Ours is a steadfast promise, an unrivaled resolve, that has characterized Wake Forest since our founding. We have survived and thrived through decades of hard work and faithful dedication to our mission.

That promise includes our enduring spirit of Pro Humanitate, which has propelled Wake Forest to national prominence. This spirit lives through the good deeds and purposeful lives of our people, leading communities throughout the world.

For almost 200 years, our commitment to create opportunity, educate the whole person and inspire excellence has been a beacon for those who seek to make a difference in the world. Wake Will is the promise we have honored. Wake Will is the people we are. Wake Will is the place we will be.

New challenges call upon the next generation of leaders to carry forth our promise. Opportunities abound, but who will answer the call?

You will. We will. Wake Will.
“As leaders, we are the ones who set the course for Wake Forest in the coming years and the ones responsible for carrying it out. We have established ambitious goals and a determined vision. We are here to serve this University today and create a successful path forward for the Wake Forest leaders of tomorrow. The privilege lies with us; the responsibility rests on us.”

DONALD E. FLOW (MBA ’83)
CHAIR, BOARD OF TRUSTEES AND CHAIR, CAMPAIGN CABINET
Every Moment Is An Opportunity

May 22, 2011
July 20, 2012
December 6, 2012

These moments are significant. They represent challenge, despair and seemingly insurmountable odds. These moments capture the complexity of our time and reveal what is possible when compassionate people are prepared to lead lives that matter.
May 22, 2011 was a calm day until 200-mph winds struck the town of Joplin, Missouri. The catastrophic EF5 tornado ravaged the city, claimed more than 150 lives, destroyed some 7,500 residences and caused upward of $2.8 billion in damage. In the midst of the devastating situation, a leader quickly emerged to rebuild that community. Her name was Jane O. Cage, a member of the Wake Forest Class of 1978.

July 20, 2012 quickly turned from an exciting midnight screening of the film *The Dark Knight Rises* to an inexplicable nightmare for moviegoers in Aurora, Colorado. A gunman entered the theater, killing 12 people and injuring an additional 58 victims. The University of Colorado Hospital was a key trauma center that attended to at least 30 injured and comforted their distraught families. Among those kneeling and crying with the wounded was hospital chaplain Dustin Frye, a 2010 Wake Forest graduate.

December 6, 2012 meant a second chance at life for David Pishko, an adjunct law professor. He faced a serious health condition and needed an organ transplant. For decades, David wondered when he would find a donor. A friend heard about David’s situation and immediately volunteered. On that day in December, David received the gift of a lifetime — a kidney from former student Chris Beechler, a member of the Wake Forest Law School Class of 2001 — forever sealing the relationship between mentor and scholar.

On those three days, Wake Foresters were poised and prepared to lead. But these three examples are not unusual. Every day, Wake Forest students, faculty and alumni impact their communities and face — head-on — the complicated issues of our time.
The impact of a Wake Forester on our world, while often subtle, is undeniable. Ours is the voice urging others to do what is right. Ours are the hands applauding integrity and perseverance. Ours are the feet rushing to meet a challenge. Wake Will is our resolve, our fellowship and our promise. Wake will prepare students to lead lives that matter.

Wake Forest University and Wake Forest Baptist Medical Center will significantly increase our impact on our region, our nation and our world by investing $1 billion to strengthen and renew our ability to carry out our respective missions. Six hundred million dollars will support University students, faculty and enhancements to campus life. Four hundred million dollars will enhance Wake Forest Baptist’s patient care, research and education.
Wake Will: The Campaign for Wake Forest represents the largest fundraising effort in the University’s history. We are already more than halfway toward our goal. The impact of financial gifts and commitments is being felt by students attending Wake Forest with the help of financial support, by faculty exploring new avenues of scholarship and by our entire campus community finding inspiration in the atrium of Farrell Hall. Thanks to the generosity of Wake Foresters, Wake will continue to create, educate and inspire.

Wake will create opportunity by opening our doors to deserving students through an unprecedented commitment to financial aid. Once enrolled, cultural exploration, unique research opportunities and access to emerging career paths will help students reach their full potential.

Wake will educate the whole person by balancing our commitment to academic rigor with the intentional pursuit of purpose, joyful relationships and healthy habits. Our world-class teacher-scholars, skilled mentors and engaging student programming will help students thrive.

Wake will inspire excellence through the power of place. Our scenic campus is the home of championship trophies, Rhodes Scholars and entrepreneurial dreams. Our students will discover the ability to apply unimagined strengths in the pursuit of their passion.

Now is the time to celebrate and grow the culture of philanthropy that makes the Wake Forest experience possible. With your help, Wake will create, educate and inspire generations of Wake Foresters to come.

William O. Hatch
“Our responsibility is to transform students into thoughtful individuals ready to lead lives that matter.”

WAKE FOREST UNIVERSITY PRESIDENT, NATHAN O. HATCH
Wake Forest has always been intentionally devoted to providing more than just knowledge to young minds. Nearly 200 years of history — of effort, determination, sacrifice and commitment — serve as reminders of our responsibility, and generations of students serve as our inspiration.

Wake Forest helps students narrow the gap between their professed ideals and the lives they lead.
Day One Of Putting Others First

March 26, 1830

Fourteen men gathered together and purposefully decided to establish a school to provide “an education in the liberal arts…” for the young men of North Carolina. From the very first moment, the mission was to create opportunity for the next generation. We now refer to that bold decision as Wake Forest University.
Wake will strengthen our commitment to affordability, access and a deeply personal education.
The cost of opportunity must never prevent those most willing to seize it from fulfilling their potential.

A recent report in *Inside Higher Ed* reveals that six in 10 college and university chief financial officers say:

*Predictions of a financial crisis in higher education are not overblown.*

According to *USA Today*,

**“Student Loan Debt Surpasses $1 Trillion.”**

The average borrower in the Wake Forest class of 2012 faced **$33,262 in debt.**

That’s the highest debt burden of any Top 25 National University.

(U.S. News & World Report)

Wake Forest is the **FOURTH MOST EXPENSIVE** of the Top 25 private National Universities*

*Reflects average net cost after awarding of need-based financial aid. (U.S. News and World Report, Sept. 2013 rankings)*

“Loan Debt Could Affect Career Choices”
- *The Chronicle of Higher Education*

“Rising Student Loan Debt Hurts the Economy, Report Says”
- *The Chronicle of Higher Education*

“Student Loan Debt Continues to Rise”
- *The Ticker*

“Save for Retirement or Pay Tuition?”
- *TIME*
Wake Will: The Campaign for Wake Forest includes 18 initiatives totaling more than $187 million designed to provide scholarships and debt relief for deserving individuals — including first-generation, legacy and middle-income students — and to deepen the student experience that awaits them upon enrollment.
“The day I received my scholarship was one of the happiest days of my life. Tears welled in my eyes and my mother’s as we danced around our kitchen. I had fallen in love with Wake Forest and the endless opportunities it could provide. I saw myself on the stage, on the Magnolia Quad and in lecture halls. My parents didn’t see how they could afford it.

“I am so grateful to be at Wake Forest today, pursuing my dreams of becoming a journalist and an advocate for human rights in Africa. I am here because people invested in my potential.”

MANKAPRR CONTEH (’16), BEAR, DELAWARE, JOSEPH G. GORDON SCHOLAR
Wake Will honors a tradition of access and opportunity by aggressively facing the mounting financial obstacles that stand between deserving students and the experience we offer.

Among the many significant concerns facing higher education today is the cost of attending a premier, private institution. This campaign will further our ability to provide access to hardworking students who belong at Wake Forest, regardless of their ability to finance their education. Providing access to Wake Forest is simply the first step. Once students arrive, the doors of opportunity must remain open.

A life of purpose results from a tireless pursuit of one’s passion, not the path that alleviates the most debt.
Leaving Home To Find Their Place

February 3, 1834

It was a Monday with weather that was unseasonably warm. Sixteen young men — more than expected — were on hand to enroll as students of what was first called Wake Forest Manual Labor Institute. Most were the sons of farmers whose parents placed them at Wake Forest because they would learn habits of industry as well as skills to become meaningful leaders of character. Under Samuel Wait’s instruction, the youthful students grew into “men of culture, learning and usefulness.”
Wake will immerse students in personal discovery, purposeful teaching and outstanding scholarship to fuel the pursuit of passion and growth of ability.
Exceptional faculty will never grow on trees. But together we can keep them in the Forest.

In the next 15 years, roughly 60% of our current faculty will be retired or transitioning to retirement.

Of Wake Forest’s 26 undergraduate departments, only five have access to endowed funds specifically for their use.

The percentage of faculty positions that are endowed at the University of Virginia is more than double that of Wake Forest.

According to U.S. News & World Report, Wake Forest and UVA are both ranked 23rd among the Top 25 National Universities.

“Is College Worth It?” – TIME

“The Real Science Crisis: Bleak Prospects for Young Researchers” – The Chronicle of Higher Education

“College Grads Need Skills, Not Liberal Arts” – Bloomberg Businessweek
Wake Will: The Campaign for Wake Forest includes 18 initiatives totaling more than $127 million that will provide the endowed faculty chairs, professorships and resources necessary to attract and retain top academic talent.
“The Wake Forest student experience is life-changing, as so many of our alumni and current students attest — and they invariably cite their opportunities for learning and personal growth, inspired by faculty members, as central to their transformation.”

ROGAN T. KERSH (‘86)
PROVOST AND PROFESSOR OF POLITICAL SCIENCE
Wake Will supports the core of our educational experience: teacher-scholars whose commitment to their students is rivaled only by their desire to create and share new knowledge.

This campaign will work to keep strong leaders on our campus by providing the resources necessary to attract and retain remarkable faculty and build exceptional academic departments. We must seek to recruit and reward those teacher-scholars who most embody the ideals that Wake Forest has for faculty: committed scholars who both teach and mentor students.

The mentoring relationships between teachers and students that began in 1834 remain a priority at Wake Forest today. Our personal approach to education is a tradition that will never be outdated.
The day after the first commencement at Wake Forest, four graduates, who entered the school as sons of the community, returned to their homes as esteemed members of society. With their degrees came a certain expectation—a responsibility—to use their gift of education to make their communities better. Their education would not be complete until they used it to help and inspire others.
Wake will answer the call to a higher purpose to compete with the best and contribute more than our fair share.
A diploma can’t change the world. Inspired people always have.

Among Top 25 National Universities,

Wake Forest has 1/3 the annual revenue of our competitors.*

*Defined by median revenue of U.S. News & World Report’s Top 25 National Universities

“Study Confirms Drop in College Endowment”
– The New York Times

“Tepid Endowment Returns Pose Another Revenue Constraint to Universities”
– Inside Higher Education

“One-Two Punch of Budget Cuts and Tuition Hikes Puts Pressure on Affordability”
– The Chronicle of Higher Education

According to U.S. News & World Report,

Wake Forest has the second smallest endowment of any Top 25 National University.
Wake Will: The Campaign for Wake Forest includes 23 initiatives totaling more than $281 million to create world-class programs and facilities to inspire excellence within the community.
“Progress should always occur within the context of the best of which you already have. You take what you have, build upon it and make it even better.”

EDWIN G. WILSON ('43), PROVOST EMERITUS
Wake Will honors a tradition of empowering individuals to initiate sustainable change by continually enhancing the education and experience we provide.

We, as human beings, are more connected than any time in history. But as the virtual distance between us rapidly shrinks, a substantial chasm has begun to grow. The majority of Americans feel that higher education, and the liberal arts in particular, has failed to respond to the realities of our times. The greatest threat we face as a society today is not a deficiency of science, technology or medicine — it is the gradual erosion of our humanity.

Amid it all, a simple truth remains: the answers our society needs most will be provided by passionate, critical thinkers of both character and perspective with the ability to see the world beyond themselves. Wake Foresters represent the solution.
A $10 Gift: An Investment Beyond Measure

December 1, 1850

After first ensuring that the college was free of debt, Wake Forest leadership decided to begin building an endowment. Trustee James S. Purefoy was appointed as the agent to travel the state obtaining funds for Wake Forest College. That winter, Barclay Bower of Warren County, North Carolina, gave a gift to Wake Forest students — past, present and future. He handed Mr. Purefoy 10 dollars, and in doing so, created the college’s endowment.
Money will never solve the world’s problems. But it can fuel the empowerment of those who will.

For Wake Forest University and Wake Forest Baptist Medical Center, the shared goal of raising $1 billion represents aspirations far more meaningful than securing funds. We are investing in the potential, ability, hope and spirit that empowers individuals to improve the quality of life for all.

This investment builds onWake Forest’s hard-earned legacy of boldly addressing the challenges of our times with critical thinking, determination and, above all, compassion. Your support not only strengthens our endowment and ultimately the future of Wake Forest, it propels the individuals of character and vision who will lead the way to a better tomorrow.
Wake Forest is the premier collegiate university because, in moments of challenge and opportunity, leaders stepped forward.

There is one moment not yet mentioned.

**Today.**

Today, we will work on behalf of the next generation of Wake Foresters. Today, we will dedicate our efforts to ensure the future of an exceptional Wake Forest University. Today, we will commit to leading lives that matter while inspiring others to do the same.

**Our moment is today.**
“Ultimately, it is the collective strength of tens of thousands, committed to leading lives that matter and engaging the communities in which they live, that will define our success and hopes for the future. It starts here, now, the way we have always done it at Wake Forest: with boldness and integrity, with courage and humble charm, with steely resolve and unrivaled dedication.”

PRESIDENT NATHAN O. HATCH

You will. We will. WAKE WILL.