



COLLEGE OF BUSINESS
COLORADO STATE UNIVERSITY

BUSINESS FOR
A BETTER WORLD,
WITH YOUR SUPPORT





At **COLORADO STATE UNIVERSITY'S COLLEGE OF BUSINESS**, we believe business has the power to create meaningful change and solve complex challenges in Colorado and around the globe. Our mission of transforming lives through impactful education engages students, employers, alumni, donors, faculty, and staff who believe in the transformative power of business. As a College of Business supporter, you can help us lead the way in business education around the globe through scholarly research and community engagement.

Business for a Better World

We believe that uniting purpose and profit has the power to change the way business is done – and, consequently, the power to change the world. Today's students want to learn at business schools that teach the importance of the triple bottom line – people, planet, and profit – and we are committed to uniting those principles in a top-quality business education that gives students a strong ethical foundation while teaching them how to address business's biggest challenges.

NATIONAL VISIBILITY

Our overarching goal is to establish the College as a national leader in advancing business in addressing the social, environmental, and economic challenges of the 21st century through:

RESEARCH

Elevate the quality and impact of our scholarship.

STUDENT ACCESS & SUCCESS

Transform the educational experience to enhance learning, champion access, and improve students' opportunities for success.

STUDENT PREPARATION

Impart students with the values, knowledge, and skills to navigate rapidly evolving markets and careers and to address global challenges with sustainable business models and practices.

COMMUNITY ENGAGEMENT

Engage and enrich the communities we serve.



“Receiving this scholarship helped me regain some confidence. Knowing that I could worry less about money and paying for school and focus more on my education and making up the missed classes to graduate on time made a world of difference for me.”

– Ashley Gorman (B.S., '19), Senior Airman, Colorado Air National Guard, Gary B. Halley Veterans Scholarship Recipient

The core of our mission is to provide student access to a high-quality education

Scholarships and fellowships provide students with essential access to our top-ranked AACSB-accredited degrees. Your contributions make the difference in students' opportunities to participate in research and experiences to enhance their education. We believe in our students and expect them to succeed and lead the way in making Colorado and the world a better place.

UNDERGRADUATE STUDENT SUPPORT

(\$25,000 and \$50,000)

Support in this area allows the College to recruit and retain students and transform future leaders through diverse educational experiences and personal growth.

GRADUATE STUDENT SUPPORT

(\$50,000)

Graduate students are key members of cutting-edge research teams and play a vital role in mentoring our undergraduate students. Private support in this area can also bolster research programs and responsiveness to industry to meet the needs of a changing world.

Investing in people and programs drives academic and research innovation

Endowing vital programs and world-class faculty and staff, including academic, research, and administrative positions, is critical to growth and innovation in the College of Business. Your support will significantly transform the breadth and sustainability of our efforts.

CHAIRS

- Presidential (\$6 million)
- University (\$3 million)
- College (\$1.5 million)

PROFESSORSHIPS

- University (\$750,000)
- College (\$375,000)

VISITING LECTURER (\$250,000)

FELLOWSHIPS

- Endowed Fund* (\$100,000)
- Expendable Fund \$50,000

PROGRAMS

- (\$25,000)

Private support for programs in our College sustains the valuable work of our faculty, staff, and students.

**An endowment is a long-term investment in which the principal is kept intact and a portion of the investment income is available for use each year. Minimum endowment levels are reflected in parentheses for each priority.*



Facilities: Spaces to learn and discover

Contemporary and technologically advanced facilities and classrooms support academic and research growth and facilitate interactions with industry partners that are critical to achieving our vision.

- New College of Business Building (\$50 million)[†]

[†]Estimated building cost; subject to change.

Programs to name

- College of Business (\$50 million)[†]
- Departments (\$10 million each)[†]
- Institute for Entrepreneurship (\$5 million)[†]
- Career Management Center (\$5 million)[†]
- Impact MBA (\$5 million)[†]
- Global Business Academy (\$2 million)[†]
- Beverage Business Institute (\$2 million)[†]

[†]Project costs subject to change.



WAYS TO GIVE

All forms of giving provide significant benefits to Colorado State University.

GIFTS OF CASH

Check, credit card, wire transfer, and cash are the most common ways of giving.

PLANNED GIVING

Bequests, charitable gift annuities, and charitable remainder trusts offer donors a variety of ways to support the University and experience current and long-term benefit.

GIFTS OF SECURITIES

Appreciated stock is a popular asset used for charitable giving.

GIFTS OF REAL ESTATE

Donated homes, land, and other types of real estate advance research and educational programs at Colorado State University.

GIFTS IN KIND

Gifts of personal property support our College, a department, or other areas designated by the donor, and can include equipment, books, art, or other tangible property as long as the University can use the gift in furtherance of our mission.

CSU ALUMNI ASSOCIATION MEMBERSHIP

Your membership is a gift that impacts students, alumni, and CSU. Plus, it more than pays for itself in valuable member benefits.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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CSU is an equal-access and equal-opportunity University.