



THE CITADEL CAMPAIGN  
FOUNDATION  
*for*  
LEADERSHIP  
CAMPAIGN REPORT





Citadel alumni and friends,

On behalf of the **Foundation for Leadership** Campaign Steering Committee, we proudly declare a decisive victory in the most ambitious fundraising effort ever undertaken in support of The Citadel. In May, we celebrated the campaign's conclusion by announcing a **total of \$250,690,056 raised in support of The Citadel's strategic vision!**

When we launched this six-year campaign in May 2012 with a goal of raising \$175 million in celebration of The Citadel's 175th anniversary in 2018, we considered this a stretch goal—nearly double the goal of our previous campaign, which concluded in 2007. Still, in true Citadel fashion, we accepted the challenge before us and started calling upon the college's most steadfast supporters and loyal friends.

And when The Citadel calls, the Long Gray line answers. Upon launching the campaign, we recorded a lead gift of \$9.1 million from Bill Krause, '63, and his wife, Gay, to provide a perpetual endowment and other resources for the Krause Center for Leadership and Ethics. As the campaign progressed, many others stepped forward with similar transformative gifts.

Mary Lee and Rick Bastin, '65, committed the funds needed to begin the construction of Bastin Hall, which will become the new home for the School of Business. Charleston business leaders and philanthropists Anita Zucker and Tommy Baker, '73, likewise made major commitments to name the Zucker Family School of Education and the Tommy and Victoria Baker School of Business.

Soon after, brothers David Swain, '80, and his wife Mary, as well as Dr. Chris Swain, '81, and his wife Debora, joined forces to make a pair of substantial gifts to name the Swain Family School of Science and Mathematics, in addition to several other major gifts that have significantly advanced the college.

But success requires more than the major gifts that make headlines. In fact, more than **20,000 individual donors** answered the call by making a gift to support the campaign. Perhaps most impressively, we achieved **52% alumni participation** in the campaign—a staggering figure amid the nationwide trend of declining alumni support for higher education.

For all of this success, **we have YOU to thank!** We simply could not have raised in excess of a **quarter of a billion dollars for The Citadel** without the generosity and passionate commitment of the 20,784 donors who supported the **Foundation for Leadership** campaign. As many of us learned as freshmen in the barracks, we can't succeed alone. But when we come together as a class, as a college, as a community, there is **NOTHING** we cannot achieve.

Thank you for supporting the Foundation for Leadership campaign. Thank you for ensuring the forward march of the Long Gray Line.

Go Dogs!

Anderson D. Warlick, '79  
Campaign Co-Chair

Claudius E. Watts, IV, '83  
Campaign Co-Chair

***Pictured: Campaign Co-Chairs Andy Warlick (left) and Bud Watts celebrate as final campaign total is announced.***



## The Citadel Foundation has successfully completed the most ambitious fundraising effort in the college's 175-year history.

The six-year *Foundation for Leadership* campaign sought to raise \$175 million to celebrate the college's milestone anniversary. It concluded in May 2018 with a record-breaking total of \$250,690,056 to support the LEAD Plan 2018, the college's strategic plan led by the 19th president of The Citadel, Lt. Gen. John W. Rosa, USAF, Ret., '73.

The Foundation hosted an on-campus celebration of the campaign's success on May 12, honoring the 20,784 donors who contributed.

"Our alumni, friends and community partners stepped forward in force to support this campaign, investing an astonishing quarter of a billion dollars in the future of The Citadel," said Rosa. "This historic campaign will help ensure a Citadel education remains accessible to men and women with a profound interest in leadership learning and academic excellence through the values-based education we provide."

The Foundation for Leadership campaign focused on five priority areas deemed vital for enhancing the college and ensuring its continued success:

- Leadership and the Cadet Experience
- Academic Excellence
- Athletics
- Facilities
- Strategic Growth

A sixth category of Legacy Giving tracked bequests and estate gifts to each priority area that will be realized in future years. By enhancing these campus priorities, the campaign helped to secure the continuation of The Citadel's reputation as the preeminent college of principled leadership in the nation.

*"When we launched this campaign, we chose an ambitious goal of \$175 million with the loyalty and commitment of our alumni and friends in mind," said Bud Watts, '83, chairman of The Citadel Foundation Board of Directors and co-chair of the Foundation for Leadership campaign. "Surpassing this goal by such a wide margin is a remarkable testament to both their generosity and the depth of their support for The Citadel and its mission of educating principled leaders."*

Watts also credited The Citadel Foundation's staff for its expertise in matching the philanthropic interests of donors with the strategic needs of the college, a linchpin of the campaign's unprecedented success.

Supported by a steering committee of 33 committed volunteers, the campaign reflects both the generosity and the loyalty of countless individuals.

*"The dedication and commitment of our alumni and friends speaks volumes to how they feel about the institution and its position of importance in South Carolina and our nation in developing principled leaders," said Dr. John P. "Jay" Dowd III, CEO of The Citadel Foundation and Vice President of Institutional Advancement at The Citadel. "I could not be more proud of the efforts put forth by the team of professionals at The Citadel Foundation to meet and exceed the campaign priorities. A true team effort."*

The Citadel Foundation proudly thanks the thousands of alumni, parents, friends, corporations, faculty and staff who stepped forward with their support to lay the foundation for The Citadel's future.

THE CITADEL CAMPAIGN  
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# SUMMARY

**\$175,000,000**  
Initial Goal

**\$250,690,056**  
Total Amount Raised

**143%**  
Percentage of goal achieved

**↑\$75,690,056**  
Over (Under) Goal

**11,898**  
Total Alumni Donors

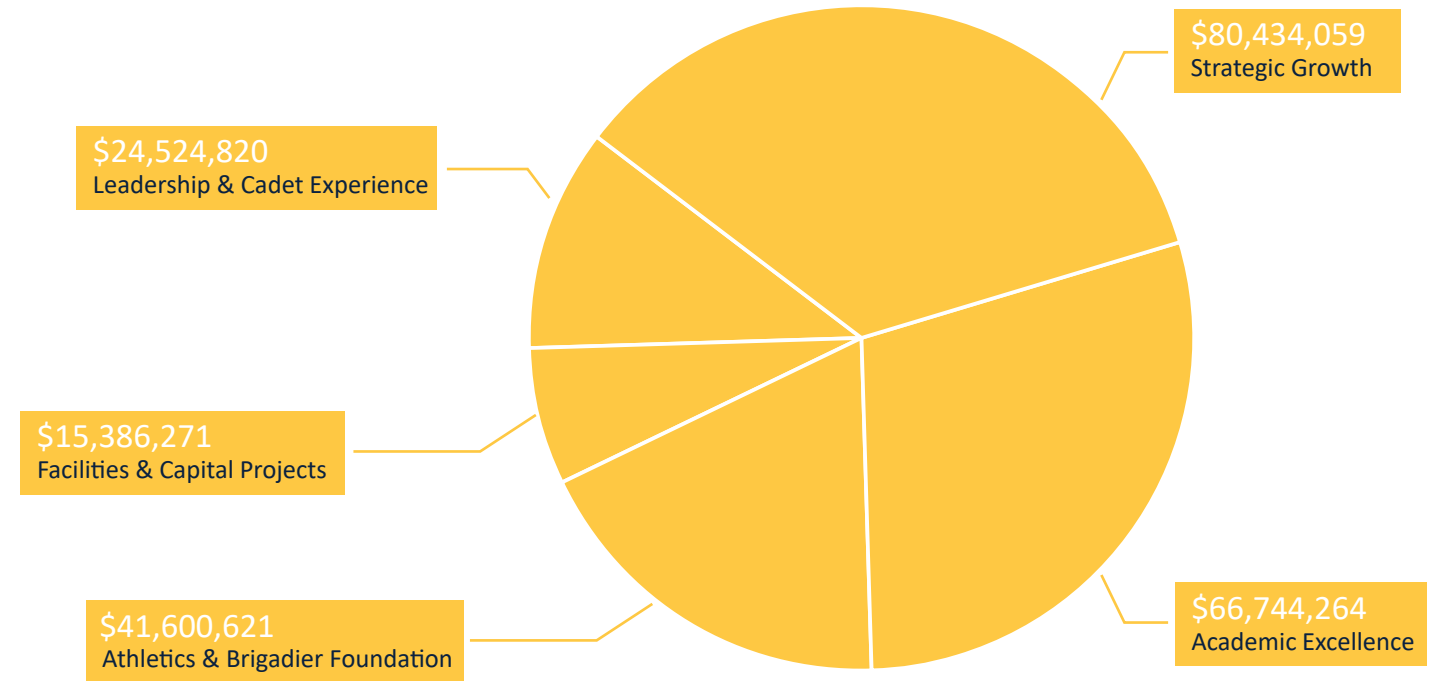
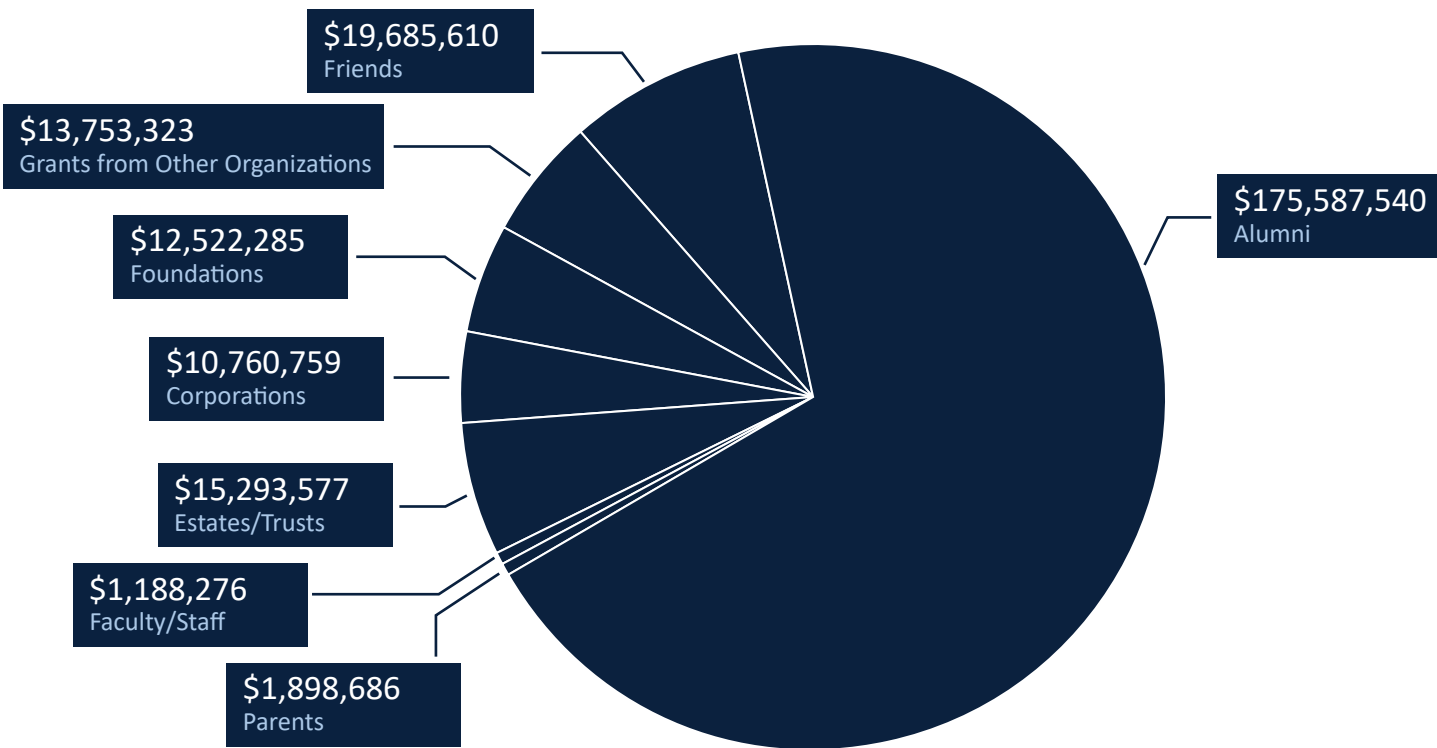
**52%**  
Alumni Participation

**20,784**  
Total Donors

# FUNDING BY THE NUMBERS

## GIVING BY CONSTITUENCY

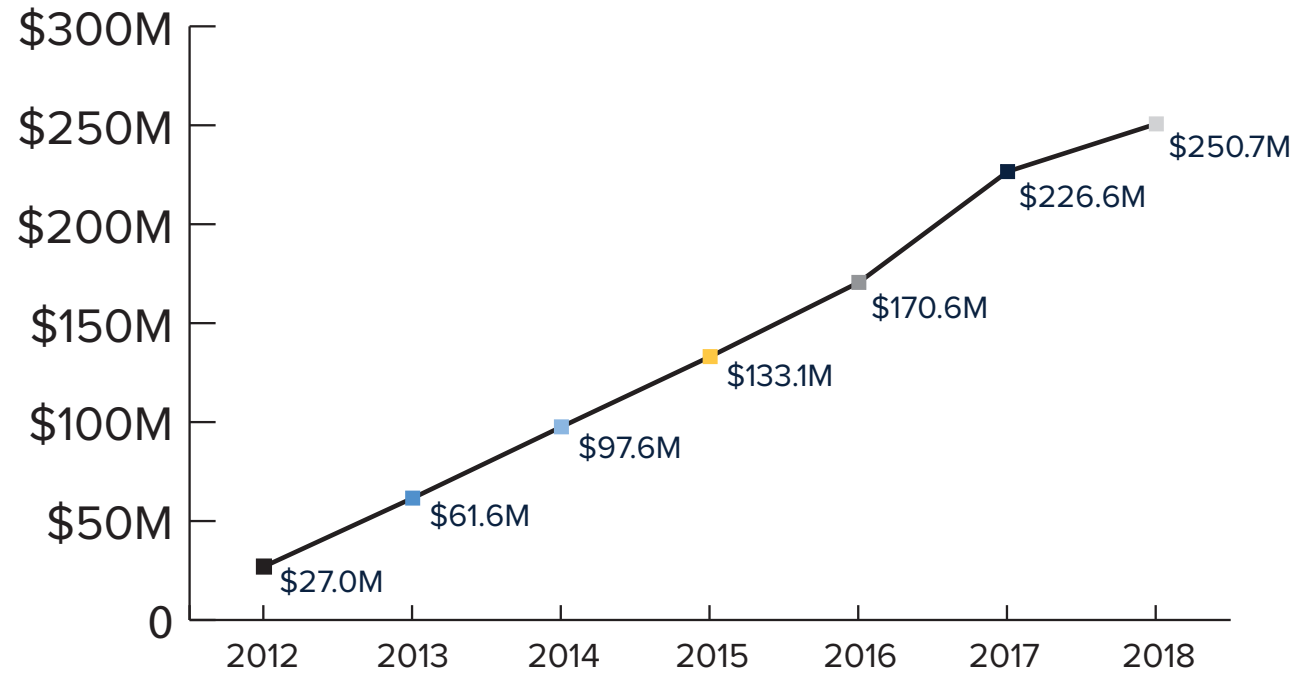
## GIVING BY PRIORITY AREA



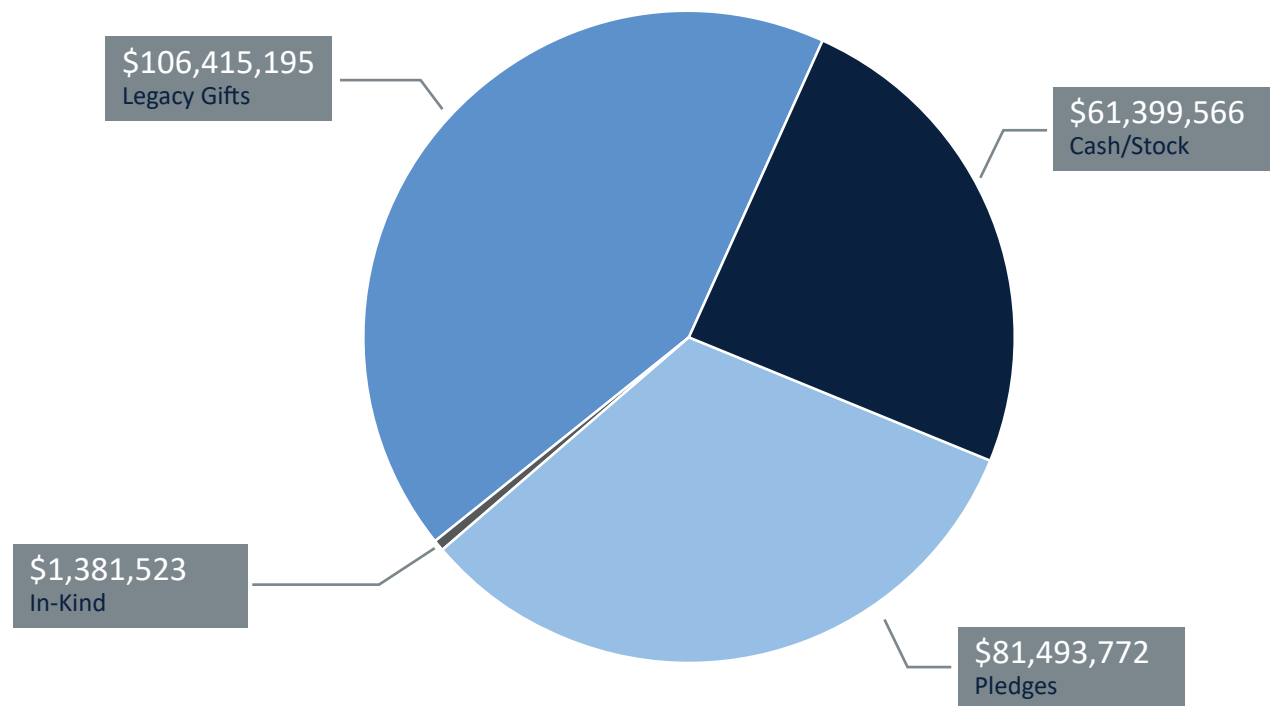


# FUNDING BY THE NUMBERS

## CAMPAIGN FUNDRAISING PROGRESS BY YEAR



## GIVING BY GIFT TYPE





# CAMPAIGN PRIORITIES: HIGHLIGHTS

## ACADEMIC EXCELLENCE



- Named and endowed three academic schools:
- The Zucker Family School of Education through the generosity of Anita Zucker and family
- The Tommy and Victoria Baker School of Business through the transformational generosity of Victoria and Tommy Baker, '72
- The Swain Family School of Science and Mathematics through the generosity of brothers David C. Swain, Jr., '80, and his wife, Mary; as well as Dr. Christopher C. Swain, '81, and his wife, Debora
- Launched the Cybersecurity National Center of Academic Excellence in Cyber Defense Education
- Established the Department of Intelligence and Security Studies
- Launched the Swain Department of Nursing, made possible by the financial support of the Swain family in 2017, with 30 students enrolling in its inaugural class
- Curriculum development include new majors in Cybersecurity and Intelligence, Accounting, Construction Management, and Mechanical Engineering, to name just a few new programs
- Expanded study abroad experiences to include 18 Citadel-sponsored programs—in 2017 alone, 275 cadets studied abroad in 22 countries

## STRATEGIC GROWTH



- Constructed and dedicated The Citadel War Memorial at Homecoming 2017, as a result of the vision of Lt. Gen. Mike Steele, '67, Lt. Gen. John Sams, '67, and Jay Keenan '67, to pay tribute to their fallen class members and to all of the brave Citadel alumni who gave their lives in selfless defense of American freedom
- Raised \$19,866,879 to strengthen the Academic Endowment and continue the role of The Citadel Foundation as the college's primary benefactor and philanthropic partner, providing nearly \$13 million to the college each year
- Raised \$56,343,173 through Class Reunion Projects during the campaign period to support numerous campus priorities

## ATHLETICS



- Created 76 new Athletic Memorial Scholarships for our cadet athletes and fully endowed four athletic scholarships since May 2012. For Academic Year 2017-2018, The Citadel had 365 student athletes enrolled, with 222 of them receiving institutional scholarship awards
- The Athletic Endowment increased from \$10.71 million in May 2012 to \$18.11 million by the close of the campaign, exceeding the LEAD 2018 goals of adding \$1 million every year beginning in 2013 and achieving an overall goal of \$15 million by June 30, 2018

## FACILITIES



- Broke ground on Bastin Hall, the new school of business building and the first new academic building in decades to be constructed on campus, named for the generosity of Rick Bastin, '65, and his wife, Mary Lee, and funded by private philanthropic gifts
- Secured gifts approaching \$5 million in cash and pledges toward the phased demolition and construction of a new academic building to replace Capers Hall, with construction slated to begin in 2020
- Broke ground on the Swain Boat Center in Spring 2018, through the generosity of Dr. Chris Swain, '81, and his wife, Debora

## LEGACY GIFTS



- Legacy gifts, such as bequests and estate gifts, documented during the campaign will provide revenue in excess of \$93 million for the future support of these priorities for years to come

## GRANTS



- Secured federal and foundation-funded research grants to the college valued at \$11,361,360, with a nearly 200% increase in grant revenue from 2012 to 2018



# SCHOLARSHIPS ESTABLISHED DURING THE CAMPAIGN

## Academic Scholarships

63 new scholarships established | \$12,198,073 contributed



Deputy Joseph C. Antwine, '12, Term Scholarship  
Max and Helen Berky Memorial Scholarship  
Ralph N. Bloch, '51, Scholarship  
Boeing Citadel Alumni Group Term Scholarship  
Boeing Citadel Success Institute Scholarship  
Boeing See it, Experience it, Believe it Study Abroad Scholarship  
Nicholas J. and Sam J. Bouras Scholarship  
Brooks Family Scholarship  
Buyer Family Top Leadership Scholarship  
The Citadel Minority Alumni Scholarship  
The Citadel Minority Alumni STEM Scholarship  
The Citadel School of Engineering Advisory Board Scholarship  
The Citadel-Our Sons and Daughters-Scholarship  
The Citadel Class of 1968 Legacy Scholarship  
The Citadel Class of 1987 Scholarship  
The Citadel Class of 1989 Captain Geno Paluso, '89, Scholarship  
The Citadel Class of 1994 Scholarship  
William Maxton "Max" Craig, '11, Scholarship  
Kenneth C. Dufford, '49, Scholarship  
Duke Energy (Progress Service Area) Grant  
Duke Energy Scholarship I  
Duke Energy Scholarship II (Progress Service Area)  
Jessie Ball duPont Citadel Success Institute Scholarship  
Maria and Michael Fuhrman, '91, Engineering Scholarship  
Frank Gibson Family Trust Scholarship  
Robert E. Goodwin, Jr., Class of 1994, Computer Science Scholarship  
Tevan Green Family Math and Computer Science Term Scholarship  
Greater Greenville Citadel Club Scholarship  
Stephen C. Griffin, '97, Scholarship  
Player Holland, '09, Scholarship  
PFC Ralph H. Johnson (USMC) MOH Scholarship  
Dr. Tony W. Johnson Scholarship  
Ellis I. Kahn, '58, Scholarship

G. H. "Rip" Kearse, '50, Scholarship  
CAPT Thomas J. Kirkland, USN (Ret.), '56, Scholarship  
Lexington Lown Term Scholarship  
Liahona / Rust Family Scholarship  
Billye H. Mann and Thomas J. Mann, '48, Scholarship  
Jack C. McCormac, '48, Civil Engineering Scholarship  
Mrs. Ann Marie McKay and COL William L. McKay, '53, Scholarship  
Louis and Sylvia Medica Academic Scholarship in Electrical Engineering  
Dr. Lawrence C. Mohr/Huge Foundation Scholarship  
O. Lloyd Moody, Jr., '50, Citadel Scholars Scholarship  
Mother Emanuel AME Church Forgiveness and Leadership Scholarship  
Mother Emanuel AME Church Scholarship  
National Science Foundation Robert Noyce Scholarship Grant  
David and Cynthia Norris, '69, Term Scholarship  
Parrish Family Scholarship  
Greater Pittsburgh Area Citadel Club Scholarship  
Rennebaum Family Civil Engineering Scholarship  
Rock Hill Area Citadel Club Term Scholarship  
Erik J. Schrupp, '85, Memorial Scholarship  
Wade H. Sherard Family Scholarship  
Charles E. Sotire Family Scholarship  
Joe M. Sutherland Scholarship  
Swain Nursing Program Scholarship  
Debbie and Chris Swain, '81, Scholarship  
Mary E. and David C. Swain, Jr., '80, Scholarship  
Tye Family Scholarship  
Veteran Student Emergency Relief  
Jack I. Weinberger and Geraldine W. Weinberger Scholarship  
Wells Fargo School of Business Term Scholarship  
Aaron X. Wittman, '07, Memorial Scholarship

## Athletic Scholarships

76 new scholarships established | \$ 6,514,275 contributed



Tristen Henderson Allen Athletic Memorial Scholarship  
Herwig Baumann, '66, Basketball Memorial Scholarship  
Dr. Makeba and Damond Williams Boatwright Football Scholarship  
Dalton and Judy Brasington, '62, Athletic Scholarship  
Ken Burger Athletic Memorial Scholarship  
Rick Campbell, '87, Athletic Scholarship  
The Citadel Alumni Association Athletic Memorial Scholarship  
The Citadel Athletic Hall of Fame Memorial Scholarship  
The Citadel Brigadier Foundation Memorial Scholarship  
Jump Start  
The Citadel Class of 1969 Athletic Memorial Scholarship  
The Citadel Class of 1973 Athletic Memorial Scholarship  
The Citadel Class of 1974 Athletic Memorial Scholarship  
The Citadel Class of 1979 Athletic Memorial Scholarship  
The Citadel Class of 1981 Athletic Memorial Scholarship  
The Citadel Class of 1982 Athletic Memorial Scholarship  
The Citadel Class of 1986 Athletic Memorial Scholarship  
The Citadel Class of 1987 Athletic Memorial Scholarship  
The Citadel Class of 1997 Athletic Memorial Scholarship  
Greater Greenville Citadel Club Athletic Memorial Scholarship  
Jump Start  
Piedmont Triad Citadel Club Athletic Scholarship  
Alan J. Cohen, '56, Tennis Memorial Scholarship  
Pat Conroy, '67, Basketball Memorial Scholarship  
Cunningham Family Scholarship  
Don Dease, '71, and Judy Dease Football Scholarship  
LTC Robert J. "Chick" Devens, '63, Baseball Scholarship  
Joe Eubanks, '69, Basketball Scholarship  
Richard A. Farrier, 81, Scholarship  
Ralph and Gloria Friedgen Football Memorial Scholarship  
Timothy and Sherri Geddes Family Foundation Tennis Memorial Scholarship  
Glaze Family Athletic Scholarship  
Govett Family Tennis Scholarship  
SFC Todd M. Grant Athletic Memorial Scholarship  
Charles and Tracy Hardaway Tennis Scholarship  
Kent Lee and Aubrey Harvey, '72 Athletic Scholarship  
Kelly Hasselman, '07, Soccer Scholarship  
R. H. "Billy" Hughes, '61, Baseball Scholarship  
Jesse B. Jackson, '80, Baseball Memorial Scholarship  
Jurney Family Football Scholarship  
Jimmy King, '71, Football Scholarship  
Catherine L. and James A. LaHaise, '83, Athletic Memorial Scholarship

MajGen James E. Livingston, USMC, Ret., Athletic Scholarship  
Joseph T. and Toaksie T. Maloney Athletic Memorial Scholarship  
Robert H. McDowell Family Athletic Memorial Scholarship  
Mr. and Mrs. R. Scott McKenzie, Jr., Athletic Memorial Scholarship  
A. Foster McKissick, '78, Family Athletic Memorial Scholarship  
Dr. Charles E. Millwood, Jr., '65, Athletic Memorial Scholarship  
Coach Richard E. Moore, '53, Rifle Memorial Scholarship  
Gene Moore, III, '50, Athletic Hall of Fame Scholarship  
William T. Morris Foundation Athletic Memorial Term Scholarship  
Murdock Family Football Memorial Scholarship  
Norvell Family Football Memorial Scholarship  
Oswald Family Athletic Scholarship  
Dr. Harris F. "Sam" Pearson, Jr., '55, Athletic Memorial Scholarship  
Sandra and Teddy Pettersen Football Memorial Scholarship  
Llewellyn E. Piper, '70, Family Athletic Memorial Scholarship  
Arthur and Heidi Ravenel Athletic Scholarship  
James W. Reed, '66, Athletic Scholarship  
Lt Gen John W. Rosa, '73, and Donna K. Rosa Athletic Scholarship  
Ned and Annette Sanders Football Memorial Scholarship  
Gene Shields, '70, Football Memorial Scholarship  
2015 & 2016 SoCon Football Championship Teams Scholarship  
Robert S. Stanley and Sue C. Stanley Athletic Scholarship  
Ed Steers, '68, Wrestling Scholarship  
Mark and Barbara Stephens Athletic Memorial Scholarship  
Ed Storey, '69, Family Athletic Memorial Scholarship  
Brad M. Stowell, '91, Memorial Baseball Scholarship  
Stray Dog Society Athletic Memorial Scholarship  
Col Joe Syslo '61, and Teri Syslo Rifle Team Captain Scholarship  
Charlie and Jan Taaffe Football Memorial Scholarship  
Alton L. Teasley, '71, Baseball Memorial Scholarship  
W. Burke Watson, Jr., '74, and Michael C. Watson, '75, Athletic Scholarship  
S. Jackson Watson, II, '67, and Matthew G. Watson, '97, Football & Baseball Memorial Scholarship  
Wicker Family Athletic Memorial Scholarship  
Jesse and Melanie Williams Athletic Scholarship  
John Winthrop Wrestling Scholarship  
Rhett Wolfe, '70, Tennis Memorial Scholarship



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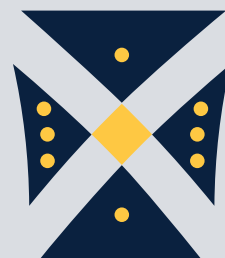
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<https://foundation.citadel.edu/legacy>

### Order of the Tartan Members

<https://foundation.citadel.edu/tartan>

### 2017 Annual Benefactors

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The Citadel Foundation's complete staff directory can be found online at:  
[foundation.citadel.edu/staff](https://foundation.citadel.edu/staff)

*If you would like your name to appear on the 2018 Honor Roll of Donors, please be sure to visit <https://foundation.citadel.edu/donate> to make your gift this calendar year.*





THE CITADEL  
FOUNDATION

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