Throughout its history Brenau has lighted the pathway to higher education: since 1878 in providing a liberal arts education to female undergraduates on the Gainesville campus, since the 1970s to male and female undergraduates and graduate students on several campuses, and since 1999 to students around the world with its leading online platform.

We fulfill our mission with excellence and determination. Guided by an aggressive strategic plan, Brenau’s vision is clear. By 2025 we will be an internationally recognized leader in innovative higher education. At Brenau, we respond to society’s demand for lifelong education by embracing technology, teaching excellence and adding new, relevant academic programs. We will accomplish this endeavor by continuing to advance as a specialist in health sciences, the only comprehensive university in the region that offers such a wide array of baccalaureate, masters and doctoral degree programs in nursing, occupational therapy, physical therapy, gerontology, psychology, health management and other disciplines.

The Women’s College liberal arts heritage continues enriching all areas of study by providing a recognition and appreciation for the arts, scientific inquiry, communication skills and global perspective. These abiding principles form the philosophical underpinnings for Brenau’s quest to secure its place as an innovative leader in higher education.

At Brenau, our storied past is extraordinary and our future is gold. Through our Forever Gold: An Extraordinary Legacy campaign, we honor yesterday, we build on today, and we set our sights clearly on tomorrow.

Will you join us?

“I have seen people from all walks of life come to Brenau and leave confident, self-aware, prepared for leadership. They know they can lead because they have led at Brenau and continue to lead. This campaign is a call for all of us to support Brenau so we can prepare those future world leaders.”

– President Ed Schrader

THE CAMPAIGN FOR BRENAU UNIVERSITY

Health Care and Sciences Initiative
$12.5 million
• Nursing Program Enhancements
• Rehabilitative Science Program Enhancements
• Brenau University Downtown Center

Women’s Education Initiative
$9.5 million
• Center for Women’s Leadership and Service
• Residential Housing and Sorority Row
• Grace Hooten Moore Memorial Fountain
• All-Steinway School Initiative
• Ernest Ledford Grindle Athletics Park

Student Access and Experience Initiative
$18 million
• Scholarships and Fellowships
• Endowment for International Experiences
• Annual Support

CAMPAIGN GOAL: $40 million

Ut aurum lauts per incendia
“AS GOLD Refined BY FIRE”
HEALTH CARE AND SCIENCES INITIATIVE

Brenau is adding highly desirable programs in health fields, embracing emerging technology, and establishing graduate and professional programs designed to reduce the time it takes to complete an advanced degree. Those factors will help us strategically grow our educational offerings and respond to Georgia and the nation’s great need for health care professionals.

Our vision is to raise $12.5 million for the College of Health Sciences for continued improvements to our coeducational graduate and undergraduate programs, including additional labs, establishment of a community clinic, development of multidisciplinary clinical facilities and construction of a human anatomy lab.

NURSING PROGRAM ENHANCEMENTS

Nurses represent the largest population of health care professionals. The profession also suffers the greatest shortages nationwide. Rapid improvements in technology have changed the way health care professionals work and prepare for real world experience, and it is imperative that we continue providing advanced technology to support instruction.

Brenau’s Simulation Center helps meet the demands in this changing field. Through human anatomy simulation technology, students gain hands-on training in moment-to-moment medical crises. Through this campaign, we seek to expand our students’ training with additional high fidelity robotic simulators, including a neonatal birthing simulator for students to observe reactions to various treatments and conditions in real time. Brenau also plans to expand the Nursing Skills Lab at the Brenau East campus.

The creation of the Brenau Standardized Patient Program enables students to work with trained actors so they can interact with people to help the students learn to diagnose and treat patients. Standardized patient programs are a hallmark of medical education and are critical in helping students hone their communication skills. Funds will be used to construct patient exam rooms, fund faculty and staff training, and provide video technology to record and playback the mock patient examinations.

FOREVER EXCELLENT

$12.5 million
HEALTH CARE AND SCIENCES INITIATIVE

REHABILITATIVE SCIENCE PROGRAM

ENHANCEMENTS

As aging generations anticipate remaining active longer and as seriously injured younger patients seek new treatments, there is an increasing demand for rehabilitative services with an interdisciplinary approach to facilitate rapid recovery of mind, body and spirit.

Adding a Physical Therapy Gait Research Lab is a critical priority for Brenau’s first clinical licensing doctorate program. The lab will be housed within the Brenau Downtown Center, but funds are needed to outfit the lab, which is designed to analyze a person’s walking patterns before developing patient therapy plans. High-tech spaces like this lab will foster collaboration with the local medical community while helping Brenau attract high-quality faculty to our program.

At the Brenau North Atlanta/Norcross campus, we will add a multidisciplinary clinic in which Brenau students in clinical counseling, occupational therapy and physical therapy will gain hands-on experience seeing patients and working with the same collaborative approach used in the professional field.

HEALTH CARE AND SCIENCES INITIATIVE

BRENAU UNIVERSITY DOWNTOWN CENTER

The newly renovated Brenau Downtown Center is home to our new physical therapy doctoral program and is a hub of advanced technology for the university.

The Downtown Center, which was formerly the Georgia Mountains Center, comprises classrooms and clinical spaces for the PT program, as well as online classrooms and studios to enhance delivery of digital information and online classes to students in multiple locations. The technology infrastructure within the Downtown Center maximizes our hybrid delivery of graduate and undergraduate courses and helps foster our interdisciplinary approach across health sciences education.

Brenau will raise capital funds to build an anatomy lab to support all science students, including nursing, occupational therapy and physical therapy. Located on the second floor of the Downtown Center, the lab with 10 examination stations will be furnished with the most modern equipment essential for our health care education programs.

The challenge facing health care professional education programs nationwide is access to clinical sites and patients. With the addition of the Brenau community clinic inside the Downtown Center, our doctor of physical therapy students will gain hands-on experience working with patients, and the local community benefits when patients who have exhausted their medical coverage are able to receive additional therapy and improve their health outcomes.

“BEFORE I GRADUATED, I HAD THREE JOB OFFERS FROM TOP HOSPITALS IN THE ATLANTA AREA – TWO FROM MY ‘FIRST CHOICE’ INSTITUTION. BRENAU MADE THAT POSSIBLE FOR ME – NOT ONLY WITH FLEXIBILITY FOR A NONTRADITIONAL STUDENT WHO HAD TO WORK WHILE GOING TO SCHOOL BUT ALSO WITH PERSONAL ATTENTION TO WHAT I SPECIFICALLY NEEDED TO LEARN TO START MY NEW CAREER.”

– Eric Nemecek, Nursing major, Class of 2014

“BOTH HEALING AND DEEP LEARNING, IT TURNS OUT, MUST OCCUR IN THE CONTEXT OF AUTHENTIC, MUTUALLY SATISFYING RELATIONSHIPS – THE KIND OF RELATIONSHIPS FOUND WITHIN THE BRENAU FAMILY.”

– Maureen Vidrine, Doctor of Nursing Practice, Class of 2014

“BRENAU HAS ONE OF THE BEST OF PROGRAMS IN GEORGIA. I FELL IN LOVE INSTANTLY WHEN I TOURED CAMPUS – AT BRENAU I DON’T JUST FILL A SEAT. I MEAN SOMETHING.”

– Beth Eldridge, Health Sciences, Pre-OT, Class of 2016
Brenau Women’s College still anchors our great university today and provides driven young women an exceptional undergraduate education grounded in the liberal arts. Our students have myriad opportunities for participating in self-governance, a cornerstone of life in the Women’s College. Brenau women preside over a range of clubs and organizations. They are active in community service and philanthropic efforts. They gain leadership experience in the classroom and through professional organizations, internships and study abroad.

Research clearly demonstrates the continued value of women’s colleges. Alumnae of women’s colleges are more likely than their peers to earn advanced degrees, become CEOs, run for elected office or own their own business. Women’s college alumnae also report higher levels of self-confidence, engagement in critical thinking and overall satisfaction with their college experiences.

We will enhance the Brenau Women’s College by raising $9.5 million for priorities that emphasize leadership and the residential experience for the women who set foot on campus now and for years to come.

CENTER FOR WOMEN’S LEADERSHIP AND SERVICE
The Center for Women’s Leadership and Service will provide an environment for the study and development of women’s leadership through a biennial conference and speaker series; opportunities for student leadership, service and mentoring; enhanced curriculum and scholarship with a new certificate program in women’s leadership; and cultural and intellectual enrichment experiences for students to study abroad and participate in global outreach.

The Center will provide opportunities for students to:
• learn from leading experts in the field of women’s leadership,
• explore the contributions of women in a variety of fields, including the arts, education, health care, government, business and philanthropy,
• engage in scholarly examination of the unique potential and challenges of women’s leadership, service and intellectual enrichment, and
• develop critical thinking skills through experiential learning internships, mentoring relationships, conferences and service-learning opportunities.

Your support will make the center a reality and expand leadership opportunities available to all Brenau students.
RESIDENTIAL HOUSING AND SORORITY ROW

Brenau is committed to preserving our venerable campus structures whenever possible and building anew when necessary to meet the current and future needs of our students.

Residential housing at women's colleges fosters the bonds of sisterhood and the development of lifelong friendships that contribute to the special experience of attending a single-gender institution. We must add to our residential offerings to maintain the close-knit atmosphere of our residential undergraduate program.

Greek life, which has been a central aspect of campus life since the early 1900s, remains central to the Brenau Women's College experience. Brenau was one of the first women's colleges to allow national sororities on campus and is home to some of the oldest chapters in the country. With eight national sororities, the Greek system at Brenau is the largest of any women's college and the only one with dedicated sorority houses.

Campaign funding will be used to add a 72-person residential facility as well as to construct a Sorority Row. The latter includes new sorority houses to replace the aging facilities, substantial renovations to existing houses and conversion of the former Sorority Circle into green space.

GRACE HOOTEN MOORE MEMORIAL FOUNTAIN

There is no location on the Brenau campus more historic than the front lawn – and the fountain central to this space has always been the visual embodiment of Brenau as well as a focal point of the on-campus student experience. Many generations of women have solidified their engagement with a good-luck dip into the fountain or gathered around during annual May Day festivities.

Funds to support the much-needed restoration of the Grace Hooten Moore Memorial Fountain will ensure this campus landmark remains the centerpiece of campus.

ALL-STEINWAY SCHOOL INITIATIVE

Brenau students have the opportunity to study with the finest music faculty and enjoy professional-grade performance venues. Likewise, we aspire to join the ranks of “All-Steinway Schools” and replace dozens of well-worn instruments with 30 Steinway pianos that are designed to accommodate heavy playing while maintaining a high level of instrumental excellence.

A Steinway provides a signature sound that enables students to hear with crystal clarity the notes and chords they play. The great depth, higher registers and robust harmonies encourage student musicians to become performers at the highest echelons of the professional world and to teach with precision those who will be performers.

ERNEST LEDFORD GRINDLE ATHLETICS PARK

At Brenau, we understand that the lessons learned while competing in athletics complement the lessons learned in the classroom. Every time a team steps on the field, the challenge presents teaching opportunities for participants to learn valuable life lessons in character, commitment, perseverance and leadership.

Through the generosity of the Pacolet Milliken Enterprises donation of 16.8 acres of land and a lead gift from the Ivester Foundation, Brenau launched the first phase of construction of the Ernest Ledford Grindle Athletics Park.

Brenau has 175 student athletes across 10 teams. The Grindle Athletics Park will provide home-field facilities for intercollegiate track and field, soccer and softball. The park will enhance our ability to recruit top student-athletes as well as benefit the local community by offering public use of walking and jogging paths, venues for youth league sports, green space for films on “The Green” and family recreational opportunities for those in New Holland, Gainesville and the surrounding region.

WOMEN’S EDUCATION INITIATIVE

I AM THE FIRST IN MY FAMILY TO ATTEND COLLEGE. SCHOLARSHIP SUPPORT MADE THIS IMPORTANT ACHIEVEMENT POSSIBLE.

“THE CONFIDENCE I BUILT AT BRENAU HELPED ME QUICKLY RISE TO A LEADERSHIP POSITION AND MADE ME FEARLESS ENOUGH TO START MY OWN BUSINESS.”

– Emmie Henderson Howard, entrepreneur, owner of Southern Proper Haberdashery, Bachelor of Business Administration in Marketing, Class of 2001

“I LOOK FORWARD TO CHANGING LIVES – THANK YOU FOR CHANGING MINE.”

– Tammy Hunt, Bachelor of Science in Nursing, Class of 2014

“BRENAU FUELED MY CURIOSITY, GAVE ME CONFIDENCE AND DEVELOPED A PASSION FOR SERVICE IN MY HEART. MY DREAM OF BEING A BRENAU WOMAN AND GRADUATING ‘AS GOLD REFINED BY FIRE’ WAS MADE POSSIBLE BECAUSE OF THE GENEROSITY OF OTHERS.”

– Katie Barth, Bachelor of Arts in Mass Communications, Class of 2014
Brenau focuses first and always on our students and their personal Brenau experiences. Through this campaign, we will increase scholarship support, expand hands-on research and provide global opportunities for all students - traditional and nontraditional, graduate and undergraduate, male and female, residential and online.

SCHOLARSHIPS AND FELLOWSHIPS
Few investments more directly influence the lives of students than scholarships and fellowships. With each student we have a responsibility to develop a mind, to offer exposure to great and challenging ideas and to foster leadership potential – all of which give added dimension to life.

Brenau provides financial support for students through aid such as the Brenau Scholars Program, trustee and faculty scholarships and achievement and opportunity grants to help offset the financial burden many undergraduate and graduate students incur. Currently, of our undergraduate population we meet 65 percent of full-time students’ financial needs and 40 percent of part-time students’ financial needs.

Unfortunately, this is not enough. Brenau seeks need- and merit-based scholarships to attract and retain highly qualified undergraduate and graduate students from diverse backgrounds. In addition, as we add graduate programs, Brenau must develop graduate fellowships that will provide tuition and living stipends to highly competitive students, enabling them to immerse themselves wholly in scholarship and research.

Through your support, Brenau can recruit the best young minds and remain affordable for these evolving leaders.

ENDOWMENT FOR INTERNATIONAL EXPERIENCES
Within our lifetime, the world has changed significantly and students must have a global perspective.

Brenau international programs and experiences – such as health sciences students studying abroad in Yucatan, business students working in Guatemala and international students on Brenau campuses – produce Brenau graduates who are competent leaders.

We prepare students to be citizens of the world, and we will raise endowed funds to provide international experiences for all Brenau students.

ANNUAL SUPPORT
A broad base of financial support from alumni and friends helps fund immediate needs of the university. Annual donors are vital to Brenau — your gifts advance the university each year. Every annual gift, regardless of size, makes a valuable and immediate difference.

In this campaign, we will increase contributions to the annual fund, emphasizing the importance of consistent support from one year to the next as well as the impact every gift makes in the lives of Brenau students.
Dear Alumni and Friends,

Like you, we count ourselves blessed to be part of this extraordinary institution. Brenau has touched countless lives over its history and together we have a golden opportunity to influence countless future generations.

Through Forever Gold: An Extraordinary Legacy, you can help honor our storied past, build on the Brenau of today and set our collective sights on the future.

Our goal through this comprehensive campaign is to meet the promise and demands of the future by enhancing our historic Women's College experience, expanding our innovative and leading health sciences programs and providing greater access and financial support for students.

With the assistance of early supporters, we have already raised more than half of our $40 million goal. We invite you to review each of our campaign priorities to learn more about the exciting plans for Brenau and consider how best you can help. All gifts move us closer to our goal and make an impact on Brenau students. Regardless of how much you are able to give, every gift is important and shows your commitment to the Brenau experience.

This is our moment in history to be the gold standard – to lead our future. Please join us and invest in Brenau as we continue to refine ourselves and write the next chapter in this great university's history.

HONORARY CAMPAIGN CHAIRS
Mrs. Dotty Alexander, Class of 1960 | Mrs. June Moore-Richards, Class of 1948 | Dr. Jim Walters, Trustee