading off to grad school to study land and atmospheric science.





*“Water is the resource of the future. It’s shaped our lives and it will continue to shape our lives. Our mission is to increase understanding of some of the thorniest scientific problems. We’re a step or two beyond today’s problems; we’re building a foundation to deal with tomorrow’s problems.”*

—Bob Sterner, director of the Large Lakes Observatory at the University of Minnesota Duluth

## The path toward healing the planet begins in Minnesota

The University operates in a geographical landscape that serves as a microcosm of our world. Campuses located on America’s greatest lake, greatest river, and greatest prairie, as well as in urban centers, enable firsthand research into some of the planet’s biggest challenges: water availability, agriculture and food sustainability, energy efficiency, and climate change.

This effort creates a “living laboratory” that invites the larger community—businesses and policymakers, researchers and teachers, farmers and consumers, children and families—to join in finding scientific and social solutions.

### The road ahead

We envision these outcomes from our leadership in sustainability:

- ➔ Minimize the impact of climate change
- ➔ Promote sustainable growth in agroforestry (the integration of trees and shrubs into farming)
- ➔ Increase food safety and security
- ➔ Protect natural resources such as water, soil, and biodiversity



THE DESTINATION

# A Minnesota plan for innovation

## Lifesaving design

As an undergraduate at the U, Shannon Smith, '11, studied apparel design and embarked on a successful career in her field. She's now switching gears and using those design skills to create medical devices as an Innovation Fellow at the U's Earl E. Bakken Medical Devices Center, a program funded by philanthropy.

HerBoc Robotics





***“These internships are a win for everyone who’s involved. The MnTAP program gets information that we can replicate at similar businesses. Clients conserve resources and realize cost savings. Interns get an opportunity to accomplish something they can be proud of and put on a résumé. And conserving resources and preventing pollution benefits all of us.”***

—Nathan Landwehr, '16, internship program administrator for University of Minnesota's Technical Assistance Program (MnTAP)




## **Where discovery happens**

True leaders recognize the responsibility they carry and the good that they can do. With an annual statewide impact of about \$9 billion and rising, the University of Minnesota plays a critical role in the success of the state's economy.

Generating inspired, marketable ideas requires the right incubator: a place to meet, collaborate, build prototypes, test ideas, develop new products, and start ventures. For our students, faculty, and industry partners, the University is a center of invention where new ideas create widespread economic value.

## **The road ahead**

The Minnesota plan for innovation will feature:

-  Transformative student experiences that produce business thinkers and leaders who thrive in a diverse global economy
-  Innovation hubs that encourage collaboration among experts from multiple disciplines
-  Deeper engagement between industry and the U of M



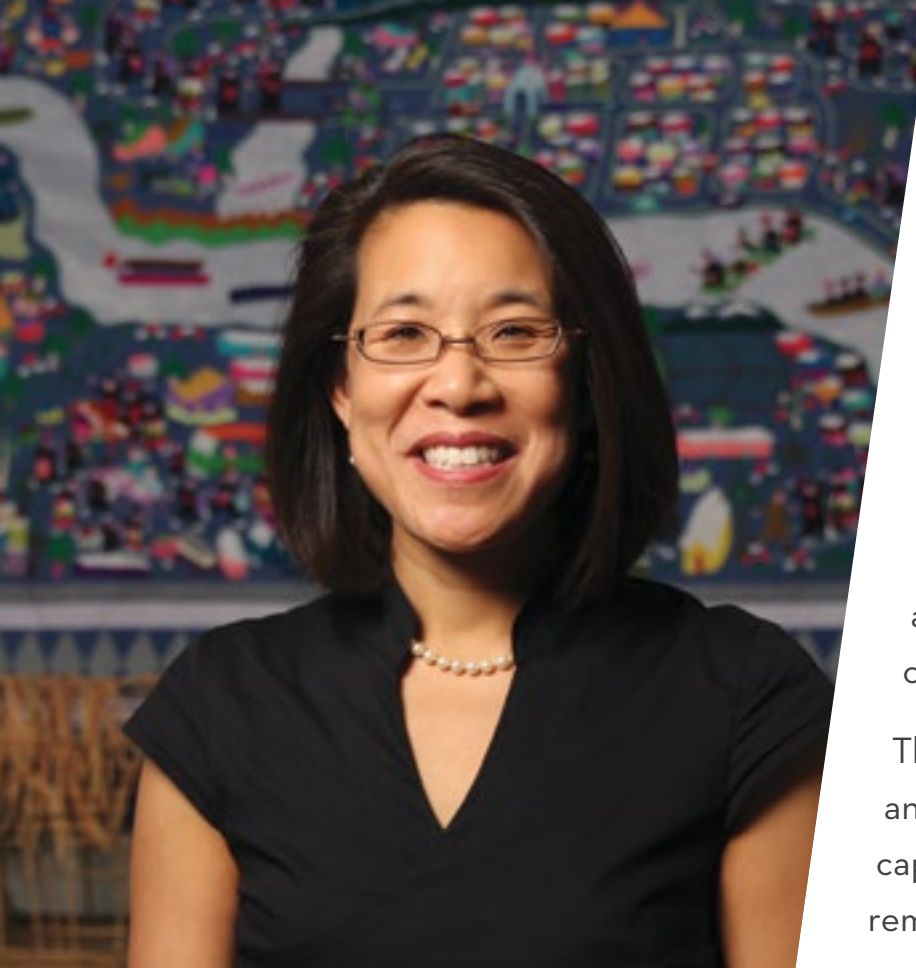
THE DESTINATION

# A place of opportunity for everyone

## Unstoppable

U of M senior Deandra Bardell was born with a love of math and problem-solving. She was also born with a fractured skull and cerebral palsy, which means she navigates campus in a power wheelchair and types her homework one key at a time. Scholarship support inspires her to keep working hard and overcoming obstacles, she says.





“As a research center, we take on some of the most pressing issues of our time. We focus on the historical perspective, but we also bring in perspectives from the arts, law and policy, public health, and other areas. I think of us as an engine of discovery—a place where important questions can be asked and answered.”

—Erika Lee, director of the Immigration History Research Center and Rudolph J. Vecoli Chair in Immigration History in the College of Liberal Arts

## A force for change

No matter our place of birth, those of us who call Minnesota home are proud to be part of something bigger. With campuses that reach every corner of the state, the University is a wellspring of arts, culture, and ideas that dismantle barriers, promote opportunities, and draw communities together.

Through the transformative power of teaching and learning, the University fosters people’s capacity to reach their full potential—by removing social, emotional, physical, and economic obstacles to success.

## The road ahead

To transform our local and global communities into places of opportunity for everyone, we will:

- ➔ Advocate for equity, justice, and opportunity through targeted programs in law, public affairs, and political science
- ➔ Enrich our collective quality of life by bringing performance, scholarship, and outreach in theater, dance, art, and music into communities statewide
- ➔ Work to eliminate the achievement gap in Minnesota’s schools
- ➔ Prepare creative and critical thinkers in all fields and across all U of M campuses

# Making discovery happen

## Students

**\$1 billion**

Discovery happens on laptops and desktops, in dorm rooms and classrooms, at home and abroad. Your scholarship and fellowship gifts transform the future by educating talented and diverse leaders and preparing them for tomorrow's workforce. Students who receive scholarships take on less debt, have the time and space to participate in activities that enrich their personal and professional lives, and are more likely to graduate on time.

### *Your gifts help provide:*

- scholarships
- fellowships
- curriculum enhancements
- experiential learning such as internships
- study abroad opportunities

## Faculty and research

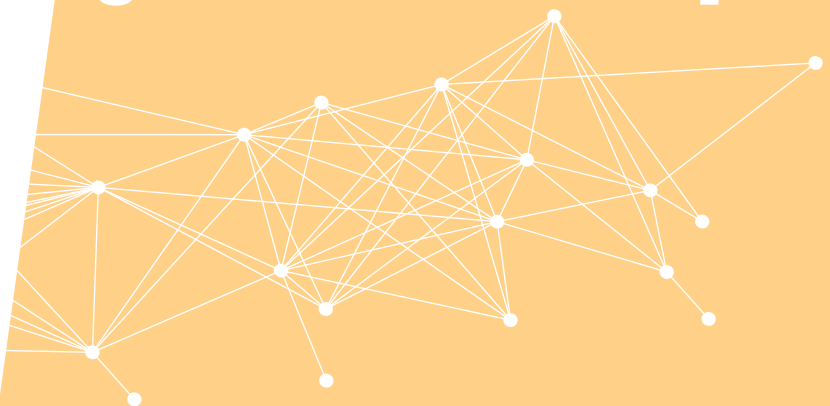
**\$2 billion**

Our field-shaping faculty members know that by crossing boundaries—whether physical or academic—they can discover solutions to society's most difficult challenges. By investing in faculty and their work, together we'll build an intellectual, scientific, and creative environment where dynamic and diverse scholars pursue collaborative, path-breaking research and teaching.

### *Your gifts help provide:*

- professorships, chairs, and lecture series
  - clinical, academic, and field research
  - funding for research teams
- initiatives that address grand challenges

**\$4 billion** of private support, generations of impact



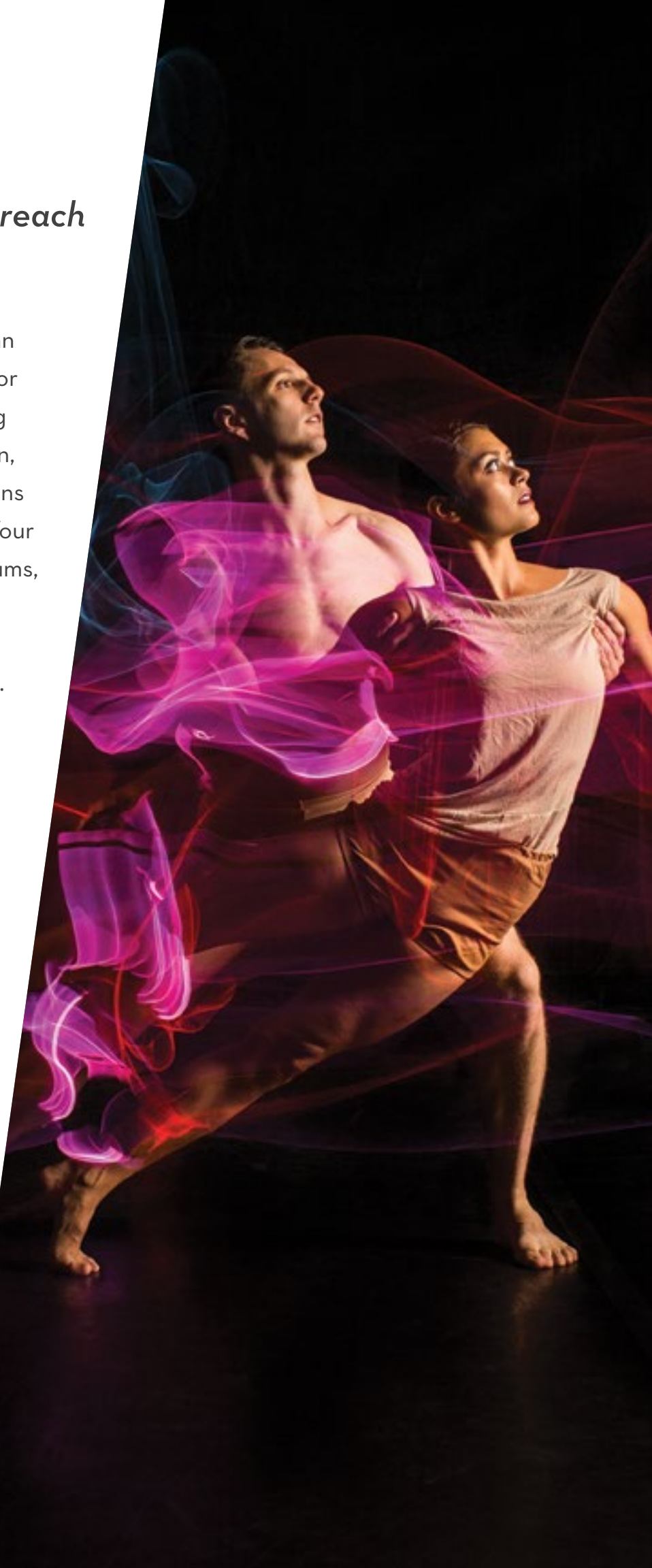
## *University initiatives and outreach*

### **\$1 billion**

Whether it's the quiet wonder of seeing an artistic masterpiece at a U of M museum or the loud, explosive cheers of kids learning about science at an outreach presentation, the University expands minds and broadens perspectives far beyond its boundaries. Your gifts to the U's outreach programs, museums, libraries, and creative spaces bring the U's knowledge and scholarship into the community and enrich our collective lives.

#### *Your gifts help provide:*

- professional development and continuing education
- capital improvements and facilities
- funding for strategic initiatives
- urban and rural community outreach
- hospital/clinic programming
- patient care



A MESSAGE FROM  
PRESIDENT ERIC W. KALER

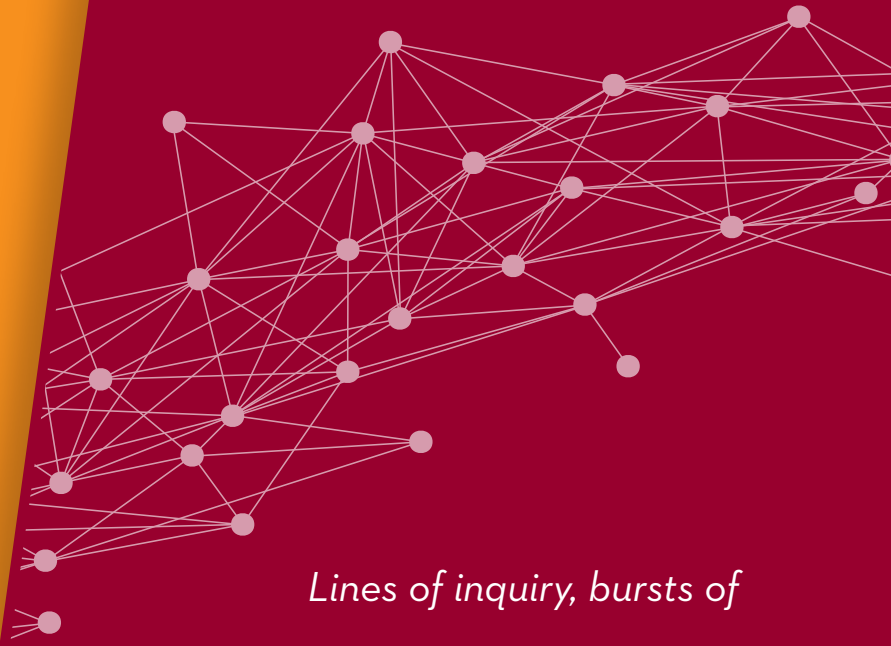
Today, in an era of tremendous transformation and constant change, it's time to restate the promise of the University of Minnesota—to ignite hope, inspire new generations, and deliver innovations that fuel our economy and shape our world.

Strengthened by the unique benefits of both urban and rural locations, our University is one of only five public or private universities in the nation with schools of engineering, medicine, law and public policy, veterinary medicine, business, and agriculture.

Through *Driven: The University of Minnesota Campaign*, we have set a path to make a direct, enduring difference for our students, state, and world. Getting there will be far from business as usual. In addition to renewed commitment, it will take courage, a sense of adventure, and an even deeper belief in the power of generosity.

***We look forward to making this journey with you.***





*Lines of inquiry, bursts of creativity, and sudden turns toward inspiration are all part of the drive to solve the world's biggest challenges. With visionary support, each leg of the journey gets us closer to a better tomorrow.*

Business card here

***Driven.***

The University of Minnesota Campaign

[driven.umn.edu](http://driven.umn.edu)

FSC Info goes here

Together, driven by a belief in a better tomorrow



UNIVERSITY OF MINNESOTA

**Driven to Discover<sup>SM</sup>**

CROOKSTON | MORRIS | ROCHESTER | DULUTH | TWIN CITIES

*[driven.umn.edu](http://driven.umn.edu)*