



At Virginia Commonwealth University and VCU Health, we believe in the potential within every student, patient, faculty member, researcher, clinician and member of our community. This potential fuels innovation, drives breakthroughs and creates meaningful impact. **Unlocking Potential: VCU's Campaign for the Future** is a bold initiative to invest in that potential to help all who learn, teach, heal and excel at our university and health system achieve their fullest potential.

Our unique integration of health care and academics accelerates real-world solutions, transforming education, advancing health care and uplifting communities in ways few institutions can match. **But we have never done it alone.** Philanthropy has always played a crucial role in achieving our mission, and your support transforms lives, strengthens the commonwealth and improves the world.

VCU's Unlocking Potential campaign is about access — access to education, to groundbreaking research, to world-class health care and to a future where success and healing know no boundaries. **Access can't wait.**

Join us now in creating learning experiences, health care services, research initiatives, community partnerships — a university and health system — unlike any other. With your participation, we will unlock potential by turning your generosity into bold progress, removing barriers today to build pathways that lead to brighter futures.

Our goal

\$1.838 billion

We're honoring our 1838 founding with a bold goal that reflects our history and our ambitions. Your support carries forward the mission that began then and fuels VCU's future.

unparalleled environment for personal and intellectual growth. Here, students don't just learn — they innovate, collaborate, compete and lead, graduating ready to make a difference through impactful careers in hospitals, clinics and pharmacies, in classrooms and research institutions, in startups and policy think tanks, and in creative spaces of all kinds.

Our priorities



Education is the foundation of opportunity. At VCU, we believe every student deserves access to a transformative education. Our student body benefits from a campus alive with cultural, artistic and entrepreneurial opportunities. VCU offers an

Your support for VCU's Unlocking Potential campaign funds programs at VCU that create life-changing opportunities for our students. Your generosity helps to provide financial aid that eases the burden of tuition and mentorship programs that guide students to success.

Together, we can unlock potential in every student, ensuring that they have access to an enriching education for a future filled with possibility.



unlocking.vcu.edu



Blazing trails and leading change through innovative research

Innovation is at the heart of VCU's mission. Every day, our researchers push boundaries, challenge assumptions and create knowledge that transforms lives. From pioneering medical treatments to advancing the arts and humanities, VCU and VCU Health are a hub of creativity and discovery.

Your support for VCU's Unlocking Potential campaign helps to answer society's greatest challenges through innovative research at VCU and VCU Health. By investing in cutting-edge facilities, interdisciplinary collaborations and groundbreaking studies, you enable our faculty and students to make transformative discoveries that drive healing and change. Your contribution fuels initiatives that empower us to pioneer new pathways of thought and practice in education, health care, the arts and beyond.

Together, we can pioneer new insights to unlock a future defined by innovation.



Recognizing faculty and nurturing scholarship

Great universities are built on the brilliance and dedication of their faculty. VCU professors and researchers are not just educators — they are pioneers, mentors and thought leaders who inspire generations of students and push the boundaries of knowledge. From cutting-edge medical research initiatives to dynamic teaching environments, VCU provides the platform for faculty to apply their unique perspectives, talents and expertise to drive progress in their fields.

Your support for VCU's Unlocking Potential campaign advances academic excellence among our faculty through endowed professorships and chairs, prestigious awards and prizes, professional development opportunities, and more. With your help, we can attract world-class talent, foster interdisciplinary collaboration and create an environment where faculty can explore, discover and inspire.

Together, we can unlock excellence in academics and health care training to drive impact that extends far beyond our campus.

**UNLOCKING
POTENTIAL**
VCU'S CAMPAIGN *for the* FUTURE



Sustaining institutional excellence and achieving prominence

From our renowned library collections and patient assistance funds that provide critical support to those in need, to our athletic programs that build community spirit and our centers of excellence that drive national recognition, every aspect of VCU and VCU Health contributes to the success of our mission.

Your support for VCU's Unlocking Potential campaign sustains and elevates these programs, ensuring that VCU remains a leader in education, research, health care and community engagement. Donor support propels VCU forward, ensuring that every corner of our university and health system thrives with possibility and promise. Your generosity enhances centers, programs and initiatives that have already garnered acclaim and advances those in their quest for national prominence by supporting VCU's pursuit of excellence.

Together, we can unlock new levels of achievement and well-being for our students, patients and community, and ensure continued growth and recognition on the world stage for VCU and VCU Health.

Unlock potential with us

Unlocking Potential: VCU's Campaign for the Future is a call to action — a chance for you to have an impact on the students, researchers, patients and communities who depend on VCU and VCU Health. Your generosity unlocks the full potential of individuals and initiatives across our campuses, fueling education, discovery and healing in ways that will create change for generations to come.

The future won't wait. Now is the time to stand with VCU as we build a brighter, healthier and more innovative world.

Today, we begin unlocking potential for VCU and VCU Health. **You are the key.** Together, we will change the world.

Scan the QR code
to learn more.

