



Campaign 2012: Taking Excellence to New Heights

SU concluded Campaign 2012, a highly successful fundraising initiative that exceeded its original goal by millions – thanks to community and campus supporters. The initial campaign target was \$25 million. Unparalleled support led that total to be increased twice. The campaign surpassed its goal by nearly \$15 million, concluding just inches from \$40 million. “Salisbury University has a history of doing more with less. I believe that is one reason SU has been ranked a ‘Best Value’ nationally,” said President Janet Dudley-Eshbach. “Since state support alone doesn’t allow us to provide the facilities, programs and scholarships that students need to be competitive in today’s economy, the University has turned to the private sector. As this successful campaign demonstrates, donors at all levels have been enthusiastic and generous. They have

profoundly shaped the future of this campus and community. We are deeply grateful for their unprecedented outpouring of support for higher education at Salisbury University.” The priorities of the campaign were based on the needs of the University, as articulated in its strategic and facilities master plans. The top priority was scholarship funding, including dollars for students and for faculty development and recognition. Highlights of the campaign included a focus on planned giving and stewardship. SU’s President’s Club membership doubled and Varsity Club giving increased 300 percent. At over 16 percent last year, SU’s alumni giving rate also was the highest of University System of Maryland institutions and double the national average of 8 percent.



Sea Gull Century Tops 8K

More than 8,000 cyclists participated in SU’s 23rd annual Sea Gull Century bike ride. Enjoying the flat terrain of the Chesapeake region, cycling enthusiasts came from as far away as Canada, the Virgin Islands and some 40 states. The ride has been called a “Best Bicycling in America” event and also was named among the top 10 century rides in the nation by *Bicycling* magazine. *The Ride Magazine* called it “one of the prettiest big rides in America.” Not only is it Wicomico County’s largest one-day tourism event, but the Perdue School of Business has estimated its annual economic impact on the Lower Shore at \$2.5 million. All proceeds from the ride support programs on campus and in the community, including student scholarships and the local chapter of Habitat for Humanity.



Supporting a Healthy U

After changing the lives of 11,000 members across the Delmarva region, Healthy U of Delmarva came to an end in 2012. Organizers continued to honor community members and groups for promoting healthy choices through its final HUEY Awards, providing some \$6,000 to its winners: Center 4 Clean Start for corporation; Calvin B. Taylor Bank (below) for small business; James M. Bennett High School for education and Trinity United Methodist Church for house of worship. Hudson Health Services won Most Outstanding, and its admission director, Shiela Pullen of Salisbury, was the individual winner. These individuals and organizations were recognized for their creativity and dedication in developing programs to encourage wellness.





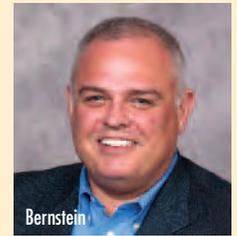
Engine for Economic Growth

At the ribbon-cutting of the Sea Gull Square residence hall and retail complex, organizers celebrated a project that represented true partnership and cooperation. The SU Foundation, Inc. was visionary in its purchase of the original property. The construction of the first residence hall on main campus in two decades enjoyed the support of the University System of Maryland. The Main Street style was possible because of collaboration with Rinnier Development Company in partnership with R. Clayton Emory. Some 23,000 square feet are dedicated to ground-floor retail space, which Rinnier and Emory developed. There are 11

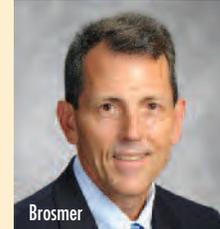
retail spaces on the lower level of Sea Gull Square, topped by a residence hall with 185 apartment-style units. Among those businesses leasing the space are Pemberton Apothecary, Roly Poly and Designer's Edge Hair Salon. The University's continuous growth is a major attraction for businesses looking to infiltrate a lucrative market, which SU officials say pumps roughly \$400 million into the local economy each year. Recent construction has contributed an additional \$300 million to the local economy, according to the Perdue School's Business, Economic and Community Outreach Network. Sea Gull Square and Perdue Hall, which were built concurrently, created some 500 jobs throughout their construction.



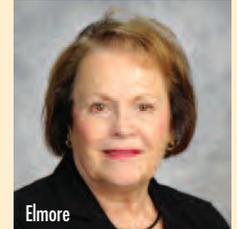
Abercrombie



Bernstein



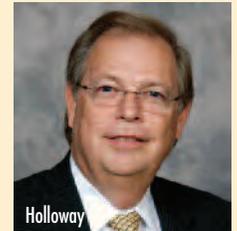
Brosmer



Elmore



Garigliano



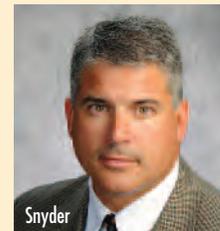
Holloway



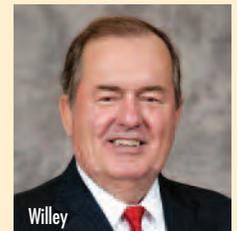
Marshall



Rosenthal



Snyder



Willey

New Board Members

The Salisbury University Foundation, Inc. recently welcomed 10 new members to its board of directors. They are: Joanna Cato Abercrombie, Kevin Bernstein, Bob Brosmer, Dr. Carolyn Elmore, Michele Garigliano, Richard "Rick" Holloway Jr., Dwight "Duke" Marshall Jr., Dr. Thomas Rosenthal, Dr. Christopher Snyder and Benjamin Willey. Many of the new members have extensive family connections to the University, and all bring a wide range of interests and experiences. The infusion of their ideas and energy will provide the Foundation with excellent guidance, ultimately benefitting students and the entire campus community.