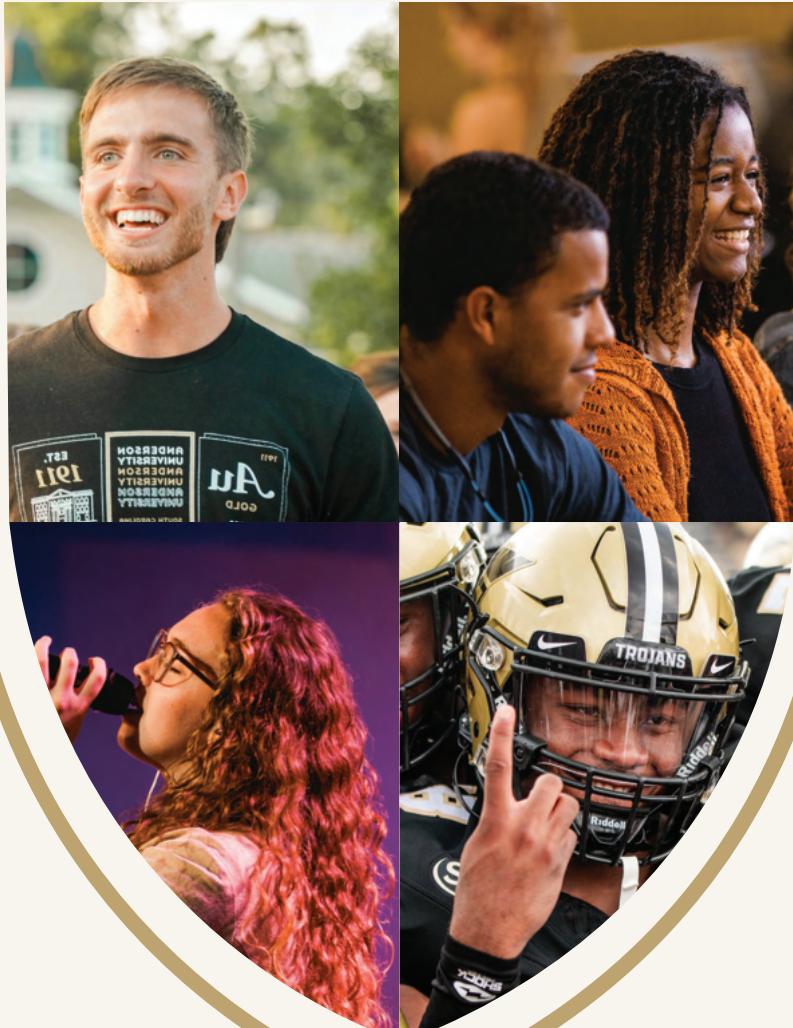


# RISE!

*For Knowledge.  
For Faith and Virtue.  
Forever.*



# *The Vision*

## UNPRECEDENTED IMPACT

In an era when higher education is faltering, Anderson University stands as a rare beacon of excellence, purpose, and fiscal responsibility. With your partnership, we will solidify Anderson's position as the premier Christian university in the Southeast—an institution that shapes ethical leaders for generations to come.



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Kathryn Nichols

A black and white photograph of a man and a woman in graduation gowns. The man, on the left, is wearing a dark cap and gown with gold piping. The woman, on the right, is wearing a dark cap with a gold tassel and a dark gown with gold piping. They are holding hands and looking towards the right. The background is dark and out of focus.

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## The Pursuit of Excellence. YOUR IMPACT IN THIS JOURNEY

At Anderson University, excellence is not just a goal—it's a shared commitment. Guided by our Four Extraordinary Pillars, we invite you to be part of a future shaped by transformational purpose, academic distinction, unwavering faith, and heartfelt hospitality.

Rise! is our intentional and strategic initiative to amplify that impact—extending our reach and deepening our ability to transform lives, communities, and the world for the glory of God and the good of humanity.

*Your support fuels a rare and powerful combination:*

### **Extraordinary Leadership**

Every gift builds upon a strong foundation of fiscal discipline and strategic growth, contributing to a \$400 million annual economic impact in South Carolina.

### **Measurable Outcomes**

Your generosity leads directly to academic excellence, demonstrated by a 200-point increase in SAT scores and an 85% retention rate—placing us in the top 20% of universities nationwide.

### **Values Alignment**

In a time when higher education often drifts toward moral ambiguity, Anderson University remains a steadfast institution where intellectual rigor is grounded in Christian faith.

### **Multigenerational Impact**

Your legacy will shape not only today's students but also future generations of ethical, faith-driven leaders in business, healthcare, education, ministry, and beyond.

*What does it mean to be*  
**EXTRAORDINARY?**

*"So that you may live a life worthy of the Lord and please him in every way: bearing fruit in every good work, growing in the knowledge of God."*  
*Colossians 1:10 (NIV)*

## Captivating ACADEMICS

At Anderson University, our academic programs are built to cultivate the mind and spark a lifelong love of learning. We empower students to think critically, question courageously, and explore ideas with curiosity and conviction. With a dynamic curriculum and access to cutting-edge resources, students are immersed in an educational journey that is both challenging and deeply rewarding.

Our faculty are more than educators—they are mentors, scholars, and guides who invest intentionally in each student's personal and professional development. Their dedication ensures that every graduate leaves Anderson with not only a strong academic foundation but also the character and confidence to lead in an ever-changing world.

We also place a strong emphasis on practical, real-world learning. From internships and research opportunities to collaborative projects and leadership training, our students graduate equipped with the tools, experience, and mindset they need to thrive in their careers and communities.

At Anderson, we are shaping the kind of leaders the world urgently needs: smart, capable, grounded in faith, optimistic about the future, and determined to raise the standard in every field they enter.

### EDUCATING THE WHOLE PERSON

At Anderson University, learning extends beyond the classroom. We're committed to nurturing the whole person—mind, body, and spirit—through vibrant campus life, spiritual development, and a supportive community. Our holistic approach helps students grow not only as scholars but as individuals of integrity and purpose, preparing them to lead with character in every area of life.





*“But the fruit of the Spirit is love, joy, peace, forbearance, kindness, goodness, faithfulness.”*  
Galatians 5:22 (NIV)

## Inspiring FAITH

At Anderson University, faith is more than a belief—it's a way of life. We openly profess belief in the triune God—Father, Son, and Holy Spirit—and we encourage students to integrate their faith into every part of their journey. Our approach to spiritual development is holistic, supporting both personal and professional growth.

Through worship, service opportunities, and a Christ-centered community, students deepen their relationship with God and learn to live out their faith with conviction, compassion, and purpose. Our curriculum and co-curricular experiences are rooted in timeless virtues that shape both heart and mind:

- **Prudence** – Exercising wisdom and sound judgment
- **Justice** – Upholding fairness and integrity
- **Fortitude** – Demonstrating courage and moral strength
- **Temperance** – Practicing self-control and balance
- **Faith** – Trusting in God's plan
- **Hope** – Believing in God's promises
- **Love** – Embodying kindness and generosity

Our commitment to spiritual formation creates a campus culture where faith is nurtured, celebrated, and lived—equipping students to face life's challenges with grace, humility, and unshakable confidence.

### FINDING DIVINE DESIGN

At Anderson University, students are invited to see their lives as part of God's greater story. Through mentorship, service, and leadership opportunities, they discover their unique calling and learn to use their gifts with integrity and compassion. Here, purpose is not only found—it's lived out with faith and intention.

*"Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight."*  
Proverbs 3:5-6 (NIV)

# Transforming PURPOSE

At Anderson University, we firmly believe that every student is created with a unique and higher purpose. Our distinctive approach is centered on helping each individual uncover their personal path—one that aligns their passions, strengths, and values with a meaningful career that honors God and contributes to the greater good. Through personalized mentorship, experiential learning, and a welcoming, supportive environment, we empower students to grow holistically—intellectually, spiritually, and socially—so they can make a lasting, positive impact on their communities and beyond.

We recognize that today's world demands more than technical skills; it requires resilience, adaptability, and a strong moral compass. That's why we focus on developing these qualities alongside academic excellence. Our students are equipped not just to secure a job but to embark on a lifelong journey of leadership, service, and purposeful living. They graduate with a clear sense of direction, prepared to face challenges with confidence, integrity, and compassion.

In an era marked by rapid change and shifting values, Anderson University remains grounded in timeless principles. We emphasize what truly matters: unwavering faith in God, rigorous intellectual pursuit, unwavering character, practical wisdom, diligent work ethic, respectful civility, and a deep commitment to purposeful living. Through this holistic education, we prepare our students to be the leaders and changemakers the world desperately needs.

## EMPOWERING LIFELONG LEADERS

At Anderson University, we prepare students not just for their first job but for a lifetime of leadership and impact. Through leadership programs, community engagement, and service opportunities, students develop the skills and values to lead with integrity and vision. Rooted in humility and courage, our graduates are equipped to influence their professions and communities for generations to come.





*“Do not forget to show hospitality to strangers, for by so doing some people have shown hospitality to angels without knowing it.”*  
Hebrews 13:2 (NIV)

## Welcoming HOSPITALITY

Hospitality at Anderson University is far more than just a warm welcome—it is a heartfelt reflection of our core values in action. We strive to create a campus environment where every individual feels truly seen, heard, and valued for who they are. Here, diversity is not only recognized but celebrated, fostering a community where dignity, respect, and acceptance are foundational to every interaction. By cultivating a culture rooted in inclusivity, kindness, and mutual care, we ensure that all members of our community experience a profound sense of belonging and connection.

This spirit of genuine hospitality extends well beyond the boundaries of our campus. It shapes the way our students and graduates engage with the wider world, equipping them to build meaningful relationships and supportive networks wherever they go. Hospitality, as we practice it, is about more than hospitality—it's about fostering an ethic of compassion, empathy, and service that encourages growth, understanding, and unity.

At Anderson, this commitment is deeply intertwined with our Christian faith. Our campus experience nurtures a philosophical ethic grounded in genuine kindness and Christ-like love for all people. We believe that through hospitality, we not only welcome others but also reflect the heart of Christ, embodying His love in tangible and transformative ways. This foundational value helps shape graduates who are not only skilled and knowledgeable but who also lead with grace, humility, and a sincere commitment to making the world a more welcoming and compassionate place.

### BUILDING A COMMUNITY OF BELONGING

At Anderson University, hospitality creates a culture where everyone is welcomed, valued, and respected. By embracing diverse perspectives and fostering meaningful connections, we build a community where all can thrive. This spirit of belonging shapes graduates who lead with empathy, unity, and purpose.

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For Faith and Virtue.  
Forever.*

## CAMPAIGN AT A GLANCE

### TOTAL CAMPAIGN GOAL \$120 MILLION

**\$35M**

#### CHRISTIAN STUDIES & BUSINESS BUILDING

This project represents a unique fusion of two essential disciplines brought together under one roof. Its distinctive architecture sets a bold new standard, while thoughtfully preserving the historical and cultural significance of the space.

**\$5M**

#### ENGINEERING

Anderson University is preparing future engineers through innovative, forward-thinking education. The program offers a state-of-the-art learning experience led by top-tier faculty dedicated to student growth and success.

**\$12M**

#### ATHLETICS

(BASEBALL STADIUM AND FOOTBALL ENTRANCE)

Strengthen the bond between the baseball team, students, and the broader community by building an on-campus stadium that creates shared experiences and lasting school spirit. Establish a football grand entrance that serves as a clear and impressive gateway to one of NCAA Division II's most competitive athletic programs—enhancing pride, visibility, and the overall game-day experience.

**\$8M**

#### STUDENT DINING

This project supports a growing student population, enhances the student-athlete experience, and highlights Anderson University's signature hospitality for all visitors.

**\$50M**

#### ENDOWMENT

Increase support for future generations by funding scholarships, academic programs and campus improvements that enhance education and innovation.

**\$10M**

#### ANNUAL OPERATIONS

Trustee Policy

90/10 Rule

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## A Personal Thank You FROM THE DESK OF THE PRESIDENT

As custodians of substantial resources, you face a profound question of legacy: How will your success create a lasting impact for generations to come?

Anderson University offers a rare opportunity to partner with an institution of extraordinary substance and momentum—one that has demonstrated the vision, fiscal discipline, and faithful stewardship necessary to maximize your philanthropic investment.

I invite you to consider not just a gift, but a transformational partnership that will echo through eternity. Together, we can build an institution that stands as a testament to academic excellence, unwavering faith, and societal impact.

The moment for decisive action is now. Will you join us in this historic endeavor?

For Knowledge, For Faith and Virtue, Forever.

**Dr. Evans P. Whitaker**

*President and Professor, Leadership and Organizations*



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#### **Anderson University Accreditations**

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