

# Transforming RIT

The Campaign for **Greatness**

## SCHOLARSHIPS

Transform Lives through Education



### Pillar One

**Your gift to scholarships is a promise to transform a student's life by supporting their education.**

### A Simple Promise has Power

So many RIT students have the ability and desire to succeed but don't have the money to attend college. The support they receive from scholarship funds can launch their dreams through an amazing education and give them a bright future.

College is still a great investment for future generations, and scholarships

are critical for most students to attend, graduate, and begin successful lives free from large long-term loans. College graduates earn, on average, several hundred thousand dollars more over their careers than individuals with only a high school education, and in some career fields, the lifetime earning differential can top \$1 million. It's clear that the investments of time and money to complete a college degree are still well worth the cost.

**RIT**



I ❤️ RIT DONORS

There is no greater need at RIT than increased scholarship funding, and no one can address that need better than individuals who support student scholarships.

## SCHOLARSHIPS



Giving makes or breaks who students become. The generous gifts people give to RIT not only help make the university such a unique place, but also help guide students and often defines who they become.

*RIT/Rochester City Schools Scholar,  
Shantinique Cowans '16*

*Supporting student scholarships makes two things clear: You believe in the value of an RIT education, and you believe that RIT students are worth your investment.*

### Keeping Costs Down for Everyone

Scholarships are the best way to keep the cost of college down for the entire college-going population. They keep tuition low for everyone and minimize the need for students to borrow money. Scholarships are especially profound for those who already know financial challenges as a fact of life.

**Without scholarship funds, RIT must raise tuition to offset the financial aid given to the bulk of enrolled students.** While the university is committed to keeping tuition costs and fees well below our peer institutions, costs will increase in an environment of increased technological demands, increased competition for leading faculty, and ongoing facilities upgrades.

### The Best Defense Against Rising Costs is a Strong Scholarship Offering

With stronger scholarship funds, RIT can focus its operating budget dollars on important campus and academic needs, rather than using university funds to offset financial aid demands.

**To ensure that all promising students who want to attend RIT have the opportunity to do so,** we ask you to help substantially increase the number and amounts of scholarships and grants available.



# 75%

The majority of RIT freshmen come from families making less than \$100,000 per year. Twenty-nine percent of RIT undergraduates are Pell grant eligible, placing their family incomes in the "high financial need" category. Each year, despite RIT tuition rates that average \$8,000 to \$10,000 less than peer, private institutions, **75 percent of our full-time undergraduates still require some form of financial aid.**



For more information on making a transformative gift to scholarships, contact:

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## Your Gift to Scholarships will **Launch RIT into Greatness**

### Undergraduate Scholarships

Help students choose RIT over peer institutions. There are many ways and levels at which you can support scholarships:

#### Annual Scholarship Giving

- |  |                            |
|--|----------------------------|
| > General Scholarship Fund support             | <b>Any amount</b>          |
| > Scholarship with choice of college and major | <b>\$25,000 or greater</b> |
| > Named scholarship                            | <b>\$50,000 or greater</b> |

#### Endowed Scholarship Funds

- |  |                             |
|--|-----------------------------|
| > Endowed named scholarship with choice of college and major | <b>\$50,000 or greater</b>  |
| > Endowed named merit scholarship                            | <b>\$100,000 or greater</b> |

#### Student Completion Grants

Help students whose families experience a sudden loss or drop in income, allowing them to finish their degree on time and begin their professional careers.

- |                                    |                            |
|------------------------------------|----------------------------|
| > General Scholarship Fund support | <b>Any amount</b>          |
| > Completion grants                | <b>\$10,000 or greater</b> |
| > Endowed, named completion grant  | <b>\$50,000 or greater</b> |

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