



Dear Tigers,

I write with enormous gratitude to the alumni, parents, faculty, staff, students, and friends of Wittenberg University, whose belief in our institution is unwavering. June 30, 2023 marked a historic and exciting milestone, as it was the official end of Having Light: The Campaign for Wittenberg University. From the beginning, we knew our campaign goal of \$100 million would be a stretch – by far the most ambitious fundraising effort in Wittenberg’s history. Together, Tiger donors exceeded expectations by gifting a total of \$113,292,118.45.

Since our public campaign launch in March 2021, we have felt the determination and momentum building to this special mark, with over a third of our alumni population passing their light through philanthropy. In my role, I’ve had the privilege of sharing our message across the country, meeting Tigers of many generations, listening to your stories, and learning about the impact Wittenberg has had on your lives. These testimonials are personal, impactful, and each hold a special place in Wittenberg’s storied history. Your belief in Wittenberg, your commitment, and your continued support were critical parts of this campaign’s success. This success is because of:

- The widow who gave a gift in her late-husband’s name, because that is the legacy he wanted to leave.
- The graduating senior who gave back because they wanted to set an example to their peers through their own personal support.
- The life-long donor who hit 55 years of consecutive giving.
- The #WittWed couple who became BPS members for the first time.
- The 1960s grad who made her first-ever gift after realizing she could make a difference for a student.
- The local advocate who made a gift to renovate space, so that students can, in turn, build their own community.

These are a few of the people we celebrate in this campaign. They stepped up and made this difference for this amazing place. And there are thousands more like them – who answered the call and dug deep to show their Tiger spirit through philanthropy. We celebrate all that our alumni and friends do to strengthen Wittenberg.

THE CAMPAIGN FOR  
WITTENBERG UNIVERSITY

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The campaign's numbers are impressive. During Having Light, donors helped endow more professorships, create more scholarship support to attract and retain students, strengthen programs and teams, changed our skyline, and offered more placement opportunities for our students. More than \$26M was raised for scholarships to help recruit and retain Wittenberg students. In addition, more than 83,000 gifts were made from the 50 states, D.C., and 17 countries showing the reach of our Tiger nation.

Raising funds in an uncertain economic environment, not to mention through the COVID pandemic, has not been easy, which is why I'm so proud of our results. I am especially grateful to our Having Light Campaign Steering Committee, campus partners, and the leaders who stepped up and made this campaign their own, for the betterment of many. I look forward to celebrating with many of you during Homecoming, Reunion, and Family Weekend, October 5-8, 2023. We will celebrate our Having Light success as a community on Friday, October 6, with a Presidential Reception under the stars. But even as we pause to celebrate our success, we know the future will require more. More funding, more energy, and more dreaming about what comes next as we work to overcome the challenges of today so that we can illuminate the future. As an institution, we continue to face challenges – the headwinds we will continue to navigate won't be easy.

Wittenberg depends on the continued support of generous and committed champions. Every donor at every level played a special part in this success for current and future Tigers. And those futures will be built in part by these commitments to our people, place and present. So, we won't call this a finish line. To us, it is only the beginning. And as we kick off fiscal year 2024, the great work of safeguarding our future continues – and is more important than ever. Please join us as we step forward.

With Tiger pride,

Rebecca Kocher  
Vice President for Advancement & Alumni Engagement

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