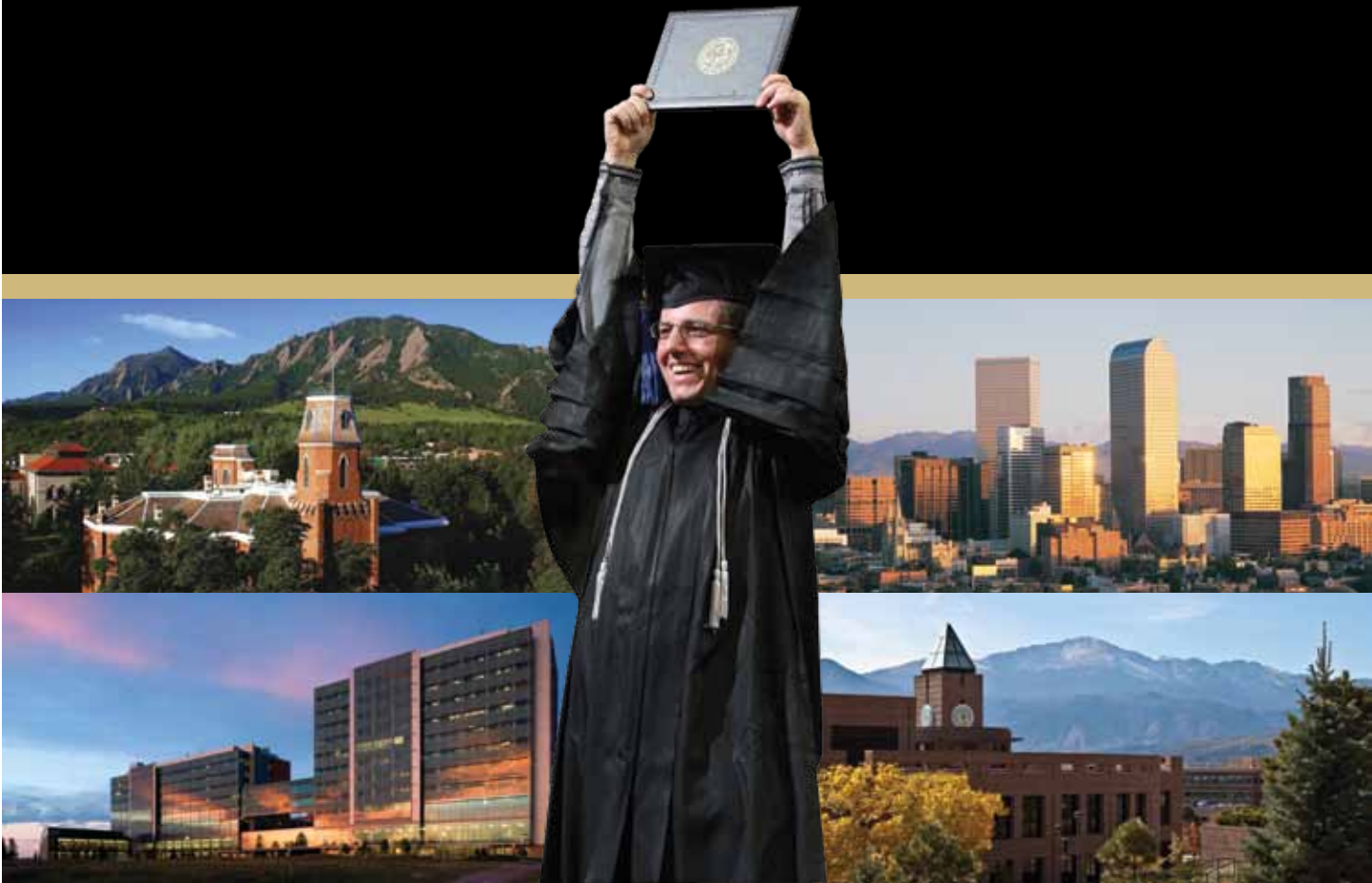


*Creating Futures*

A Campaign of  
*Excellence* and *Impact*



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

# A message from *Campaign Leadership*

**As we strive to *Create Futures*, it is important for us to look to the past.** The University of Colorado has a 135-year history of changing lives and advancing the economy, culture, and health of Colorado and the nation. Its substantial impact ranges from allowing individuals to realize their full potential to improving the quality of life for society as a whole. The university's legacy of excellence provides a strong foundation for us to build upon.

We have witnessed a good portion of the building of that foundation. Our experience with CU spans more than five decades—as students, alumni, volunteers, employees, advocates, and contributors. We have witnessed the power education has had in our own lives, as well as CU's crucial impact on society. There is no endeavor more important.

CU is a special place that is uniquely suited to fulfill the promise of education. The CU community, which reaches far beyond the boundaries of our four campuses,

has the capacity to carry forward the legacy of this great university in pursuit of a better tomorrow. The *Creating Futures* campaign is a way for us to add value to the university's people, programs, and places by providing the resources needed to foster a critical margin of excellence.

We invite you to join us in this important work. As we create futures, we not only honor the legacy of our proud university, but also ensure its success for generations to come.

Sincerely,



**Bruce D. Benson and Marcy H. Benson**  
Co-Chairs, *Creating Futures* Campaign



**J. Wayne Hutchens**  
President and CEO, University of Colorado Foundation



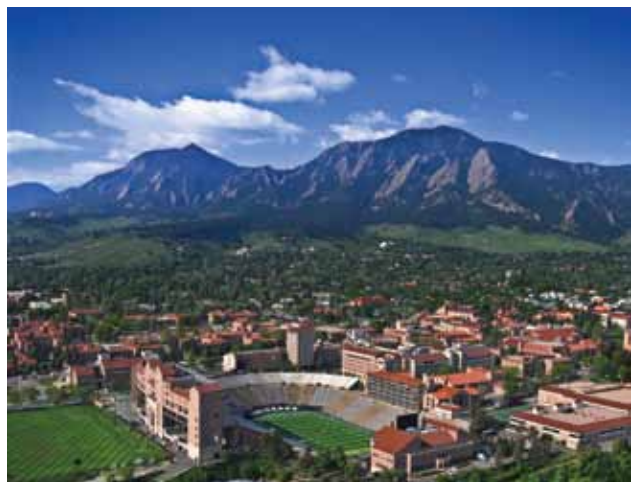
A large, illuminated globe of Earth is the central focus, showing the Americas. It is displayed in a museum or gallery setting. Three people are standing in front of the globe, looking at it. The background features museum displays, including a telescope and informational panels. The lighting is dramatic, highlighting the globe and the people.

From here... *we can see the future*

And *with the support of donors,*  
the future will look brighter still.

# A *Springboard* for Achievement

**The University of Colorado aims as high as the peaks that compose its background** research, and outreach. Yet each has its own identity, its own points of pride. Together, CU's campuses and donors countless ways to make a difference.



## University of Colorado Boulder

Founded in 1876, the **University of Colorado Boulder is redefining learning and discovery in a global context**, with more than 30,000 students, 3,400 courses, and 150 fields of study. CU-Boulder has built an **international reputation for high-quality teaching, research, and service**, with a faculty that includes four Nobel Laureates, seven MacArthur fellows, and 17 astronaut alumni. CU-Boulder boasts **top-10-ranked programs** in quantum physics, environmental law, and physical chemistry, and strengths in fields such as biotechnology, geography, aerospace, speech-language pathology, and education. A sustainable ethic, NCAA Division I athletics, creative work and performing arts, and a **diverse mix of local, national, and international students** combine to make the campus, at the foot of the majestic Flatirons, one of America's most vibrant.



## University of Colorado Colorado Springs

The 9,000-student **University of Colorado Colorado Springs** is a *U.S. News & World Report* “**Best in the West**” regional university. With 14,110-foot Pikes Peak as a backdrop, UCCS is known for **innovation, accessibility, and engagement** throughout southern Colorado, especially in the high-tech, health, defense, and nonprofit sectors. **Pioneering programs meet local needs** in areas such as geropsychology, sport management, and homeland security. Once a commuter-student school, new residential villages, NCAA Division II athletics, and increasing cultural options have drawn more full-time and residential students to a **fast-growing campus that exemplifies collaboration and community**.

**Backdrop.** Four Front Range campuses each offer outstanding academic programs, teaching, and research. These campuses provide undergraduate and graduate students with abundant and diverse choices, and give



## University of Colorado Denver

Located in downtown Denver, the 14,500-student **University of Colorado Denver** resides at the heart of the cultural, political, and economic life of the Rocky Mountain West, and **buzzes with the energy** of a true urban university. High-quality programs in areas such as public affairs, business, and arts and media **prepare students for a rapidly evolving global landscape**. Students gain valuable hands-on experience by partnering with nonprofits, industry, and government, locally and around the world. With a diverse student body and **flexible programs that make higher education attainable** for nontraditional students juggling work and family, the campus is generating outstanding momentum toward a bright future.



## University of Colorado Anschutz Medical Campus

The **University of Colorado Anschutz Medical Campus** in Aurora has quickly become a world-renowned setting for education, research, and clinical care. Programs in pharmacy, nursing, dental medicine, public health, and medicine (including top-10-ranked programs in pediatrics, nursing, family medicine, and primary care) make the campus a **prestigious destination for future health professionals** and the leading educator of Colorado's health care workforce. Practitioners deliver the finest care in areas such as cancer, diabetes, and multiple sclerosis, in conjunction with several hospitals including University of Colorado Hospital, The Children's Hospital, and the Denver VA Medical Center. Influential research in areas from adult stem cells to cardiology to nutrition make its faculty **leading recipients of National Institutes of Health grants**, and keep CU at the frontier of medicine.

# Pillars of *Excellence* and *Impact*

**The *Creating Futures* campaign will strengthen the University of Colorado.** More importantly, it will help Colorado flourish, contribute to America's well-being, and have a positive impact as far as the eye can see—and then some.

Higher education is a high-yield investment that pays lifelong dividends for students and for society. And CU plays an essential role in educating Colorado's future workforce, conferring 41 percent of the state's public-university bachelor's degrees, 60 percent of master's degrees, 54 percent of doctoral degrees, 82 percent of first professional degrees, and 100 percent of medical doctor, law, pharmacy, and dental degrees.

CU's role as a highly efficient economic driver and job creator is equally essential. The university has a \$6.3 billion annual impact on the state economy and attracts more than \$880 million in annual federal research awards. CU has spawned more than 50 new businesses in the last five years in industries such as biotechnology, biomedicine, and biofuels. And the Anschutz Medical Campus is a catalyst for the vitality

of our state and region, helping CU serve more than a million patients annually.

As CU educates and empowers the citizens it serves, it also is a breeding ground for great ideas. From leading the next Mars mission, to pioneering stem cell research from adult skin cells, to turning neglected schoolyards into innovative recreation spaces, CU abounds with inspiration.



*Learning and Teaching* initiatives that educate tomorrow's leaders

*Discovery and Innovation* that expands what is possible

*Culture and Community* connections that make our towns and cities vibrant

*Health and Wellness* breakthroughs that improve our longevity and quality of life

**These are the University of Colorado's pillars of excellence and impact.** Throughout *Creating Futures*, we're investing in people, places, and programs in these four areas, to fulfill CU's goal of advancing the economy, culture, and health of Colorado and the nation. Read on to learn about big ideas CU is pursuing in these areas, and how you can make them happen.



# Learning and Teaching

**CU prepares students to succeed in diverse careers and communities, and inspires lifelong enthusiasm for learning.** Our 4,000 faculty members blend academic expertise with professional achievement, in pursuits ranging from pharmaceutical development to elementary education. We use innovative classroom approaches to foster new ways of learning, and deploy online technology to serve students and citizens beyond our campuses.

For a CU student, an African village, a surgical ward, a Senate chamber, even a dormitory may be a critical stop on the educational journey. Diverse experiences help students convert theory into action—and our alumni's success is proof positive that CU gives students the tools they need to thrive.

*Your support for **Learning and Teaching** enhances education at CU, and gives students the wisdom, perspective, and passion tomorrow's leaders will need.*



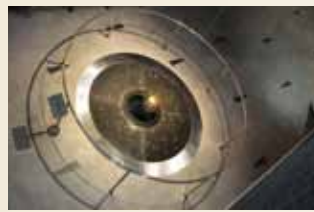
• **An eight-year medical-scholarship program**, which combines undergraduate degree work in Denver with physician education at the Anschutz Medical Campus, orients a select, diverse group of students toward primary care in underserved Colorado communities.



- A new **Business School building** in Denver will help the school's forward-looking curricula—including distinctive programs in Global Energy Management and in Risk Management and Insurance—forge key links at the center of Colorado commerce.



- Nationally, we must do better to educate students for high-tech professions. Programs such as **CU Teach** (in Boulder) and **UCCS Teach** use innovative peer-learning approaches to prepare science and engineering teachers, and equip students for the jobs of tomorrow.



- A new **Science & Engineering building** in Colorado Springs provides an inspired learning environment for high-tech innovation, and expands student capacity for laboratory research.



- **Residential Academic Programs** in Boulder blend living and learning environments and help students connect with peers who share similar pursuits, early in their CU careers.



# Discovery and Innovation

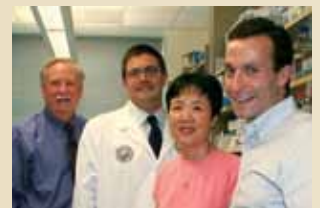
**CU-generated research protects our homefront and expands our horizons.** It helps us adapt to change and harness it for the better. It improves our harmony with the natural environment and with each other. And it makes our families and communities healthier.

CU researchers collaborate across disciplines to discover and apply new ideas on a scale as small as the cell, and as vast as the universe. In fields such as energy, aerospace, and medicine, we work with nonprofits, industries, and federal laboratories on problems that can't be solved alone. We overcome social and economic challenges, and uncover

mysteries around the world. And our entrepreneurial approach speeds ideas from research labs to medical clinics, industries, and communities.

Great research universities pull together brilliant minds and cutting-edge technology into collaborative settings ripe for breakthroughs.

*Your support for **Discovery and Innovation** helps CU confront the challenges of our time.*



- A world-class research team has formed at the **Charles C. Gates Center for Regenerative Medicine and Stem Cell Biology**, which aims to move human adult stem cell discoveries into therapies that can improve treatment for Parkinson's, spinal cord injury, and many other diseases.



• We must improve our energy efficiency to meet skyrocketing global demand and ensure the health of our planet. The new **Renewable and Sustainable Energy Initiative** in Boulder is one of numerous sustainable initiatives CU-wide, bringing together great minds from disciplines such as business, science, engineering, communications, and public affairs.



• Innovation drives our economy, but there's little formal education to help students turn ideas into viable businesses. A first-of-its-kind **Bachelor of Innovation program** in Colorado Springs blends business and engineering coursework with team experiences and industry mentorships. And the **Bard** (Denver) and **Deming** (Boulder) centers for entrepreneurship give business students the foundation, connections, and mindset they need to blaze trails.



• **A new Bioengineering department** will marry engineering and medicine—and the expertise of the Denver, Boulder, and Anschutz Medical campuses—to produce improvements such as artificial limbs, heart valves, and implanted insulin pumps.



# Community and Culture

**CU's ideas and energy benefit everyone who's seen a CU-produced play or panel, cheered on a Buffs touchdown, benefited from university outreach or medical care, or heard insights from our economists and poets.** Our scholars and visionaries generate great ideas and beautiful artworks for public debate and appreciation, while our athletes compete with pride and vigor on courts, courses, slopes, tracks, and fields.

CU aims to improve access to, and appreciation of, higher education. We volunteer to build homes, heal underserved constituencies, and make cities and towns more sustainable, around the globe and around the corner. By engaging

with communities, CU graduates gain understanding of diverse needs and perspectives, and become prepared for leadership in industry, government, and civic life— leadership that's needed now more than ever.

*Your support for CU's Community and Culture strengthens our social fabric and promotes positive change.*



• The **Heller Center for Arts and Humanities** gives Colorado Springs a new focal point for creative insights and connections, expanding academic and public programming on a historic 36-acre site.

• Twenty-two of Colorado's 64 counties have two or fewer full-time physicians— forcing patients to drive many miles for medical care—and dentist and nursing shortages are equally daunting. **Rural health programs** at the Anschutz Medical and Colorado Springs campuses aim to remedy these shortfalls and serve remote Colorado populations.

• A new **Center for Community** gives Boulder a new, accessible hub for diversity, multicultural activity, and student services. Meanwhile, the **Visual Arts Complex** gives Boulder a stellar setting for creation and presentation of work in forms as diverse as painting, digital video, ceramics, and metalsmithing, and a showcase for CU Art Museum exhibitions.



- To improve access to CU for first-generation and underrepresented students, we must inspire them at an early age. CU **Precollegiate Programs** give middle- and high-school students the foundation, tutoring, and mentorship to navigate the precollege process, paving the way for college success.



- Managing a municipality requires an arsenal of wide-ranging skills, and the ability to foresee and adapt to change. The **Buechner Institute for Governance** in Denver gives regional governments a resource to help public officials effectively serve their citizens.



- Our student-athletes connect alumni, neighbors, and friends around the nation with CU spirit, and represent the university's determination and commitment to excellence. In Boulder, the Buffaloes compete in 16 Division I sports and have won 22 team national championships—including one in football in 1990, and 16 in skiing. As the Buffs move to the Pac-12, its new **Volleyball/Basketball Practice Facility** will enhance recruitment and help student-athletes better fit in practice amid heavy course loads. In Colorado Springs, the NCAA Division II Mountain Lions are on the rise in 12 sports, notably golf and cross-country. More than 25 Olympic athletes pursue degree programs on campus. The new **Gallogly Events Center** triples the campus's capacity for court sports and public events.





# Health and Wellness

**CU is the heartbeat of Colorado health, and thousands work relentlessly to sustain that heartbeat.** We educate health professionals who advance healing in hospitals, clinics, and countless independent practices. And mentored by world-class faculty, CU graduates exceptional health practitioners, investigators, and leaders.

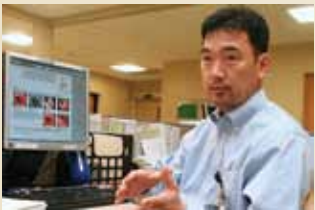
CU researchers contribute centrally to global understanding of human health, and translate basic scientific discoveries into new therapies, diagnostics, even cures. And our programs—bolstered by the Anschutz Medical Campus, America's largest academic health care redevelopment project—approach treatment and research from all angles.

By promoting wellness approaches that minimize the progression and expense of disease, and by educating future managers and policy experts, we improve the efficiency and effectiveness of health care—increasingly important in light of longer lifespans and a fast-growing regional population.

*Your support for **Health and Wellness** improves the quality and longevity of our lives, and helps overcome health challenges worldwide.*



• Rampant obesity is leading to increased rates of diabetes, cardiovascular disease, and related illnesses; we must better understand and control this major health concern. A new **Health and Wellness Center** at the Anschutz Medical Campus is a national model for research and educational programs that improve nutrition and weight management and promote healthy lifestyles.



- Cancer disrupts the lives of countless families each year. The **University of Colorado Cancer Center**, one of just 40 elite comprehensive cancer centers designated by the National Cancer Institute, is Colorado's best weapon against this overwhelming disease. The Center is on its way to becoming a world leader in identifying the specific gene problems that cause and drive cancer, and targeting those problems with therapies that will increase survivorship and quality of life.



- Biotechnology innovations can lead to better drug therapies, synthetic tissues, and understanding of genetic bases for disease. These breakthroughs require interdisciplinary collaboration impossible in many academic settings. At the **Jennie Smoly Caruthers Biotechnology Building** in Boulder, a "dream team" of leading scientists will work on technologies and techniques to improve lives, in partnership with researchers from Colorado Springs and the Anschutz Medical Campus.



- With Colorado's senior population growing 39 percent within 10 years, there's growing awareness of the mental health needs of seniors and caregivers. The **CU Aging Center** is a wellspring of affordable clinical care and resources for Colorado Springs, aided by strong community links and a pioneering geropsychology PhD program on the Colorado Springs campus.



- You're only as healthy as the world you live in—and the world presents diverse social, economic, and environmental forces that can impede optimal health. The Denver Campus and Anschutz Medical Campus partner with two other universities to administer the **Colorado School of Public Health**, which strives to improve health conditions and outcomes from a global perspective, on a global scale.

# Extraordinary Challenges, *Extraordinary Opportunity*

**Thanks to the tireless work and strategic vision of University of Colorado leaders in recent years, CU has become one of America's top public universities.** We've generated economic, social, cultural, and medical progress that makes Colorado more resilient in hard times, and more emulated in good times. With *Creating Futures*, we aim to build on the achievements of those who have preceded us, and expand CU's ability to serve citizens.

This is a critical time for CU to take the lead. Like any major university, CU faces challenges. State support has declined substantially: fewer than 30 years ago, State of Colorado funding represented nearly 30 percent of CU's budget; it now represents less than 6 percent. We take great pride in being excellent budgetary stewards: we operate more efficiently than any other public university system in the nation, with administrative expenses 25 percent below those of our peers. Though CU has continued to enhance education and services during this recent downturn—while realizing cost savings, streamlining bureaucracy, and improving business practices—we are not immune to the economic forces prevailing beyond our campuses.

Increasingly, the problems that confront our society require the collaboration, perspective, and intellectual resources that only a university such as CU can provide. We must increase access to higher education for families of all economic strata: college is a key to a better life, and a well-educated population is the key to continued progress.

**With this campaign, CU now has an outstanding opportunity to take significant steps forward.**

With accomplished faculty and high-achieving students, we now have a rare capability to execute our visions, and realize our full potential for leadership. We're forging valuable

connections with businesses, nonprofits, and governments. Our work increasingly attracts individual and institutional funders, including federal grantmakers. And the state's economy and population continue to expand in quantity and possibility, as it attracts highly educated individuals who consider Colorado an ideal place to achieve their aspirations.

As a comprehensive university with four campus locations and countless areas of impact beyond our campuses, CU is an ideal home for donors who aim to accelerate positive change on almost any front. We've been *creating futures* since 1876, with a track record that indicates we can make a difference for generations to come.

Donors provide a crucial margin  
of excellence for CU.

*With your support, we'll  
be better equipped to turn  
ideas into action.*

# You Can *Support:*

**PEOPLE:** Students, faculty, and staff at the forefront of new ideas

**Scholarships:** While CU student aid enables thousands to afford college who might not otherwise, we aim to further reduce the burden of a high-quality education. CU distributes \$111 million annually in student aid—compared with just \$38 million in 2002—yet we must aim higher still. Need-based support opens up CU to a broad and diverse applicant pool, and overcomes financial obstacles to a college education. Merit-based support attracts the best and brightest students, and allows promising Colorado students to study near home. Together, student aid keeps tuition manageable and minimizes the strain of college debt.

**Fellowships:** Groundbreaking academic work requires concentrated attention, time for teaching and research, and exposure to new and relevant developments. Most high-

caliber universities offer support in highly competitive fields to defray expenses and incentivize the pursuit of cutting-edge work. From teaching stipends to dissertation and research support, graduate-student fellowships help CU scholars pursue their work with the focus it deserves.

**Endowed Chairs, Professorships, and Other Faculty Support:**

Talented and dedicated faculty members are the heart of a great university. Our attractive educational environment and fertile ground for collaboration help attract outstanding minds to CU. Yet when peer schools, medical institutions, and private industry offer better compensation, we risk losing our best educators, practitioners, and researchers. Endowed chairs and professorships can ensure a position's funding in perpetuity and enable valuable time to work on important research, while faculty support in general helps CU recruit and retain the best and brightest thought-leaders to pursue essential discoveries.



**PROGRAMS:** Promoting excellence, turning challenges into opportunities

**Colleges, Schools, and**

**Departments:** Many donors choose to support academic fields in which they have a professional or personal interest: they've seen the impact a CU education has made on their own careers, or had their own lives or professions enriched by CU's work. Support for one of CU's 25 schools and colleges, or one of more than 100 departments, advances teaching and research in areas that hit closest to home for the donor.

**Centers and Institutes:** Within, among, and beyond academic departments, CU centers and institutes generate research, publications, and presentations that provoke technological, medical, and policy innovation, and reorient public energies in a positive direction. Donors can support interdisciplinary collaboration and CU's pursuit of solutions in diverse areas of current and future concern ranging from behavioral science to ophthalmology to the American West.



**Outreach:** From children’s literacy programs, to treatments for debilitating addictions, to volunteer work abroad, CU provides hundreds of services that would otherwise be unavailable. And by presenting sporting events, art exhibitions, and conferences that shed light on current affairs, CU gives citizens plenty to celebrate—often for free or low cost. Support for outreach enhances CU’s ability to improve the lives of citizens.



**PLACES:** Environments that inspire great minds to think big

As we increase enrollments, programs, and services, we must renovate existing structures, build new ones, and develop new areas of our campuses. And as technology, programming, and teaching evolve, we must provide spaces different than those that marked yesterday’s academic environment—spaces that emphasize flexibility, collaboration, accessibility, and sustainability. Amid declining state investment in capital projects, support for places at CU helps the university’s infrastructure rise to the level of its people and programs, and builds our future from the ground up.



**CONSIDER A PLANNED GIFT**

Donors are increasingly using planned-giving options such as bequests, real estate, and charitable trusts to reach philanthropic goals. In times of economic uncertainty, planned gifts may enable you to make a bigger philanthropic impact than you thought possible, while maintaining your financial security throughout your lifetime.



# From *Passion* to *Impact*

**Tens of thousands of donors each year make gifts to CU—and thanks to them, we've been able to get a head start on the future.**

Donor support during *Creating Futures* has already fueled...



**Comprehensive medical education, treatment, and research** with an unprecedented series of gifts to bolster the Anschutz Medical Campus, the largest academic health center between Chicago, Texas, and the West Coast.



**Sustainable infrastructure** with a gift toward Boulder's Engineering for Developing Communities program, which collaborates with resource-challenged communities worldwide to improve their hygiene, sanitation, infrastructure, and power production.



**International partnership** between Denver architecture and planning students and like-minded students at a women's college in Saudi Arabia.



**Public service law** with gifts that motivate Colorado Law students to serve public-interest or nonprofit organizations often strapped for quality legal services.



**Better eyesight for our patients** through innovative treatments at the Rocky Mountain Lions Eye Institute.



**Safety for women and children** with a gift toward the Center on Domestic Violence in Denver.



More than 35 endowed chairs including one in Colorado Springs that helps the Beth-El College of Nursing and Health Sciences address a critical practitioner shortage, and another toward early childhood cavity research at the School of Dental Medicine.



Triumphs over mental illness with a gift to create a Depression Center at the Anschutz Medical Campus, one of just two in the country.



More than 700 student scholarships, including several supported by a landmark 2009 gift to the Colorado Springs campus, as well as a program that enables returning veterans to attend CU.



Development of new vaccines with a gift toward a laboratory in the interdisciplinary Jennie Smoly Caruthers Biotechnology Building in Boulder.

# Wherever *Your Passion* Lies . . .

**You direct your life and energy toward the things that fuel your passions—the things that stir your soul.** Maybe it's finding a cure for a disease that has devastated your family. Maybe it's working toward a more economically and environmentally sustainable future. Maybe it's ensuring that your grandchildren live in safety and happiness.

Your personal passions motivate you to invest your time and resources in the areas you find most important. The passions of University of Colorado students and faculty drive their work to improve the future we will share together.

*Creating Futures* isn't just the University of Colorado's campaign. This campaign is for *all* of us. Join us on this vital endeavor, and help bring your own dreams to fruition.



*...You Can Pursue It at the  
University of Colorado*

Invest in CU's Excellence and Impact.  
Support *Creating Futures.*

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