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Winthrop Exceeds 2025 Fundraising Goal for Unrestricted Annual Giving

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Winthrop Exceeds 2025 Fundraising Goal for Unrestricted Annual Giving

January 30, 2019

HIGHLIGHTS

- \$714,212 was raised in 2018 for the Winthrop Fund, surpassing the 2025 Winthrop Plan target of \$700,000. A total of 1,668 donors contributed to the success of the fund.
- The Winthrop Fund supports scholarships, the Winthrop Alumni Association, faculty awards and other university initiatives.

ROCK HILL, SOUTH CAROLINA – A flurry of end-of-year giving propelled Winthrop ahead of a strategic goal to increase support for student scholarships and other university initiatives.

For the 2018 calendar year, \$714,212 was raised for the Winthrop Fund, the university's key source for unrestricted annual giving, which surpassed the 2025 Winthrop Plan target of \$700,000.

This significant achievement was made possible by the generosity of 1,668 donors who contributed to the success of the Winthrop Fund in 2018.

"Alumni, friends, parents, students, faculty and staff understand that every gift matters, and we are truly grateful for this level of support that helped us surpass a significant fundraising goal," President Dan Mahony said. "The university will continue to build off of this year's success, and support and implement initiatives that create a culture of giving on campus and in our community. Our generous donors have provided critical scholarship support to our students, and we can't thank them enough for their continued support of Winthrop."

The 2018 amount raised represents the second-largest total ever raised for the Winthrop Fund.

This year's total supports one of the major fiscal goals of the Winthrop Plan, the university strategic plan through 2025, which is to ensure financial stability and sustainability.

Unrestricted gifts are a critical revenue source for the Winthrop Fund, which supports student scholarships, University Advancement/Winthrop Alumni Association, faculty awards and other university initiatives on an annual basis. Without restrictions, the funds can be used immediately where they are most needed.

An key strategy in the Winthrop Plan is to develop and implement innovative approaches to fundraising. One of the newest donor initiatives is the Winthrop Leadership Society, which recognizes donors who pledge to make annual gifts of \$1,000 or more to Winthrop over a five-year period. The generosity of these donors provides long-term financial stability, with significant funds already pledged before the beginning of each year.

For more information about the Winthrop Fund or the Winthrop Leadership Society, please contact Evan Bohnen, vice president for university advancement, at 800/801-1083 or bohnene@winthrop.edu.

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