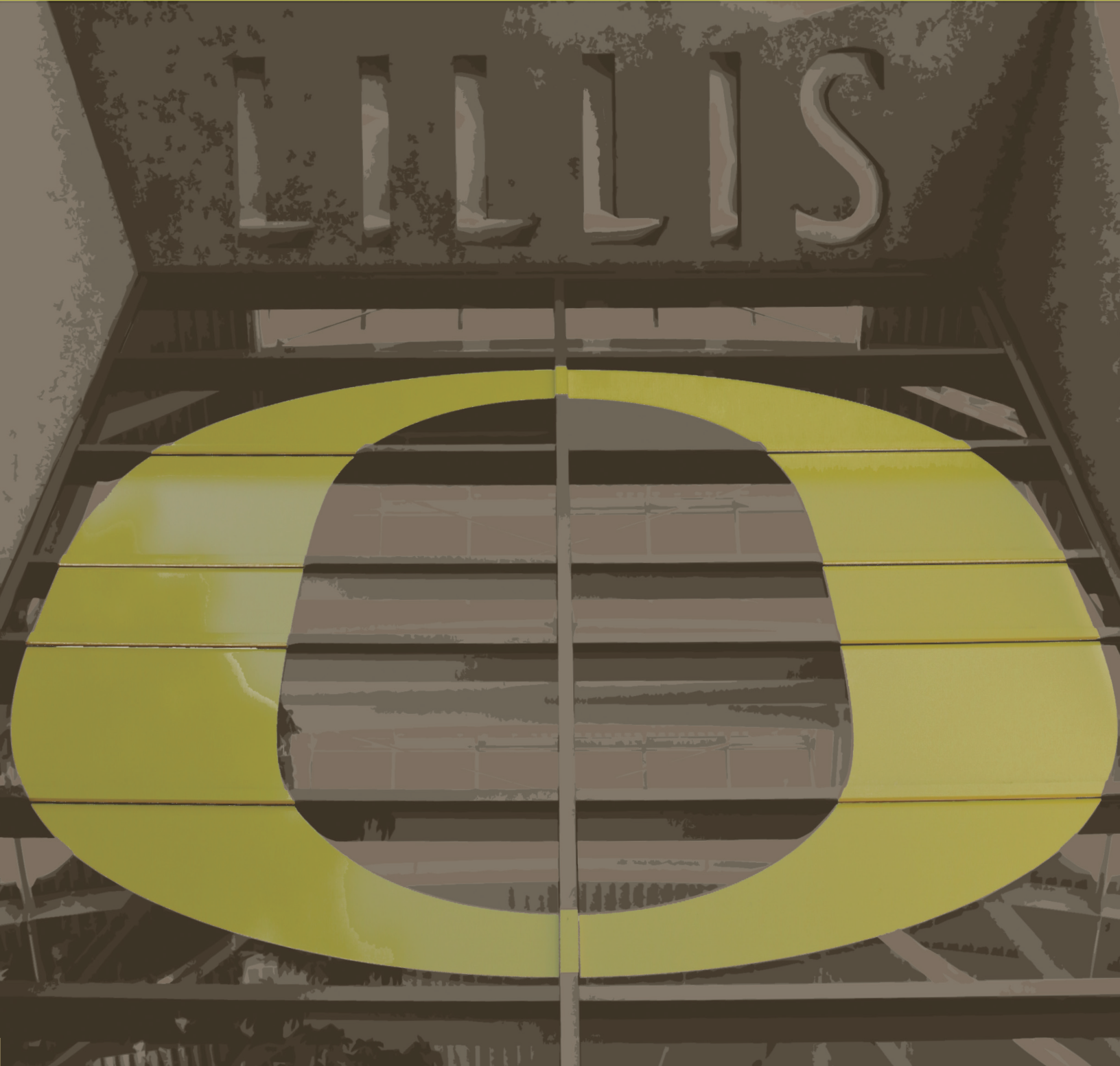




UNIVERSITY OF OREGON
Lundquist College of Business

LEADING THE WAY
INVESTORS FUND



PREPARING FOR THE FUTURE

DREAMS ARE EASY. MAKING THEM REAL—THAT'S HARD WORK. THE UNIVERSITY OF OREGON'S LUNDQUIST COLLEGE OF BUSINESS IS WHERE THE WORK BEGINS. IT'S THE PLACE WHERE YOU—OUR ALUMNI AND DONORS—LEAD THE WAY TO SUPPORT FACULTY AND STUDENTS, INVEST IN NEW IDEAS, AND MAKE A LASTING IMPACT ON BUSINESS AND THE WORLD.

Big ideas, core skills, hands-on experiences, and global perspective—these attributes are essential to business success today and are at the center of the Lundquist College of Business educational mission. We strive to not only prepare students with the skills to succeed in business but also to empower them to create, apply, and disseminate knowledge in order to make significant contributions to their professions, communities, and society.

We have a bold vision and an awareness that everything we do and teach impacts more than the students in our classroom. And this is why we are committed to delivering a dynamic learning environment where world-class

professors engage and get to know students, where students work on real projects for real companies, and where alumni go on to high-powered jobs worldwide.

Today, we are a nationally recognized business school with outstanding educational and research programs. We boast the number one sports business program in the nation, a top-tier entrepreneurship program, distinguished alumni and connections in the financial industry, and a growing program in sustainability and business innovation. As we solidify our position among the world-class business schools, we are proud to stand among the top twenty-five at a public university and in the top ten of all schools on the West Coast.



YOU MAKE IT POSSIBLE

To continue our mission to achieve the highest levels of academic excellence, the college relies on the generosity of alumni and donors. Only through private gifts are the college and the university able to deliver the powerful business education that positively influences our world and economy. You provide the margin of excellence that is the difference between being a good business school and a great one. Your support enables the Lundquist College to evolve as a leader in business education.

GIVING PRIORITY

Student Support. At both the undergraduate and graduate levels, need-based and merit-based financial aid are important factors in the competition for promising, high-achieving students. As tuition rises to compensate for declining state funding, scholarship assistance becomes an even more valuable tool for attracting top in-state and out-of-state students. Merit-based scholarships at the MBA and graduate levels are also effective recruiting tools. As we seek to double the size of our MBA program, student scholarship support will be critical.



“IF THE UNIVERSITY OF OREGON WERE A STOCK, IT WOULD BE A GOOD INVESTMENT. THE LUNDQUIST COLLEGE OF BUSINESS PRODUCES AN AMAZINGLY HIGH-QUALITY PRODUCT IN ITS STUDENTS.”

Abbott J. Keller '72, Chief Investment Officer,
Kestrel Investment Management Corporation

UNRESTRICTED GIVING



One of the most meaningful ways you can invest in the college of business is through annual unrestricted gifts. Such gifts provide the college the flexibility to maintain a competitive edge, to seize strategic opportunities, and to meet the most pressing needs of students. With nearly 20 percent of our funding coming from private gifts, unrestricted gifts are essential to closing the budgetary gap in declining state funding without putting the burden on students through increased tuition.

Unrestricted gifts also have a powerful and immediate impact. Your donation gets to students faster, providing an even greater return on your investment in future generations of business leaders.

Donors may choose to contribute unrestricted gifts through the Lundquist College's Investors Fund or Accounting Circle. Both funds directly support:

- Student services and scholarships
- Curriculum and program enhancement
- Faculty recruitment and retention
- Technology and facilities upgrades
- Experiential learning and research
- Alumni and community outreach.

Investments also afford donors special benefits, including invitations to college-hosted events and acknowledgement in the college's magazine at the following levels:

Heritage Investor: \$10,000+

Legacy Investor: \$5,000+

President's Investor: \$2,500+

Dean's Investor: \$1,000+

Loyalty Fund Investor: \$250+



Those donating \$2,500 or more are also recognized on the donor wall in the Lillis Business Complex and are automatically enrolled as members of the University of Oregon President's Society, a distinguished circle of alumni and friends who are active in shaping the future of the University of Oregon. The annual investment period is July 1–June 30.

Those giving to the Accounting Circle also receive special recognition in Department of Accounting publications, with Accounting Circle membership levels starting at \$1,500.

GIVING PRIORITY

Faculty Support. The ability to recruit and retain top faculty talent determines the level of academic excellence the college can achieve. To keep up with student demand for our programs and enhance our ability to share expertise with national and international business leaders and alumni, we must hire additional professors and provide more attractive compensation for existing faculty members. Within the next five to eight years, we aim to grow our tenure-track faculty to sixty, adding at least thirteen tenure-track faculty members to the current forty-seven. We also aim to increase the number of nontenured faculty. Additionally, to provide the best experiential learning opportunities possible, we have created a new category of faculty—Professors of Practice—who will share real-world experience in the classroom and bring students closer to businesses. Funding for Professors of Practice is entirely donor supported.

GIVING PRIORITY

Experiential Learning.

Lundquist College students benefit from a distinctive education that combines an integrated understanding of business's role in society with hands-on experiences applying that knowledge. This "experiential learning" is a hallmark of our education, and we draw on our centers of excellence—the Finance and Securities Analysis Center, Warsaw Sports Marketing Center, Lundquist Center for Entrepreneurship, and Center for Sustainable Business Practices—to deliver these real-time opportunities.

The centers provide hands-on experiences through case competitions, workshops, targeted projects, and internship and job placements. They also offer exposure to leaders in their respective industries while providing an interdisciplinary home for faculty collaboration, course development, and research. The future of these centers depends on securing permanent funding for their operations so that we can deliver the education that we know builds the strongest business leaders.



“THE LUNDQUIST COLLEGE OF BUSINESS HAS SHOWN A MOST SPIRITED AND PASSIONATE PURSUIT OF ITS OBJECTIVE OF BECOMING A PREMIER NATIONAL-LEVEL BUSINESS SCHOOL. THIRTY YEARS OF BUSINESS AND COMMUNITY-SERVICE EXPERIENCE HAVE TAUGHT ME THAT ORGANIZATIONS EXHIBITING SUCH ATTITUDES USUALLY REALIZE THEIR OBJECTIVE.”

John T. Hartley '77,
Project Manager, Best Consulting

THANK YOU

Thank you for considering a gift to the University of Oregon's Lundquist College of Business. We welcome the opportunity to answer questions and tell you more about investing in the future business leaders of Oregon and beyond. Please contact us at:

Development and External Relations

1208 University of Oregon

Eugene, OR 97403

T 541-346-1346 | F 541-346-3338

business.uoregon.edu/invest



GIVING PRIORITY

Global Relevance. A global perspective is essential for business today. For several years, we have provided students with an opportunity to experience the business and culture of China first-hand through the Engaging Asia study tour. Recently, we relaunched an exchange program with Nyenrode Business University in the Netherlands, and we are actively creating partnerships to expand our presence in Singapore, Germany, Korea, South Africa, and more. A strategic priority for the college is to secure permanent funding for the Engaging Asia program and enlist donor support to substantially expand offerings for global study tours and academic projects, international exchange programs, and internships abroad. Ultimately, we aim to provide an opportunity for every student—focusing on the MBA and Master of Accounting level first—to participate in at least one global experience during his or her time at the University of Oregon.





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