THE RISING TIDE™
A CAMPAIGN FOR THE UNIVERSITY OF ALABAMA®
We are each like drops of water...

What is The Rising Tide?

- The Rising Tide is a 10-year comprehensive campaign that will benefit and enhance all areas of campus.

- The silent phase began on October 1, 2016 with a public announcement on September 10, 2021. It will conclude on September 30, 2026.
Why now?

• The last capital campaign for The University of Alabama concluded in June 2009 and raised over $612 million.

• We must reinvest and renew our gifts to continue as an exceptional public university that is further elevated among national and international audiences.
Campaign Cabinet

C.T. Fitzpatrick, Honorary Chair
Marillyn Hewson, Honorary Chair
Karen and Jim Brooks, Co-Chairs
Kathy and Mike Mouron, Co-Chairs
Robert Abernathy
Will Brooke
Myla Calhoun

Ed Drummond
Frances Fisher
Dana Garmany
Dedie Hendrix
Mike House
Harris Morrissette

Ozzie Newsome
Cathy Randall
Clay Smith
Annie Somerville
Phil Webb
Allen Yeilding
What is our goal?

• Our financial goal will be a watershed $1.5 billion, the highest amount ever raised for a capital campaign in the state of Alabama.

• Funds from this campaign will benefit our students, our faculty and staff and our facilities across campus.

• Progress: More than $941 million raised representing almost 63 percent of the goal with approximately five years remaining.
What are the four Campaign Pillars?

- **PROMISE:** Scholarships, fellowships and programming for undergraduate and graduate students
- **PROMINENCE:** Endowed faculty positions and research
- **PRIDE:** Facilities and campus enhancements
- **PASSION:** The Crimson Standard for Athletics facilities and programs
PROMISE

• New endowed scholarships and a focus on leadership development and experiential learning will produce the next generation of dynamic leaders and determined innovators.

• The Rising Tide will add **1,000 new endowed scholarships and fellowships.**

• Progress: 579 new scholarships.
PROMINENCE

- Research and endowed faculty positions reinforce the University’s rise to prominence as a world-class leader in higher education.
- The Rising Tide will add **75 new faculty endowments**.
- Progress: 39 new faculty funds.
PRIDE

• The University’s labs, studios and classrooms drive creative innovation and outstanding research.

• The Rising Tide will impact more than 500,000 square feet of space across campus.

• Progress: Hewson Hall, PAAC, Stran-Hardin Arena, etc.
Through The Crimson Standard, the Crimson Tide will remain at the forefront of collegiate athletics by enhancing facilities and scholarships.

The Rising Tide will raise more than $600 million for athletics facilities, program support and scholarships.

Progress: $376 million raised.
Join The Rising Tide

How can I contribute to The Rising Tide?

• Outright gifts of cash, checks and by credit card.
• Recurring gift options through bank draft, multiple-year commitments through pledges and gifts of securities.
• Real estate and planned gifts such as bequests, trusts, insurance, charitable gift annuities, retirement plan beneficiary, etc.
Together we become a force...

Please visit our campaign website at:
risingtide.ua.edu

Questions?
Please contact the Division of Advancement
giving.ua.edu or 205.348.4767
Thank you!