

UNLOCKING POTENTIAL

VCU'S CAMPAIGN *for the* FUTURE

At the **VCU School of Business**, we believe in the potential within every student, researcher and entrepreneur — a potential that fuels innovation, drives economic growth and transforms industries.

Unlocking Potential: VCU's Campaign for the Future is a bold initiative to invest in that potential by expanding access, advancing research and shaping the future of business. Your support during this campaign ensures our graduates are skilled professionals and leaders in all fields of business, including AI and analytics, entrepreneurship, finance, leadership, and more. Your generosity expands opportunities for business education, research and real-world experiences, empowering students and the communities we serve to thrive.

With your support, we will create scholarships that open doors for talented students and develop industry-leading curricula that prepare graduates for their careers. Together, we will build pathways that empower business students to excel, lead and transform the world.

Join us in unlocking potential at the VCU School of Business. When you invest in business education, you invest in the future of business and the global economy.

Our goal

\$45 million

You will unlock potential in the VCU School of Business when you help us reach our goal of **\$45 million**.

Our priorities



Increasing access and fostering student success

In the VCU School of Business, students don't just study business — they gain the hands-on experience, global perspective and professional connections that set them apart in the field.

Nearly 40% of our students are the first in their families to go to college; 37% come from low-income families; and many of our students are non-traditional students continuing their education or changing careers in adulthood. Your support ensures that every deserving student has access to a transformative education. Merit- and need-based scholarships open doors for undergraduate and graduate students. Competitive graduate funding, including assistantships and stipends, help to make VCU a top choice for rising business leaders. And funding for experiential learning, such as professional development, internship stipends and study abroad, helps our students acquire the real-world experience they need to succeed in a global business world.

Together, we can unlock potential in every student and prepare them for impactful business careers.



Blazing trails and leading change through innovative research

Innovation thrives in the VCU School of Business. Every day, our faculty researchers push boundaries, challenge assumptions and generate knowledge that drives meaningful change.



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Your support expands opportunities for Ph.D. students by increasing access to fellowships and providing critical fifth-year stipends, ensuring that the next generation of scholars has the resources necessary to pursue groundbreaking research.

Your investment bolsters transdisciplinary research that bridges industries, including health care, technology and public policy, to tackle society's greatest challenges. This research fosters future-forward solutions with real-world impact. We will encourage interdisciplinary research collaboration, bringing experts from across disciplines to tackle complex business and societal challenges.

Together, we can unlock a future defined by innovation in business.



Recognizing faculty and nurturing scholarship

VCU School of Business faculty are mentors, experts and thought leaders shaping the future of the business world. Their expertise and research drives breakthroughs in emerging fields like artificial intelligence, entrepreneurship, analytics and more.

Your support invests in faculty excellence by establishing a named deanship and expanding endowed professorships and chairs in key fields, from financial planning to sustainability and free enterprise. Philanthropic dollars strengthen our ability to recruit and retain innovative scholars, foster interdisciplinary research and create an environment where faculty can inspire the next generation of business leaders.

With your help, we can recruit, retain and recognize world-class talent and ensure that VCU remains a hub for thought-leadership and impact in business.

Together, we will unlock faculty excellence to enhance business education and global innovation.

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Sustaining institutional excellence and achieving prominence

Business is the foundation of society, and at the VCU School of Business, we are committed to equipping rising business leaders with the skills they need to maintain that strong foundation.

Your support advances strategic initiatives that position VCU as a national leader in business education. You can help us establish the Institute for Free Enterprise, creating a hub for research and dialogue on the principles that drive economic growth and opportunity for all. These initiatives align with Opportunity 2030, the School of Business's strategic vision to create unlimited opportunities for students, faculty and the broader community, ensuring business education remains at the forefront of innovation and impact.

Together, we will unlock new levels of achievement in business and business education.

Unlock the potential of business leaders

Unlocking Potential: VCU's Campaign for the Future is a call to action — a chance for you to impact the students, researchers, faculty and communities who depend on the VCU School of Business. Your generosity strengthens initiatives within our school that help make VCU a hub for entrepreneurial thinking and societal impact.

The future won't wait. Now is the time to invest in bold ideas, transformative learning experiences and pioneering research that will shape industries and communities for generations to come.

You are the key. Together, we will unlock potential, drive innovation and redefine what's possible in business.

Scan the QR code
to learn more.

