Duke Forward will have a broad impact on the full range of activities at Duke. From increasing the number of Duke discoveries translated into market-ready innovations to creating more student gathering spaces on campus to making critical hires that will enable Duke’s reputation in certain fields to soar, this campaign will touch areas related to teaching, research, and student life in fundamental ways.

**Faculty Excellence**—*We will:*

**Create more than 100**
new endowed faculty chairs, visiting professorships, and professors of the practice across campus.

**Distinctive Educational Programming**—*We will:*

Increase endowment dedicated to the long-term sustainability of DukeEngage by 66%.

Jumpstart a major expansion of programs in the arts, entrepreneurship, global health, and energy with current-use funds.

Raise $100M for Bass Connections to take Duke’s commitment to hands-on, problem-based learning for undergraduate, graduate, and professional students to new heights.

Ensure that 50% or more of Duke undergraduates can continue to participate in faculty-mentored research.

**Financial Aid**—*We will:*

*Raise more than $400M* for endowed scholarships and fellowships, increasing the amount of annual endowment income dedicated to financial aid by an estimated $20 million each year.

**Campus Transformation**—*We will:*

- Renovate West Union and Page and Baldwin auditoriums.
- Complete the renovations to Perkins Library.
- Construct a new Environment Hall.
- Upgrade our athletics facilities, including campus icons Cameron Indoor and Wallace Wade stadiums.
- Significantly expand and upgrade our hospitals and medical education facilities, including construction of the Mary D.B.T. Semans Center for Health Education and the Duke Cancer Center.

**Why Duke Forward Matters**

Duke Forward will have a broad impact on the full range of activities at Duke. From increasing the number of Duke discoveries translated into market-ready innovations to creating more student gathering spaces on campus to making critical hires that will enable Duke’s reputation in certain fields to soar, this campaign will touch areas related to teaching, research, and student life in fundamental ways.
A comprehensive $3.25 billion fundraising campaign that will conclude on June 30, 2017. Every dollar donated to any Duke school or program counts toward the total. Every school, as well as Duke Athletics and the Libraries, has a campaign goal.

A detailed breakdown of each unit’s goals and priorities is available at dukeforward.duke.edu.

THE 60-SECOND ELEVATOR SPEECH

Duke Forward is about making the essential investments necessary to foster both excellence and innovation at Duke. Our fundraising priorities are grounded in:

> the core values that make us one of the world’s best universities, such as faculty excellence and financial aid.

> the qualities that make us distinctive. These include our commitment to hands-on learning at every academic level and harnessing Duke’s strengths to tackle some of society’s greatest challenges.

DUKE FORWARD CAMPAIGN PriorITIES

> Enriching the Duke experience through investments in experiential learning, athletics, the residential experience, the arts, and innovation and entrepreneurship.

> Activating Duke’s power to serve the world, with a focus on initiatives in global health, energy, the environment, the Durham community, and medical discovery and patient care.

> Sustaining Duke’s momentum by investing in core values that define Duke and enable all that we do: financial aid, faculty excellence, and the Annual Fund.

A FEW NUMBERS

77% OF TOTAL
$2.5B

*Includes Annual Fund gifts as well as contributions to be used for direct programmatic support and financial aid.

DUKE FORWARD: AT A GLANCE