



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.



THE RISING TIDE™

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.



THE RISING TIDE™

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



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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.



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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



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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.



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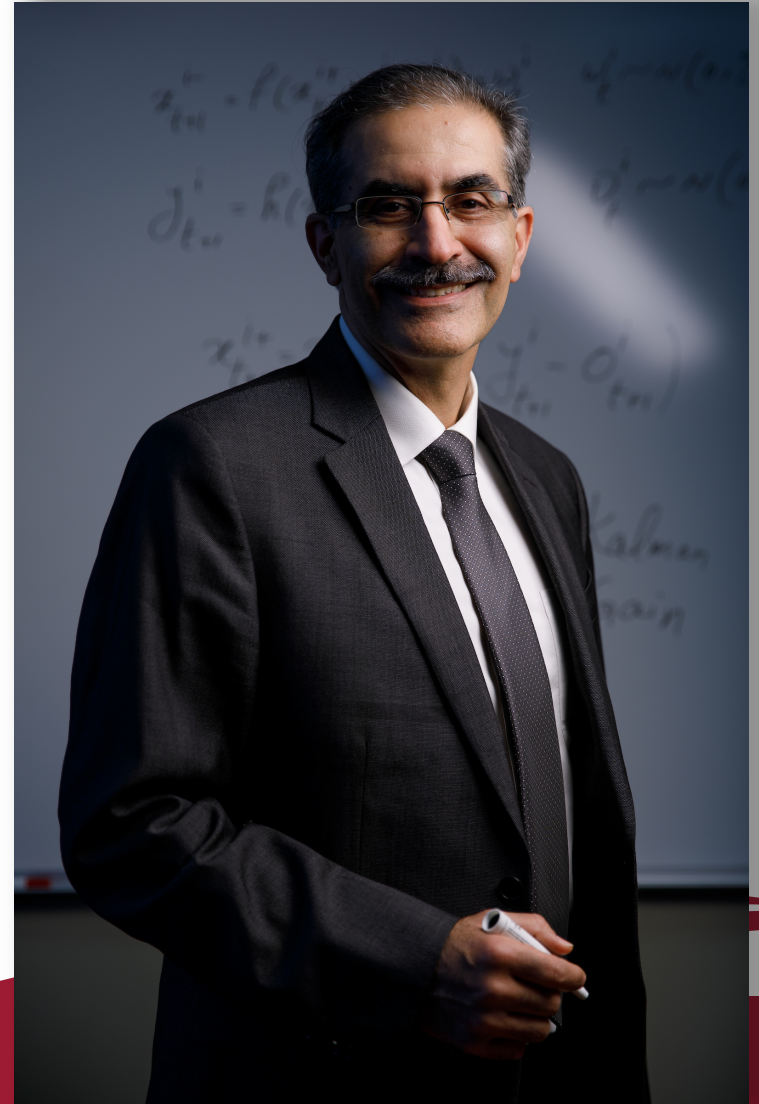


PROMINENCE

- 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.



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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.



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PASSION

- 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.



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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.



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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**



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Thank you!



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