

NEWS RELEASE

Kennesaw State Launches Public Phase of \$200 Million Fundraising Campaign

10/6/2023

KENNESAW, Ga.--(BUSINESS WIRE)-- Kennesaw State University today launched the public phase of **The Campaign for Kennesaw State**, the largest, most comprehensive fundraising effort in the University's history. The announcement was made during a campus event attended by members of the KSU Foundation, donors and community leaders.

During the event, the University announced that it was increasing the campaign goal from \$125 million to \$200 million following the overwhelming success of the private phase, which began in 2019. The University raised nearly \$120 million during this first phase.

"The outpouring of support for KSU has been nothing short of incredible, and I'd like to express my gratitude to everyone who has given thus far and to those who plan to give in the future," said Kennesaw State President Kathy Schwaig. "This campaign comes at a time when the University is experiencing unprecedented growth, and the support garnered from this effort is critical in furthering KSU's commitment to its students and the community."

With a theme of "Together we make a difference," **The Campaign** will inspire student success through funding for scholarships and support programs, accelerate discovery by strengthening and enriching the University's multidisciplinary research initiatives and enhance the community by improving academic and athletic facilities.

"This campaign is a first for Kennesaw State, as it embodies all 11 colleges, Student Affairs, KSU Athletics and University research initiatives," said Lance Burchett, KSU vice president for advancement and head of the KSU Foundation. "We are poised to make a profound difference, and working together with our community, I am confident that we will be successful in achieving our goal."

Kennesaw State is Georgia's third-largest university with more than 45,000 students across two metro Atlanta campuses in Kennesaw and Marietta and online. Along with its rapid growth in enrollment and programs, KSU has become an important center for robust research focused on solving real-world problems. In 2018, Kennesaw State earned the Carnegie R2 designation for institutions with high levels of research activity, a level attained by just 7% of U.S. universities. In addition, Kennesaw State is an important part of the economy of Georgia, having an economic impact of more than \$2 billion in 2021.

Along with the support of 19 KSU Foundation Trustee volunteers, **The Campaign for Kennesaw State** is co-chaired by Michael A. Leven, former Chairman and CEO of the Georgia Aquarium, and Beth Lowry, CEO of Holder Construction Company and KSU Foundation Trustee. Debbie Pike, CEO of Meritage Restaurant Group and KSU Foundation Trustee, serves as vice chair.

"It's an honor to see firsthand the impact our alumni and students are making in our community. Together we are charting a course for success," said Lowry.

Lead donors who propelled KSU from the private phase to the public phase include:

- Norman and Lindy Radow (**Radow College** and **KSU Athletics**),
- Audrey Morgan and the Bobbie Bailey Foundation (**College of the Arts** and the Academic Learning Center),
- Wellstar Health System (**Wellstar College of Health and Human Services** and **School of Nursing**),
- Henssler Financial (**Coles College of Business** and KSU Athletics),
- Doug and Robin Shore (**KSU Journey Honors College** and the Coles College of Business), and
- Jim and Wanda Hills (**Southern Polytechnic College of Engineering and Engineering Technology**).

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Source: Kennesaw State University