



# Moving Students *forward*

“Iowa State is known as a caring university, committed to helping students achieve their goals before and after graduation. It is my first priority to be true to this brand and this culture, and to continue improving our retention, graduation and placement rates, which means keeping the academic and student service programs strong. Just as important, we must be accessible. And being accessible means being affordable.”

— **Steven Leath, President**, Iowa State University

To prepare tomorrow’s leaders and world citizens, educational institutions must remain accessible for today’s young people. Iowa State University is committed to fulfilling its mission as a land-grant institution to ensure that students can pursue their educational goals and dreams — and prepare for meaningful careers in which they can help solve the world’s greatest problems.

To do this, the university is asking the Iowa State family to come together in support of *Moving Students Forward*, a five-year initiative to raise \$150 million for scholarships and other student support. Scholarships not only make the difference in enabling young people of all backgrounds and abilities to attend Iowa State, but they also ensure that once here, students are able to engage to their fullest potential – excelling in the classroom and participating in organizations and activities that build skills, character and confidence.

Only 25 percent of current Iowa State students receive private scholarship assistance. *Moving Students Forward* seeks to raise that number substantially through new gifts for student support, including flexible scholarship funds, need- and merit-based scholarships, support for international and experiential learning, and graduate scholarships and fellowships.

## 1 MAX 100 WORDS

“I am the first in my family to go to college, and I am paying for my own education. I work during the school year part time, and when school is not in session, I work 40 or more hours a week in my hometown at a fast-food restaurant. It is because of the scholarships I receive that I am able to attend Iowa State. If I could talk to donors, I would encourage them to continue giving, because whether it’s \$100 or \$10,000, the support is much appreciated, especially by students who have worked hard for their education.”

— **Tyler Wilson**, Class of 2015



## 2 MAX 100 WORDS

"I have strived to always challenge myself, take every opportunity offered, and never sit idle. As an Iowa Governor's Scholar and a National Merit Scholar, I was leaning toward Iowa State for its strong academics, but the private scholarship I received was the determining factor in my choosing to come here because it lifted such a large financial burden off my family. I truly appreciate the donors' generosity and am inspired to someday provide a scholarship like this to tomorrow's ambitious college students."

— **Katie Riese**, Class of 2016



## Ways to Support Students at Iowa State

By supporting *Moving Students Forward*, you can invest in the future of deserving students at Iowa State University. Scholarship support is essential to give the university a competitive edge in attracting students to Iowa State and allowing them to thrive here. Support that may be used flexibly to address the changing scholarship needs at the university creates opportunities for students who wish to attend Iowa State. Scholarship support may also be designated to fulfill specific goals, such as making an education accessible for students with need, drawing students who are academically gifted, rewarding and encouraging students who engage in leadership or international study, or recruiting and retaining talented graduate students.

## How You Can Participate

There are many ways for donors to participate in *Moving Students Forward* and nearly any donor can have a profound impact by supporting students. With each gift comes a personal story; many scholarships offer an option to create a named fund to honor family members, show gratitude to a faculty member or mentor, or otherwise associate the donor's name with the university for years to come.

Whatever your inspiration, the need has never been more urgent, and the investment more worthwhile. Iowa State's alumni and friends are known for their loyalty and commitment to future generations of Cyclones. By establishing a gift in support of student scholarships, you will enable deserving students to have an Iowa State experience that will shape the rest of their lives — and empower Iowa State graduates to make a difference for the state and the world.

**For more information about how you can be part of *Moving Students Forward*, please visit [www.foundation.iastate.edu](http://www.foundation.iastate.edu).**

## 3 MAX 100 WORDS

"My vision for Iowa State University is a work in progress, and it will be developed in collaboration with all of the university's stakeholders and constituents, including the many alumni and friends of the university. As president, I want Iowa State to shine in every way – from our students, faculty and staff; to our buildings, walkways and grounds; to our academic programs and many services to Iowans. We can achieve this, with Iowa State's incredible family of alumni and friends as our partners every step of the way."

— **Steven Leath**, President, Iowa State University

**4** MAX 115 WORDS

### Student Biography

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**5** MAX 50 WORDS/COLUMN

### Scholarship Types

**Flexible scholarship funds** that can be directed based on the current needs of the university are especially valuable. Such funds allow Iowa State to make awards to students with financial need who wish to attend Iowa State, or to provide merit awards to those whom the university seeks to attract.

**Need-based scholarships** help attract an even greater number of bright, hardworking students to Iowa State with the potential to become our next generation of insightful thinkers and problem-solvers. This includes support for students to pursue leadership and service-learning opportunities, and to enable students to stay in college and graduate on time.

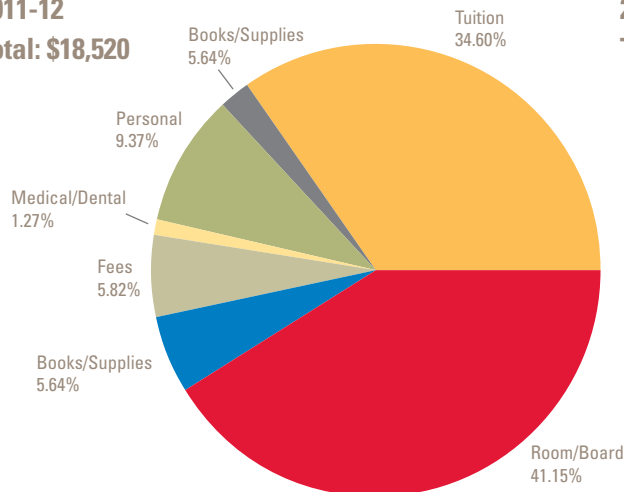
**Merit scholarships** allow the university to draw the best and brightest students from across the state and the country to Iowa State. These awards provide support for leadership opportunities, as well as diversity awards to bring students with unique backgrounds and experiences who can contribute to advancing diverse perspectives among students and faculty.

**6**

#### Undergraduate Resident Budget

2011-12

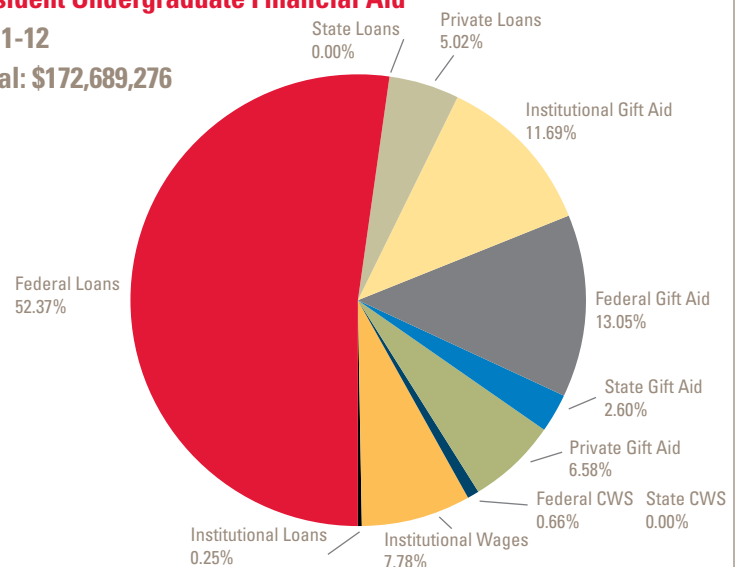
Total: \$18,520



#### Resident Undergraduate Financial Aid

2011-12

Total: \$172,689,276



**IOWA STATE UNIVERSITY**  
**FOUNDATION**

2505 University Boulevard | P.O. Box 2230 | Ames, Iowa 50010-2230  
*phone* 515.294.4607 | *toll free* 866.419.6768 | *fax* 515.294.6521  
[www.foundation.iastate.edu](http://www.foundation.iastate.edu)