

UNLOCKING POTENTIAL

VCU'S CAMPAIGN *for the* FUTURE

At **VCU Athletics**, we believe in the potential within every student-athlete, coach and community member. As a cornerstone of student life at VCU, VCU Athletics builds champions by fueling personal growth, supporting academic achievement and providing opportunities for excellence in competition and leadership.

Unlocking Potential: VCU's Campaign for the Future is a bold initiative to invest in that potential — by enhancing athletic facilities, expanding resources for student-athletes and empowering our teams to compete at the highest levels while fostering academic success.

With your support, we will expand opportunities for student-athletes to thrive, strengthen our coaching and support staff, and elevate VCU Athletics as a hub for excellence, student development and community engagement. Together, we can ensure that VCU Athletics continues to serve as a catalyst for success both on and off the field.

Join us in unlocking potential at VCU Athletics. When you invest in athletics, you invest in the future of VCU student-athletes, champions and leaders.

Our goal

\$40 million

You will unlock potential at VCU Athletics when you help us reach our goal of **\$40 million**.

Our priorities



Increasing access and fostering student success

VCU Athletics is committed to empowering student-athletes by reducing financial barriers and providing them with the resources they need to succeed athletically and academically. One of the most impactful ways we do this is through scholarships, which help ensure talented individuals can pursue their athletic and academic dreams without the added burden of financial strain.

Your support will directly fund scholarships for student-athletes, covering tuition and other essential needs so that they can focus on their education and athletic performance.

Together, we can unlock opportunities for student-athletes, empowering them to excel.



Recognizing faculty and nurturing scholarship

VCU Athletics coaches are leaders and mentors shaping the future of athletic performance and instilling values of teamwork, discipline and perseverance.

Your support strengthens VCU Athletics by funding endowments for coaching positions across our programs. These endowed positions provide the resources necessary to attract and retain world-class coaching talent, ensuring our student-athletes receive the guidance and mentorship needed to succeed. Philanthropic support also enhances recruitment efforts



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and provides critical resources for the continued success of our athletic programs. With your help, we will continue to develop top-tier athletes, advance athletic excellence and ensure VCU remains a leader in collegiate sports.

Together, we will unlock excellence in coaching, leadership and mentorship.



Sustaining institutional excellence and achieving prominence

VCU Athletics is poised to transform the student-athlete experience by developing the VCU Athletic Village, a state-of-the-art facility designed to revitalize Ram Nation. This new campus landmark will provide top-tier training and competition spaces for our student-athletes, and will serve as a hub for civic engagement and service to the community through programming for Richmond-area youth.

Your support will also benefit the Ram Athletic Fund, which provides vital resources to elevate the performance and success of all VCU athletic programs. Your support will help us create a world-class environment that fosters excellence in our student-athletes.

Together, we will unlock new opportunities across VCU Athletics, empowering our Rams to compete at the highest level and create a lasting impact on the university and our community.

Unlock the potential of our athletes

Unlocking Potential: VCU's Campaign for the Future is a call to action — an opportunity for you to make a lasting impact on the student-athletes, coaches, fans and community members who power VCU Athletics. Your generosity helps us build champions by strengthening initiatives that elevate training and competition spaces, enhance student-athlete support and build a championship culture across all sports.

The future won't wait. Now is the time to invest in VCU Athletics to fuel our momentum and prepare our Rams to compete at the highest level.

You are the key. Together, we will unlock potential, build for the future and redefine what's possible in collegiate athletics.

Scan the QR code
to learn more.



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