College is a huge investment in any economy. But economies like this one force students to make tough choices, some even choosing to forego college. This is unacceptable. With more than 90 percent of Clark Atlanta University’s students requiring financial assistance to stay in school, standing up to one of the toughest economies in decades is a daunting challenge. That’s why it’s time for us all to stand up for CAU and support the 2011 Annual Fund campaign.

What is the Annual Fund?

Clark Atlanta University’s Annual Fund encourages yearly gifts to the University from alumni and friends to enhance school-specific and other university programs. Annual Fund gifts have an immediate and direct impact on financial aid, academics and other resources for our students. Your yearly gifts put a CAU education within reach for our students and families and they support CAU’s academic enterprise. Donors to the Annual Fund are acknowledged in our annual donor report and at our annual donor reception.

Annual Fund unrestricted gifts through June 2011 will support CAU’s scholarship program. However, CAU also has established 27 unique annual funds supporting schools and units across the University. Each fund provides essential resources to sustain quality teaching, research, and outreach. If your passion and dedication to CAU happens to be something other than scholarships, you can designate gifts to specific schools or units such as athletics, library services, or student organizations.

Who supports the Annual Fund?

Each year, thousands of alumni, parents, faculty, staff and friends of the University support the Annual Fund. Alumni make up the largest share of our donors. Still, only about two percent of our alumni support annual giving. Our goal is to double that percentage by 2012.

The University is also extremely proud of its family and employee involvement, through which faculty and staff share their time and treasure every year. This year faculty and staff giving to the Annual Fund doubled from 41 donors to 104. Our goal is to increase this percentage rate by another ten percent by 2012.

Where will your dollars be spent?

Clark Atlanta University Annual Fund gifts may be both restricted and unrestricted, and are current-use funds that the University directs to the areas of greatest need, unless otherwise earmarked. They support student financial aid, faculty recruitment and hiring, program development, and the University’s infrastructure in a variety of ways.
2011 HONORARY CHAIR:
KENNY LEON: A STAND UP KIND OF GUY

That Producer and Director Kenny Leon took the call was amazing enough. These days, a brand new Tony Award and superstar status firmly in hand, he could easily restrict his personal calling circle to the elite of Broadway and Hollywood. But when his Alma Mater Clark Atlanta University called, he gladly agreed to serve as honorary chair of the 2011 Annual Fund campaign.

“Clark Atlanta has done so much for me and is such a part of who I am as a professional, an artist and a human being,” he says. “Although I can’t be there on a daily basis, I will always be there for CAU. It is important that we stand up against all the obstacles that would otherwise prevent CAU from doing what it does best, educating global leaders.”

Stand Up for CAU!

2011 ANNUAL FUND CAMPAIGN FAST FACTS

Campaign Kick-Off: August 12, 2010
Campaign Dates: July 1, 2010 - June 30, 2011
Campaign Goal: $400,000

CAMPAIGN STAKEHOLDERS

Alumni and Schools September 26-October 2, 2010
CLASS Week
Chapter Leadership and School Support

Athletics October 3-9, 2010
PROWL Week
Panthers Reinvesting our Wealth for Learning

Parents October 10-16, 2010
ROAR Week
Refortifying Our Academic Resources

Students October 17-23, 2010
CUBS Week
Contributions for the University’s Best Students

Employees October 24-30, 2010
PANTHER Week
Payroll Activated Network for Targeted Higher Education Resources

IMPORTANT “STAND UP FOR CAU!” CAMPAIGN EVENTS

October 6, 2010 Celebrity Basketball Game
October 20, 2010 Stroll-Off Competition
October 22, 2010 Eldridge Sims Jazz Quartet Benefit Concert
October 26, 2010 “America’s Next Top Panther” Talent Showcase
October 29, 2010 Campaign Phone-A-Thon

Watch for the Donor Recognition Reception Date!

How You Can... Stand Up for CAU!

• Make your donation today!
• Encourage your colleagues, associates, family and friends to Stand Up for CAU!
• Volunteer for campaign events.

Check for additional Stand Up for CAU! updates at www.CAU.edu or call 404-880-8710.
“STAND UP FOR CAU!” ANNUAL FUND CAMPAIGN PLEDGE FORM

Mr./Ms./Mrs./Dr./Rev. ________________________________________________

Home Address ______________________________________________________

City __________________________________________ State ____________ Zip __________

Phone (______) _______ - ____________ Work Phone (______) _______ - ____________

Department __________________________________ Challenge Ambassador ____________

Email Address _______________________________________________ ID# 900 ____________

☐ My or ☐ My Spouse’s employer participates in a Matching Grants Program.

Matching Employer Name/Address ________________________________

I AM “STANDING UP FOR CAU!” AND PLEDGE THE FOLLOWING (please check one):
I (we) pledge a total of $_______________ to be paid: ☐ now ☐ monthly ☐ quarterly ☐ yearly

Start date __________________________ End date____________________ (end before or by June 30)

I (we) plan to make this contribution in the form of: ☐ cash ☐ check ☐ credit card ☐ other

Credit card type and number:

Expiration date:

Authorized signature:

SUPPORT WHAT’S MOST IMPORTANT TO YOU - Clark Atlanta University has established 27 annual funds supporting schools and units across the University. Each fund provides essential resources that deans and unit heads rely on to sustain quality teaching, research, and outreach. Gifts of all sizes are welcome. You can designate your gift to any of the schools and units listed below.

The Academic Enterprise
☐ University’s Greatest Need
☐ Student Scholarship Fund
☐ School of Arts and Sciences
☐ School of Business Administration
☐ School of Education
☐ Whitney M. Young Jr., School of Social Work
☐ English Department Writers Workshop Conference
☐ Graduate Programs
☐ Mass Media Arts Fund for Excellence
☐ Provost Fund for Access and Excellence
☐ Research Centers

Additional Areas of Great Potential
☐ Student Affairs
☐ Student Programs-List Desired Area: ____________________________

☐ Greek Organizations-List Desired Area: ____________________________

☐ Pre-Alumni Council
☐ Philharmonic Society
☐ University Bands
☐ Jazz Ensemble
☐ Athletics-List Desired Area: ____________________________

☐ Athletics Booster Association
☐ In-scholarship Initiative
☐ Cheerleading Squad
☐ Religious Life Fund
☐ WCLK-91.9FM
☐ CAU-TV
☐ CAU Art Galleries
☐ Robert W. Woodruff Library
☐ Alumni Consistent Giving Program
☐ CAUReunion.org Endowed Book Scholarship Fund
☐ Any other area at CAU-List Desired Area: ____________________________