

UNLOCKING POTENTIAL

VCU'S CAMPAIGN *for the* FUTURE

At **VCU Libraries**, we believe in the potential within every student, scholar, researcher and community member. **Unlocking Potential: VCU's Campaign for the Future** is a bold initiative to invest in that potential — by expanding access to knowledge, enhancing library services and technology, and empowering the VCU community to push boundaries and pursue bold ideas.

As cornerstones of academic life at VCU, VCU's libraries fuel discovery, support research, teaching and learning, and provide access to the resources and spaces that spark curiosity and creativity. With your support, we will expand opportunities for student success, strengthen faculty partnerships and elevate VCU's libraries as hubs for collaboration and innovation across disciplines. Together, we can ensure that VCU Libraries continue to catalyze lifelong learning and groundbreaking research.

Join us in unlocking potential at VCU Libraries. When you invest in libraries, you invest in the future of education, research, discovery and progress.

Our goal

\$5 million

You will unlock potential at VCU when you help VCU Libraries reach our goal of **\$5 million**.

Our priorities



Increasing access and fostering student success

VCU Libraries is committed to empowering student success by reducing the financial barriers to education. One of the most impactful ways we do this is through our Open and Affordable Course Content initiative, which helps faculty transition to free or low-cost learning materials. With educational costs continuing to rise and student debt reaching historic levels, this work is more critical than ever.

Your support will help us grow a dedicated endowment to ensure the sustainability of this vital initiative. An endowment will provide long-term funding to maintain and expand the program — from staffing support, including student employees, to the upkeep of existing resources and the administration of our annual Affordable Course Content Awards, which recognize faculty innovation and dedication to reducing textbook costs by



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creating learning materials for use in their courses.

Your generosity will also increase the Friends of VCU Libraries Scholarships. Our goal is to expand the fund so that it can double the number of students it supports each year with significant support. Unlike typical scholarships, the Friends of VCU Libraries Scholarships support one student on the Monroe Park Campus and one student from the MCV Campus, who is either a junior or a senior or a graduate student with a bachelor's degree from VCU and a GPA of 2.5 or higher. This support helps our students get to the finish line in their academic journey.

Together, we will unlock solutions that offset the costs of a college degree and directly support the students who need help the most.



Sustaining institutional excellence and achieving prominence

VCU Libraries is transforming the student and scholarly experience through key investments in space, technology and resources, such as the new Book Arts Lab in the James Branch Cabell Library. This dedicated space will feature studio-quality worktables, specialized book production equipment and robust infrastructure to support hands-on learning and instruction. It will elevate VCU's nationally recognized book arts program, giving students and faculty the tools they need to explore

the art and craft of the book in new and meaningful ways. This transdisciplinary lab inspires new ways to deliver information.

With your support, VCU Libraries will continue to lead, inspire and empower future generations of learners and scholars.

Together, we will unlock transformational spaces that ensure VCU Libraries remain at the forefront of education, preserving collections and fostering innovation for future generations.

Unlock the potential of knowledge

Unlocking Potential: VCU's Campaign for the Future is a call to action — an opportunity for you to make a lasting impact on the students, faculty and communities that rely on VCU Libraries. Your generosity strengthens initiatives that enhance access to resources, fosters innovation and research, and creates dynamic learning environments for the VCU community.

The future won't wait. Now is the time to invest in transformative spaces, scholarships and student success that will shape the future of research and creativity for generations to come.

You are the key. Together, we will unlock potential, foster discovery and redefine what's possible in the world of research, knowledge, scholarship and learning.

Scan the QR code
to learn more.



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