

Because of
BREVARD COLLEGE



Lives are Transformed

Future Leaders are Prepared

We Can Make the Difference



Because of BREVARD



From its origins in 1853 to becoming a nationally-recognized baccalaureate four-year college, Brevard College has retained its commitment to ensure that every student has an opportunity to discover and use their particular talents. The College's mission—Learn in Order to Serve—continues to inspire its students and faculty.

More than a place, BREVARD
IS AN EXPERIENCE!



Located in the pristine and unparalleled beauty of North Carolina's Blue Ridge Mountains, Brevard is a place where students are challenged both inside and outside of the classroom to develop the confidence, integrity and knowledge to serve a changing society, natural environment and world.



Because of BREVARD

GREAT
TEACHERS
INSPIRE!

The Brevard experience is rooted in great teaching. Faculty members are attracted to Brevard because they believe in its mission of learning in order to serve.

The college offers a total experience, focusing on what happens not only in the classroom but through service learning, campus life and outdoor recreation. The Brevard educational experience is geared toward students who thrive by engaging with faculty members who know them by name.

Our faculty ask students the same question asked of them: What mark do you want to leave in this world when all is said and done? **Because of Brevard**, students find success by contributing to their community.



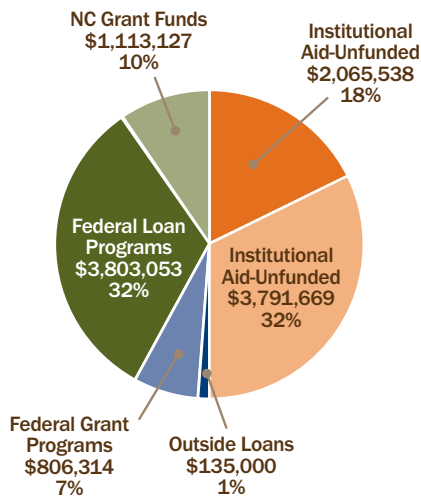
Because

There is something special about Brevard College graduates. Brevard changed the way that I live my life and the way I think. The faculty genuinely care for and reach out to students. They make the difference, in a beautiful setting, to enrich body, mind and soul. My classmates and I were stretched to do things that we didn't think we could do. I am who I am because of Brevard.

Kody Howard Kinsley '07

Because of BREVARD

2008-2009 Sources of Financial Aid

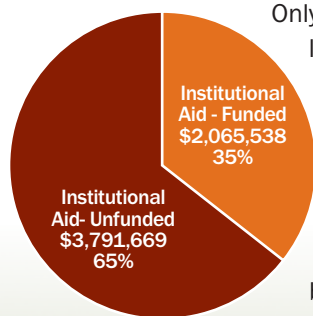


With 92% of Brevard's students receiving some financial aid, the need for scholarship support is our highest priority. College trustees are good stewards of financial resources by directing the budget to student aid while keeping overhead and administrative costs to a minimum.

Brevard College is extremely proud of the individualized attention that we provide our students. At BC, no student is a "number." Faculty, staff and administrators all know students by name and strive to provide an enhanced level of engagement found on fewer and fewer campuses. In fact, this institutional commitment is what inspired one of our Strategic Plan Commitments: "Seeking to fulfill our mission to nurture the personal and holistic development of our students, Brevard College commits to enhancing opportunities for engagement in the campus community."

While this type of personalized higher education experience is very costly to provide, we believe it to be fundamental to fulfilling the very mission of Brevard College

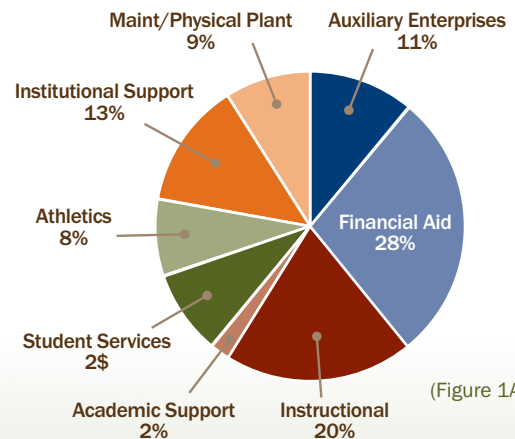
The expenditures chart demonstrates that most institutional dollars are spent directly on the student. Twenty-eight percent is expended in direct financial aid to students. The breakdown of that aid is demonstrated at right. (Figure 1A)



Only 35.26% of our financial aid is funded, leaving almost 65% - or \$3.8 million - as unfunded aid. In other words, the institution must cover this aid from the operational budget of the college each year. The College Board of Trustees has approved this campaign to raise scholarship dollars to "close the gap" between funded and unfunded aid.

"As a result," says President Drew Van Horn, "Brevard will be in a dramatically improved and competitive position for recruiting and retaining deserving scholars."

2008-2009 Institutional Expenses



(Figure 1A)



THE BREVARD COMMITMENT

Trustees, alumni, faculty and many friends of the College share a special passion for students – to ensure they have the educational opportunities to succeed.

Please join us in this mission!

Because of you...

BREVARD COLLEGE
TRANSFORMS LIVES



Because

I found the often-overlooked importance of social sustainability.

Elizabeth Walker '09

Major: Wilderness Leadership and
Experiential Education/Religious Studies

Hometown: Canton, GA

- Member of BC's 2009 National Championship Cycling Team...
- Credits BC with helping her shift from worrying about the way the world views her to caring about the way she views the world...
- Plans to pursue a M.Ed. in Experiential Education...

Because of YOU

BREVARD COLLEGE SCHOLARSHIPS ARE THE CURRENCY OF EXCELLENCE.

Our job is to help outstanding young people realize their potential. We are obliged to make available the opportunities that make Brevard College the place to transform lives.

The following scholarship opportunities are available:

- Talent scholarships provide the opportunity for students with special gifts – artistic and athletic, for instance – to receive scholarships to continue to develop those talents while receiving their education.
- Merit scholarships provide the opportunity for the “best and brightest” students to join the unique Brevard experience.
- Need-based scholarships enable students who, because of financial conditions beyond their control, would never be able to afford the Brevard College experience without substantial financial assistance. Brevard College long ago positioned itself that “No student should be turned away from BC for want of need.” This position is still fundamental to our core. If a student is a good fit for Brevard College, we want to be able to assist that student in attending our institution.

Scholarships are the catalyst for transforming young lives.



**Dollars and Cents
can make the
difference
between
dreams
that are
realized
or lost.**

Every scholarship dollar is a worthwhile investment in securing a brighter future for a promising student.

THE SCHOLARSHIP CAMPAIGN TO TRANSFORM LIVES

As Brevard College students and faculty continue making a difference in the world, the time is right to call for support that launches educational opportunities that transform lives.

Alumni, parents and friends now have the opportunity to give back to a college that makes a difference. At a small college like Brevard, the impact of our charitable support is direct, measurable and profoundly appreciated.

We call on your support the college now so that future generations can continue to say that their success in life, and our quality of life, is "Because of Brevard".

Join Us!

We invite you to take part in this historic scholarship campaign! We encourage all alumni, parents and friends of Brevard College to join us by pledging to give annually at one of our annual or perpetual gift levels or to join our permanent Benefactors levels. Gifts may be made in one year or in installments up to five years.

Perpetual Gift Recognition

Cognosce ut prosis Circle	\$1,000,000
Rutherford Circle	\$500,000
Weaver Circle	\$250,000
Institute Circle	\$100,000

Annual Gift Recognition

	Annual Amount	Five Year Total
Presidents Society	\$50,000	\$250,000
Coltrane Society	\$25,000	\$125,000
Abernathy Society	\$10,000	\$50,000
Trowbridge Society	\$5,000	\$25,000
Brevard Society	\$1,000	\$5,000



The *Sims Society* was established to recognize those who help secure Brevard's long-term future by including the college in their trust or estate plans. Planned Gifts are typically accomplished through:

- Charitable Gift Annuities & Trusts
- Bequests via a Will or Trust
- Named Beneficiary in a Life Insurance Policy
- Retirement Plan Named Beneficiary





Because

I have met my best friends, and learned more about myself

Nina Willis '11

Major: Health Science Studies - Pre-Med

Hometown: Charlotte, N.C.

- President of the Peer Health Advocates Team and active member of the Institute of Women in Leadership and Beta Beta Beta Biological Honor Society...
- Passionate about her volunteer work at The Free health Clinic...
- Plans to become a doctor and advocate for human rights...

Our Drive to Excellence in **ACADEMICS, ARTS AND ATHLETICS**

Particularly unique is the magnificent biodiversity of the southern Appalachians – literally at our doorstep. This is Brevard's living laboratory, resulting in one of the nation's strongest environmental degree programs. Brevard's environmental-scholars take advantage of hands on field research and leave prepared to make a difference in this critical world-wide concern.

Brevard's pride in the arts is anchored by its Porter Center for Performing Arts and Spiers Art Gallery. Our student-artists experience and contribute to a rich arts tradition that reaches far into mountain communities.

Membership in the South Atlantic Conference has taken Brevard College to new heights in recruiting best and brightest Division II student-athletes. Our student athletes elevate our visibility and national reputation.



Closing the Gap...

OUR HIGHEST PHILANTHROPIC PRIORITY IS SCHOLARSHIP GIVING.

An annual gift is one way in which *everyone*—alumni, parents, grandparents and friends—can help students today, personally and immediately.

The operating principle is that each member of the community is asked to give every year as generously as he or she is able. It's a way of helping out others while giving back.



Because



I was able to travel across the East Coast and the Midwest and make a film on Outward Bound Expeditionary Learning schools.

Brian Randall '11

Major: Elementary Education

Hometown: Centreville, VA

- Paddled down the Savannah River as a Voice of the Rivers team member...
- Moonlights as the white squirrel at BC athletic games...
- Passionate about his volunteer work with area elementary school children...
- Plans to become a National Board Certified Teacher...

Need: A SIZEABLE ENDOWMENT

Building endowment is the decisive next step—without which every other step ultimately will be hobbled. Brevard must build its endowment into the long-term engine to ensure access and quality. In the meantime, the annual income created by new endowments for unrestricted use or scholarships will count toward The Scholarship Campaign to Transform Lives.

Endowment gifts often are made through gift planning, and not just by the wealthy. Donors of varying means may choose gift options that will help Brevard College while serving their own long-term financial goals.



Are Naming Opportunities available?

Yes, all donors at the Brevard Society level or higher will be recognized annually with scholarships awarded in their names or those they wish to honor.

How do I make a Gift or Pledge?

Gifts can be made anytime by contacting our Campaign Office. Pledges may be made in installments up to five years. Gifts or pledges are tax deductible and may be made to Brevard College by all means convenient to the donor including:

- Cash – check, credit card, bank draft or online at www.brevard.edu
 - Marketable securities – stock or mutual fund
 - Irrevocable planned, or deferred, gifts – trusts, annuities
 - Revocable testamentary commitments – wills & bequests
 - Life insurance policies
 - Real or personal property
 - Gifts or commitments by corporations or foundations
 - Matching gifts
 - In-kind gifts related to Brevard's academic mission
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Please Contact Us

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