



Dear Alumni and Friends of Clark Atlanta University,

As we progress on the Campaign for Clark Atlanta University, we would like to express our heartfelt gratitude to all those who have already given. Your support and generosity have been instrumental in our journey to preserve and enhance the excellence that defines our institution.

Clark Atlanta University stands as a testament to the visionary ideals of its founders. It is more than just a collection of buildings and programs; it is a vibrant academic community built on the principles of intellectual curiosity, personal freedom, and the pursuit of truth.

The resources required to achieve our goals have been carefully considered and refined, thanks to the input of our dedicated alumni, faculty, students, and friends. With your wisdom and support, we have identified areas where our investments will have the greatest impact. Together we will continue to build upon the strong foundation laid before us to provide an exceptional education. As W.E.B. DuBois said, "Education is that whole system of human training within and without the schoolhouse walls, which molds and develops men."

Your active participation is crucial to our success. We invite you to seize this opportunity to leave a legacy at Clark Atlanta University by contributing your time, expertise, and resources. Your commitment will play a vital role in shaping the future of our beloved institution.

Join us on this transformative journey as we honor our history, celebrate our achievements, and create a brighter future for Clark Atlanta University. Your continued support will ensure that the dreams of our founders endure for generations to come.

Thank you once again for your unwavering support.

Yours In Service,

George T. French, Jr., Ph.D.
President, Clark Atlanta University



The Campaign for Clark Atlanta University

Lifting Lives

Leading The Way

Lifting the lives of students and helping them lead the way is central to our mission as an institution and is at the core of each of the priorities outlined in our fundraising campaign.

For more information, contact the CAU Office of Institutional Advancement at Advancement@cau.edu or 404-880-6040.

Leading the Way

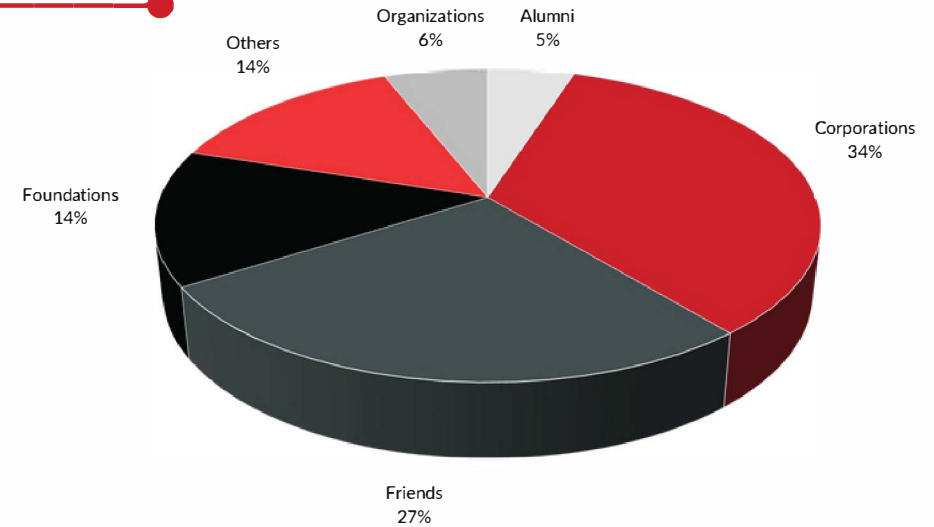
The Campaign for Clark Atlanta University is the institution's first comprehensive and most ambitious campaign ever. Its goal, over the next 10 years, is to raise \$250 million in support of student access and success, faculty and academic rigor, campus infrastructure and areas of excellence.

This Comprehensive Campaign incorporates multiple fundraising goals into one overarching initiative, which includes endowment, operations, annual giving and major gifts. It is a single integrated fundraising effort that maximizes opportunities for giving, as well as donor recognition, engagement, and stewardship, leading to increased and sustained giving into the future.

The Campaign was launched in September 2021, and as of February 1, 2024, has generated over \$71 million toward the University's goals.

CAU Donors

By Category as of 06.30.23



\$110 M

\$140 M

INVESTMENT PRIORITIES

1 Student Access and Success

As the top priority, CAU is committed to generating \$110 million to fund scholarships and support student access, retention, and success.

Access Through Scholarships



Increase current and endowed scholarships for first-time, returning, transfer, and graduate students to support their financial obligations and help close tuition gaps

Student Success Center



Expand CAU Student Success Center to enhance the first-year experience, facilitate academic advisement, degree progression, tutor services, and "Finish in Four" program

Career Services



Enhance Career Services through the expansion of career readiness curriculum and resources, access to internships, and preparation for graduate studies

2 Faculty & Academic Rigor



Offer meaningful professional development, competitive compensation, sabbatical support, and endowed positions to support student's research and teaching endeavors

3 Campus Infrastructure



Restore existing facilities, develop new facilities, upgrade technology infrastructure, fortify campus safety and security measures to holistically improve CAU experience

4 Areas of Excellence



The Campaign for Clark Atlanta University will create a variety of new and enhanced learning paths for students, such as expanding the Department of Cyber-Physical Systems, Center for Innovation and Entrepreneurial Development and the Division of Communication Arts; and advancing additional campus centers and institutes like the Center for Cancer Research and Therapeutic Development

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