

# UNLOCKING POTENTIAL

VCU'S CAMPAIGN *for the* FUTURE

At the **VCU School of Nursing**, we believe in the potential within every student, faculty member, researcher, patient and clinician — a potential that drives compassionate care, advances research and transforms health outcomes. **Unlocking Potential: VCU's Campaign for the Future** is a bold initiative to invest in that potential by expanding access, supporting groundbreaking research and preparing the next generation of nursing leaders. Your support during this campaign ensures our graduates are highly skilled caregivers and innovators in patient care, research and community health.

With your support, we will create scholarships that make nursing education accessible to more students, enhance clinical experiences that bridge education and practice, and drive research that improves patient care and public health. Together, we will empower VCU School of Nursing graduates to lead, serve and innovate.

**Join us in unlocking potential at the VCU School of Nursing. When you invest in nursing education, you invest in the future of health care for all.**

## Our goal

# \$35 million

You will unlock potential in the VCU School of Nursing when you help us reach our goal of **\$35 million**.

## Our priorities



### Increasing access and fostering student success

At the VCU School of Nursing, students don't just learn to be nurses — they become compassionate caregivers, innovative scientists, expert practitioners and transformative leaders, prepared to shape health care at the bedside, in research and beyond.

Your support ensures that every deserving School of Nursing student has access to a transformative education. Unrestricted scholarships, graduate student scholarships and funding for student emergency needs reduce financial barriers and expand access to the profession. Additionally, support for experiential learning and research activities plays a vital role in shaping well-rounded, knowledgeable nurses ready to impact health care systems and the patients they serve.

Together, we will unlock the potential in every School of Nursing student and help them serve their communities with excellence.



### Blazing trails and leading change through innovative research

Every day, researchers in the VCU School of Nursing push the boundaries of knowledge, challenge existing practices and develop innovations that shape the future of nursing and health care. From advancing patient care strategies to exploring new treatments, VCU is a leader in transforming the nursing profession.



# VCU

School of Nursing

[unlocking.vcu.edu](https://unlocking.vcu.edu)

Your support for research seed funding plays a vital role in launching promising ideas. By investing in early-stage work, you empower our students and early-career faculty to explore innovative concepts, build a foundation for future breakthroughs and position their research for larger funding and long-term impact in nursing and health care.

Together, we will support the next generation of nursing research, accelerate scientific progress and contribute to healthier communities everywhere.



### **Recognizing faculty and nurturing scholarship**

Faculty in the VCU School of Nursing are more than educators — they are leaders in nursing practice, mentors shaping the next generation of health care professionals and researchers advancing innovations in patient care and nursing education. Their expertise and dedication improve quality of care and ensure that VCU remains a leader in nursing education and clinical excellence.

Your support strengthens faculty excellence. Endowed professorships help to attract and retain exceptional faculty — leaders who shape the future of the profession through innovative teaching, groundbreaking research, immersive learning experiences and real-world clinical practice. With your help, we will empower faculty to push the boundaries of nursing science, enhance educational experiences for students and advance patient care in real-world settings.

Together, we will foster faculty excellence to nurture the next generation of nursing leaders and ensure that VCU continues to shape the future of health care.



### **Sustaining institutional excellence and achieving prominence**

The VCU School of Nursing is shaping the future of health care through its service to students, patients and the communities we serve. To continue delivering exceptional education, advancing innovative research and expanding access to care, we are investing in two key capital initiatives: the continued expansion of our Mobile Health and Wellness Program and the enhancement of our Clinical Learning Center.

The Mobile Health and Wellness Program is vital to our commitment to serving the community by decreasing

barriers to care for all populations including medically underserved communities. This nurse-led, interdisciplinary program serves as a clinical training site for VCU's health care students, ensuring practice-readiness of our students, while also bringing care and services directly to those in need, expanding our reach and impact beyond the classroom.

The Clinical Learning Center is a state-of-the-art simulation facility where students gain hands-on, immersive training in a safe, supportive environment. Your investment will help expand and equip the center with the latest technology, ensuring our students graduate with the confidence and clinical competence needed to lead in today's complex health care environments.

Together, we can help prepare the next generation of health care professionals while expanding access to crucial health services for our community.

## **Unlock the potential of nursing professionals**

Unlocking Potential: VCU's Campaign for the Future is a call to action — a chance for you to make a lasting impact on the students, faculty, researchers and patients who depend on the VCU School of Nursing. Your generosity strengthens initiatives that advance nursing education, enhance patient care and drive research that improves health outcomes for communities near and far.

### **The future of nursing won't wait.**

Now is the time to invest in bold ideas, transformative learning experiences and pioneering research that will shape the future of health care for generations to come.

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

Scan the QR code  
to learn more.

