



Changing the Game



The Campaign for Athletics
at Boston University



To the friends of BU Athletics:

Boston University Athletics is unique. That's why I came to work for Terrier Athletics in 2005. That's why many of you wanted to come here, too.

BU is a world-class institution, and Athletics is committed to providing our student-athletes with outstanding opportunities on the field, in the classroom, and in our larger community. We are dedicated to BU's institutional mission, and we seek to contribute to the University's academic success. That means two things: helping all of our students earn their degrees, and providing an exceptional—and fun!—athletic experience.

How do we do that? By hiring coaches and staff who also serve as mentors and educators. By connecting the dots between athletic prowess, community service, and scholastic achievement. This game plan pays off every year as we graduate well-rounded, talented student-athletes. We also connect with alumni, parents, and friends—every game, every season, and every year—to keep our BU family strong and to provide our students with a glimpse into many possible futures.

In short, we succeed by working with you to continue raising the bar for intercollegiate athletics. And the time has come to take on a new challenge.

In 2012, Boston University launched its first-ever comprehensive campaign. We reached out to you: our true believers, our biggest fans, and our new friends. We reminded you of our impressive history and bright future. And we asked for your help in making our big plans a reality.



You heard us. Better still, you joined us. Over this period, we have raised more than \$27 million in philanthropic support. This generosity has led to the creation of additional endowed scholarships for student-athletes, noteworthy improvements to facilities, significant increases in team operating budgets, and planned gifts that will benefit BU Athletics for years to come.

We have worked hard to be game-changers. We've had some real successes, and we take pride in these achievements. Yet, as any athlete will tell you, the better we get, the more room for improvement we find.

With the increase of The Campaign for Boston University's goal to \$1.5 billion, we in Athletics have chosen to raise our sights even further. Challenges remain—outdated spaces, programs overdue for investment, students in need of financial aid, elite coaches to retain, and dozens of other opportunities for growth—and we know we can do better.

This is a moment for reflection, celebration, and recommitment. So far, we have succeeded in honoring our legacy while reshaping what it means to be our University's Department of Athletics.

Thank you for helping us become who we are. Imagine what we can do next, with your help!

Sincerely,

Drew Marrochello (Parent COM'20)

Assistant Vice President and Director of Athletics

Game Changers

Here's how you become a game changer, every year:

Our alumni, parents, and friends are behind every win we have. Gifts to the Terrier Athletics Fund—the fundraising arm of Boston University Athletics—support BU's 24 varsity teams, making a difference for more than 600 student-athletes.

All gifts made to a varsity program support the day-to-day operating budget of each team. Terrier programs use these funds to create a world-class experience for their student-athletes, providing:

- student-athlete nutrition
 - additional training gear
 - winter and spring training trips
 - travel and accommodations
 - summer-term scholarships
 - enhanced recruiting budgets
 - networking and career mentoring programs
- and so much more.**



Higher-level donors enjoy membership in several elite clubs, earning access to special events, communications, and interactions with players and coaches throughout the season.

These include the:

- Men's Hockey Coach's Cabinet
 - Men's Basketball Hoops Club
 - Annual Fund Leadership Giving Society
 - Athletics Parents' Leadership Society
- and more to come.**

BU Giving Day



The two best days of philanthropy in the history of Boston University Athletics took place on Giving Day 2016, when we raised more than \$513,000, and Giving Day 2017, when we received an historic \$1 million in support of our teams, coaches, and student-athletes.

Help us make history again by sponsoring a challenge, spreading the word, and making your gift. Visit bu.edu/givingday to learn more.

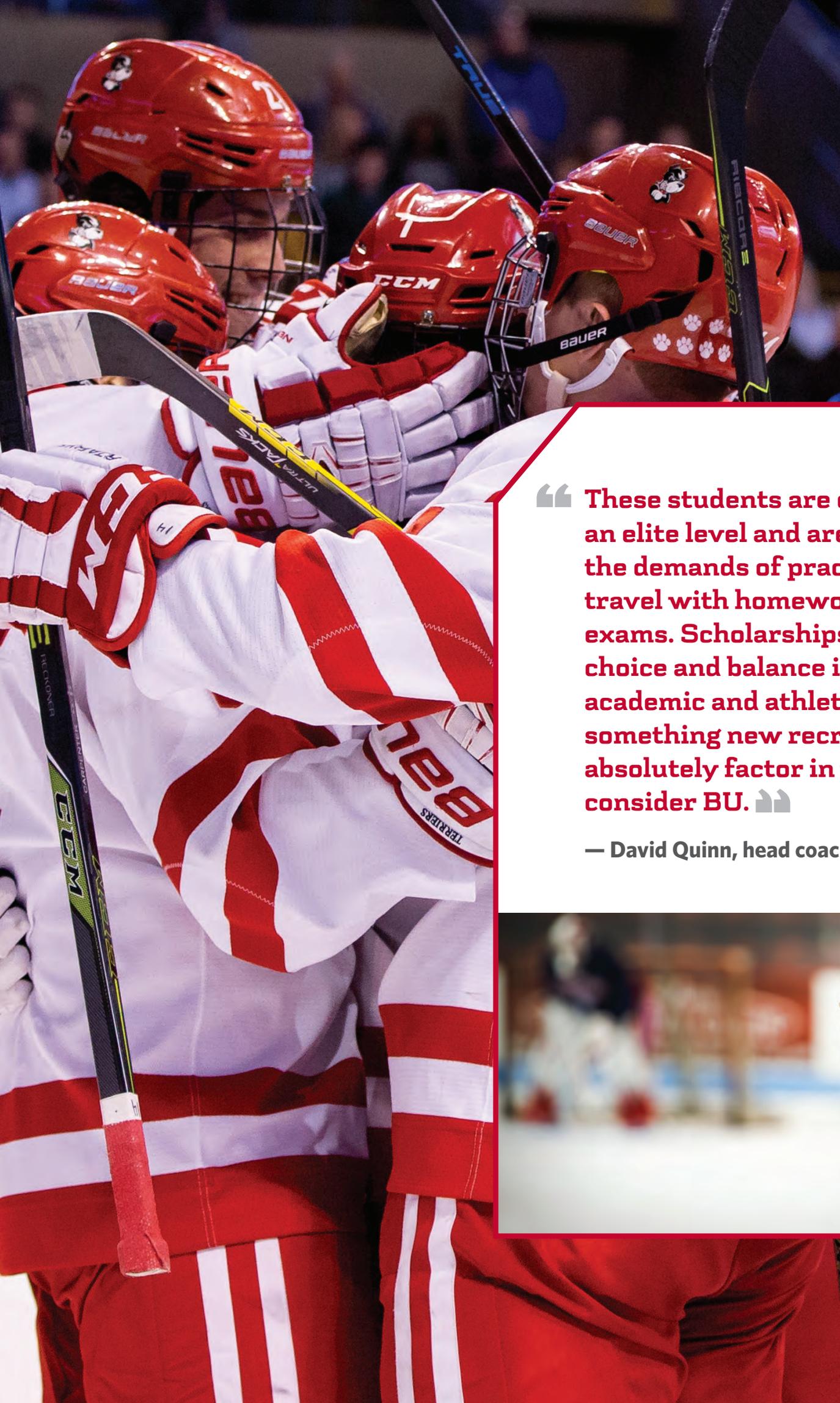
Our Teams

Our students come to BU for an exceptional educational experience, and to become well-rounded students, athletes, and leaders. We promote an *inclusive* environment—which means that we embrace BU's mission to recruit top students, regardless of financial means.

Our focus on merit—rather than money—is both an opportunity and a challenge. Undergraduate scholarships are the core around which Boston University's athletics programs are built. They are enormously important in recruiting: a top athlete is likely to choose another school—potentially a rival—if BU can't meet or exceed that school's aid package. But more important, scholarships enable our athletes to pay more attention to their work, on and off the field, and less to making ends meet.

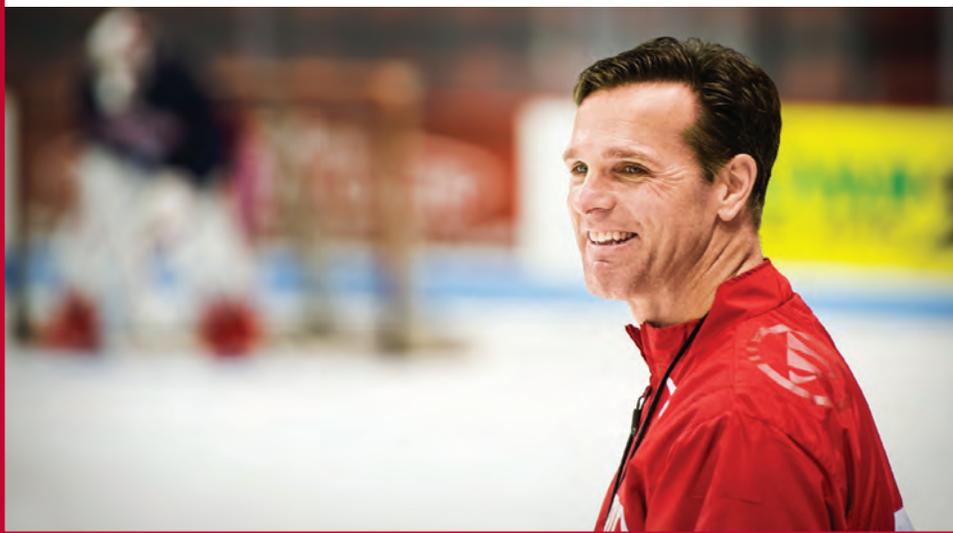
Men's hockey head coach David Quinn (CAS'89) knows that the elite prospects BU recruits sometimes do not intend to stay for a full four years; for example, Charlie McAvoy played for just two years before signing with the Boston Bruins. "But if we enable the student-athlete to take classes in the summer," observes Quinn, "they can potentially earn their degree in a shorter amount of time—keeping them on track to fulfill their dreams of a professional career."

A case in point: goaltender Matt O'Connor (Questrom'16), who stayed at BU for three years. Thanks to summer classes, he was able to join the Ottawa Senators with his finance degree in hand.



“ These students are competing at an elite level and are balancing the demands of practice and travel with homework and exams. Scholarships give them choice and balance in their academic and athletic lives—something new recruits will absolutely factor in when they consider BU. ”

— David Quinn, head coach, men's hockey





In 2014, just one year after joining the Patriot League, Terrier women broke the league record for most conference championships, bringing home seven (the previous record was five). Starting that year, BU has become the most frequent winner of the Patriot League Women's President's Cup for their excellence in regular and postseason play. Your support allows them to be their best, on and off the field, every year.

Our Playbook

The Century Challenge

Right now, donors of endowed undergraduate scholarships can take advantage of **The Century Challenge**, an innovative philanthropic tool unique to Boston University.

Under the terms of the challenge, BU provides a one-to-one match of the payout distributed from all new endowed undergraduate scholarship funds of \$100,000 or more for 100 years, **doubling the good that is done in the donor's name for a full century**. As the University's endowment grows, the market value of your fund will, too, thus increasing both the annual payout and the BU match. And your fund will continue to help educate outstanding young student-athletes for the life of the University—essentially forever.

This is Who We Are. To learn more about our guiding principles, please visit [GoTerriers.com/WhoWeAre](https://www.bu.edu/whoweare).



“ **Our student-athletes train at the level of professional players, while meeting the academic demands of a world-class university. Giving them scholarship support and flexibility helps them succeed on the field and off.** ”

— Nancy Feldman, head coach, women's soccer

Join Us

Donors to The Campaign for Boston University Athletics: Changing the Game have already enhanced the lives of our student-athletes, coaches, and staff through the establishment of endowed scholarships, the creation of new and upgraded facilities, and increased sport-specific operating budgets. There is much to celebrate; however, we strive to go above and beyond in providing Terrier student-athletes with the resources they need to become tomorrow's leaders.

Visit our website or give us a call to discuss several ongoing fundraising priorities, from specific opportunities to hire and retain excellent coaches, to upgrading and expanding our physical spaces, to fueling our students in the classroom and on the field.

It's not too late to make your own mark on Terrier Athletics.



Ready to give? Visit [GoTerriers.com/donate](https://www.bu.edu/terriers/donate) to learn more and to make your gift.

BU Athletics Campaign Priorities

WORLD-CLASS LEADERS

Allow BU Athletics to retain and invest in our talented leaders.

- Director of Athletics endowment: \$5 million
- Head coaching endowment: \$1 million and greater

TRANSFORMATIVE EDUCATIONAL EXPERIENCES

Help give current and future Terrier student-athletes the chance of a lifetime.

- Endowed scholarship: \$100,000 and greater
- Student-athlete full-tuition scholarship (single year): \$68,000 and greater

HIGH-IMPACT STUDENT-ATHLETE EXPERIENCE

Ensure that Terrier student-athletes receive an unparalleled experience in the classroom and in competition.

- Program endowment: \$100,000

CUTTING-EDGE FACILITIES

Honor a former coach, family member, or friend by naming a room or facility.

- Case Gym renovation
- Agganis Arena facilities upgrade

SUMMER SCHOLARSHIP PROGRAM

Support student-athletes as they take classes and train on campus during the summer months, giving them an edge over the competition.

- Program specific: \$50,000 and greater
- Individual student-athlete: \$10,000 and greater

STUDENT-ATHLETE NUTRITION

Give Terriers the fuel they need by supplying food and drink at the strength complex.

- One-year's worth of nutritional offerings: \$50,000

“We know we have succeeded when our alumni tell us they would choose to be Terriers again.”

— Drew Marrochello,
Director of Athletics



We need you!

Boston University Athletics is a strong and impressive program. We have made enormous strides these last few years, and we look forward to taking on the challenges ahead. But we've never done it alone, and never will.

With your help, we will keep Boston University accessible to the best and brightest student-athletes. We will continue to upgrade and expand our facilities, keeping pace with other great institutions. We will attract and retain the most talented, driven, and capable coaches. And we will continue to up the ante.

We are grateful for your support to date, and we are eager to keep changing the game, for the better.

You can help.



“ Coach had me visit campus, and after about five minutes on my tour, I looked at my parents, and I knew Boston University was the place where I wanted to spend my next four years. Making the decision to attend BU has been the best decision I’ve ever made. ”

— Jack Wilson (Questrom’18), men’s lacrosse,
Terrier Pride Endowed Scholarship Student-Athlete





**The Campaign for Athletics
at Boston University**

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"Trustees of Boston University" and
note your chosen team in the memo line.*

**BOSTON
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