At K-State, the alma mater is more than a song, purple is more than a color, and the word “family” describes generations of Wildcats past, present and future. K-State is an enduring presence in the lives of many, and its influence is felt across Kansas, the nation and the world. To ensure K-State’s future as a top 50 public research university by the year 2025, we have launched Innovation and Inspiration: The Campaign for Kansas State University. This $1-billion effort will allow us to continue to carry the banner high for this generation, and many more to come.
Inspiring the future

Kansas State University has embarked on a visionary mission — by 2025, K-State will be recognized as one of the nation’s top 50 public research universities. Key university metrics have been identified to benchmark and measure our progress in reaching that goal. Seven theme areas with goals, associated action plans, and expected outcomes were defined. You’ll learn more about these themes in the following pages.

Achieving our goals will not be easy — many of the initiatives will take several years to accomplish and may raise additional strategic questions and challenges along the way. Moving forward requires new ideas, new plans, new resources and new ways of doing things.

Innovation and Inspiration: The Campaign for Kansas State University will raise $1 billion to advance K-State. The campaign is fundamental to the university’s research, creative, academic, infrastructure, outreach, extension and engagement efforts in support of the strategic 2025 plan. Together we can ensure that K-State’s long tradition as a public research university is preserved and enhanced to a top 50 level nationally.

Kirk H. Schulz
President

April C. Mason
Provost and Senior Vice President
Innovation and Inspiration will raise $1 billion to drive Kansas State University forward toward our strategic vision to become a top 50 public research university by 2025.

**Theme I**
**Research, scholarly and creative activities and discovery**
Create a culture of excellence that results in flourishing, sustainable and widely recognized research, scholarly and creative activities, and discovery in a variety of disciplines and endeavors that benefit society as a whole.

**Theme II**
**Undergraduate educational experience**
Build a connected, diverse, empowered, engaged, participatory culture of learning and excellence that promotes undergraduate student success and prepares students for their professional, community, social and personal lives.

**Theme III**
**Graduate scholarly experience**
Advance a culture of excellence that attracts highly talented, diverse graduate students and produces graduates recognized as outstanding in their respective professions.

**Theme IV**
**Engagement, extension, outreach and service**
Be a national leader and model for a reinvented and transformed public research land-grant university integrating research, education and engagement.

**Theme V**
**Faculty and staff**
Foster a work environment that encourages creativity, excellence and high morale in faculty and staff, responds to changing needs, embraces diversity, values communication and collaboration, and is respectful, trusting, fair and collegial for all.

**Theme VI**
**Facilities and infrastructure**
Provide facilities and infrastructure that meet our evolving needs at a competitive level with our benchmark institutions and are an asset to recruit and retain quality students, faculty, researchers and staff.

**Theme VII**
**Athletics**
Strengthen the interconnectivity between intercollegiate athletics and the campus community to prepare our student-athletes for success in school, in sport and after graduation and benefit our university, community and state.
How will we feed the world?

Through specialized research and training, K-State has become synonymous with the innovation needed to provide the world’s billions with safe, accessible, high-quality food. But we’re not stopping there. With your support, K-Staters are also working to cure cancer, developing mental-health therapies using the performing arts, studying the interconnections between humans, animals and the environment, and creating a more efficient and sustainable energy infrastructure. The Innovation and Inspiration Campaign will empower K-State researchers to tackle these global issues and more.
At K-State, we create well-rounded students, empowered personally and professionally to succeed in a connected, diverse world. Our classroom experience empowers students to do more, even as undergraduates. They serve communities, engage with the arts, study around the world, and participate in groundbreaking research. With your help, the Innovation and Inspiration Campaign will help elevate the K-State experience for undergraduates from excellent to extraordinary.
Our graduate students change the world

Every day, graduate students across Kansas State University campuses develop innovative ideas to advance society. From helping towns plan efficient infrastructure to making our electronics safe from hackers, K-State graduate students are addressing local, national and global issues. The Innovation and Inspiration Campaign will empower our graduate students to find solutions to our toughest challenges.
We bring knowledge and inspiration to all

You see it in the eyes of all we reach out to — the joy of discovery. Learning doesn’t just happen in our classrooms. Your investment in the Innovation and Inspiration Campaign helps K-State engage, enlighten and educate through community outreach. Our typical day sees elementary students discovering live theater, families connecting through the arts, distance students accessing library resources online, and farmers learning about the latest conservation techniques, just to name a few. This is how K-State is serving society and inspiring the next generation.
We’re mentors, teachers, researchers and leaders

Investment from alumni and friends like you empowers faculty and staff to educate and train leaders, entrepreneurs, artists and innovators. Our faculty and staff find solutions for local, regional and global challenges. They strengthen the economy by earning national recognition, hundreds of patents and millions of dollars in research grant funding. By investing in our faculty and staff, the Innovation and Inspiration Campaign will create a better tomorrow.
Our spaces make remarkable places

From your first moments on campus, you can feel it. The energy is different here. There’s an indescribable sense of belonging. It feels like home. That’s why every staircase, sidewalk, classroom, laboratory, modern addition or historic renovation is a personal priority for the K-State family. The Innovation and Inspiration Campaign will ensure future Wildcats have the very best training ground and the most remarkable place to call home.
Together, we build champions

At K-State, we all strive to be champions, and we’re defined by more than accomplishments. Rather, it’s raising the bar higher each day. Compassion to be a good citizen and neighbor. Strength to never stop reaching toward the goal. Passion to inspire the next generation with help from those who came before us. These traits are seen throughout the K-State family, including our student athletes. The Innovation and Inspiration Campaign will inspire our next generation of champions.
Ways to give

Annual gifts
Through annual giving, K-State alumni and friends join together to make a collective impact.

Planned gifts
Gift planning is an investment in K-State’s future, now or after your lifetime, through estate planning.

Real estate gifts
Farmland or a home you no longer need can have a significant impact when donated to K-State.

Mutual fund or securities gifts
When you donate cash or appreciated securities, you provide an immediate benefit to K-State and maximize your income tax deduction.

Personal property gifts
Works of art, museum objects, rare books, historical documents, manuscripts and other property can be useful to the university, while providing substantial benefits to you as well.

Gifts of grain
Producers now have the option of gifting grain to the foundation to support the university.

Matching gifts
Some corporations and businesses encourage philanthropic behavior and enhance the impact of employee generosity with matching gift programs.
Join us!

Innovation and Inspiration is the most ambitious fundraising campaign in the history of Kansas State University. This campaign is inspired by our land-grant heritage, our reputation for an extraordinary student experience, innovative research and academics, plus a solid record of significant achievements. We believe our ability to raise substantial philanthropic support through this effort will be crucial to achieving the goal to become a top 50 public research university by 2025.

The quality of education for which we are known helps us recruit and retain top students, faculty and staff. It helps students who are applying for jobs and graduate schools, doctoral students searching for careers as researchers, and faculty members competing for research grants and funding. It helps us build a robust athletics program that connects alumni to the university and provides a platform to promote the K-State brand.

Innovation and Inspiration will not provide all of the resources needed to achieve the goals of K-State 2025, but generous philanthropic support is absolutely imperative to create and sustain true momentum for this transformational strategic vision. As a top 50 public research university, Kansas State will be a powerful economic driver for growth and development by generating new knowledge and producing graduates who will impact Kansas, the nation and the world.

We believe in this vision, and we believe K-State has the right leaders to inspire the hard work that must be done. Along with the members of the campaign steering committee, and many other alumni and friends who have signed on as campaign volunteers, we are proud to put our shoulders to the wheel to raise $1 billion for Kansas State University.

We encourage your consideration of how you want to make a difference at K-State, and invite you to join us in supporting Innovation and Inspiration: The Campaign for Kansas State University.

With K-State pride,
Rand and Patti Berney Dick and Mary Jo Myers
Your Campaign Co-Chairs

Campaign Steering Committee

Campaign co-chairs

Rand and Patti Berney
McKinney, Texas

Dick and Mary Jo Myers
Arlington, Virginia

Committee members

Lee Borck
Manhattan, Kansas

Dixon and Carol Doll
San Francisco, California

Paul and Sandra Edgerley
Brookline, Massachusetts

Gary and Peggy Edwards
Houston, Texas

Dave and Ellie Everitt
Bettendorf, Iowa

Mike and Becky Goss
Westport, Connecticut

Carl and Mary Ice
Westlake, Texas

Jim and Laura Johnson
Colorado Springs, Colorado

Steve and Cathy Lacy
Des Moines, Iowa

Warren and Mary Lynn Staley
Avon, Colorado

Mary Vanier
Manhattan, Kansas
### Campaign goals by college/major unit

<table>
<thead>
<tr>
<th>College/Major Unit</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Agriculture</td>
<td>$100 million</td>
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<tr>
<td>Architecture, Planning &amp; Design</td>
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<tr>
<td>Arts &amp; Sciences</td>
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<tr>
<td>Business Administration</td>
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<tr>
<td>Education</td>
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<td>Engineering</td>
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<td>Human Ecology</td>
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<td>K-State Olathe</td>
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<td>K-State Salina</td>
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<tr>
<td>Veterinary Medicine</td>
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<tr>
<td>Athletics</td>
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<td>Alumni Association</td>
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<td>Student Life</td>
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<tr>
<td>University Programs</td>
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<tr>
<td>• Libraries</td>
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<td>• McCain Auditorium</td>
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<td>• Beach Museum</td>
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<td>• Global Campus</td>
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<td>• Graduate School</td>
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<td>• International Programs</td>
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<td>• Staley School of Leadership Studies</td>
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<td>• Diversity</td>
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<td>• Undergraduate Studies</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$1 billion</strong></td>
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