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Winthrop Launches Public Phase of \$50 Million Campaign

Winthrop University

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Winthrop Launches Public Phase of \$50 Million Campaign

Quick Facts

- The campaign has already raised \$33.5 million during its silent phase towards an overall goal of \$50 million.
- The campaign's overall investment goal of \$50 million will support Winthrop's commitments to continuing to achieve excellence, developing students' capacities to engage global issues, and making a Winthrop education accessible to more students.



Carlos Evans

ROCK HILL, S.C. - Winthrop University has kicked off the public phase of *Distinction: The Campaign for Winthrop*. Only the second major fundraising campaign in the University's 125-year history, *Distinction* celebrates the three ideals of honoring the past, engaging the present and enabling the future.

The campaign has already raised \$33.5 million during its silent phase towards an overall goal of \$50 million, said campaign co-chairs Carlos Evans, president of the [Winthrop University Foundation](#), and Vivian Moore Carroll '73, former president of the [Alumni Association](#).

Winthrop's first campaign, A Lasting Achievement, ran from 1997-2003 and raised \$31.2 million, surpassing its \$26 million dollar goal.

The occasion of the public launch was marked on Oct. 14 with an evening of special events to thank donors to the campaign, including a reception featuring **archival displays** and **historic memorabilia** and a dinner complete with an **African drum procession** and a live performance of "**All I Care about Is Love**" from the [Department of Theatre and Dance's](#) production of the Broadway hit musical "**Chicago**."

Distinction: The Campaign for Winthrop has **three primary goals**: informing stakeholders about Winthrop's advancements and achievements; involving and engaging the Winthrop community in the progress of the university's mission; and encouraging financial investment in Winthrop's future.

The campaign's overall investment goal of \$50 million will support **Winthrop's commitments to continuing to achieve excellence, developing students' capacities to engage global issues, and making a Winthrop education accessible to more students**. Campaign contributions help enhance and sustain the Winthrop experience, said Brien Lewis, vice president for university development and alumni relations.

During the Oct. 14 event announcing the public phase, President Anthony DiGiorgio echoed a remark he made during his early days as Winthrop's president, saying, "Excellence once attained is not held forever but is retained only through continuing effort and commitment."

For more information, contact **Amanda Stewart**, director of communications and donor relations, at 803/323-4493 or e-mail her at stewartaj@winthrop.edu.

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