

**TRANSFORMING
STUDENTS
TRANSFORMING
LIVES**
The Campaign for Rider University

Campaign Priority I

Ensuring a Rider education is affordable and accessible by growing the endowment

Goal: \$25 million for endowed scholarships and programs

You place their goals within reach by supporting scholarships

By increasing the number of endowed scholarship opportunities for Rider students, you help to build the University's endowment, ensure access to education, lessen student debt, and help the University to attract and keep talented and deserving students.



“My scholarship helped me to become a student leader on campus, and provided me with opportunities to successfully gain experience through internships and create lifelong relationships.”

Brea Rivera '20

Behavioral neuroscience major
President, Zeta Tau Alpha
Vice president, Student Affairs,
Student Government Association
Community assistant, Conover Hall

“A four-year college degree from Rider has taken me from the inner city and placed me in a position to work on Wall Street. Rider was so generous to me, granting me several scholarships that allowed me to fully immerse myself in the collegiate experience without financial worry.”

RahQuan King '19

Financial Services Audit Associate
KPMG



Donors who establish endowed scholarships

Contribute to student success and degree completion

Provide students with academic, artistic, and personal growth

Afford students more time to focus on studies instead of working to meet financial obligations

Make experiential learning opportunities possible

Encourage future philanthropy amongst recipients

Endowments create a legacy

An endowment is a fund that is established and maintained in perpetuity. When your gift of \$25,000 or more is invested, income is generated over time through market appreciation. While the majority of Rider alumni and friends choose to support scholarships, others may wish to create new programs or support existing ones. Following the establishment of the endowment, a portion of the funds then becomes the basis of annual scholarship awards for Rider students or will be designated for program support in perpetuity.

Honor what's dearest to you

Whether in recognition of a program or person, scholarships provide an opportunity to declare your preference. Donors may establish scholarships to support students in particular majors, athletic programs or other endeavors they favor. They may also be created to recognize cherished family members or friends, favorite faculty members, a mentor, a Greek organization, special program, athletic team or other Rider initiatives.

Build a bridge between you and the students you support

Endowed Scholarships create a connection between students and donors. Scholarship donors are invited to meet their scholarship recipients and see first-hand the impact of their generosity on students' lives. Additionally, benefactors receive a yearly financial report on their endowment as well as information about the student(s) who benefited from the scholarship.

Receive immediate tax benefits

An outright gift in the form of cash or appreciated securities may allow you to receive tax benefits in the year you make your scholarship gift to the University.

Ways to establish your endowment

- Make a one-time gift of \$25,000 or more
- Make a multi-year gift
- Include your endowment in your estate plans



- For more information -

Pamela Mingle, Senior Director, Development
609-896-5000, ext. 7725 | pamingle@rider.edu