


NOVEMBER 11, 2022

CAMPAIGN IMPACT REPORT

GREATER  THAN
The Campaign for Cornell College

An aerial photograph of a university campus, featuring a prominent clock tower and various buildings, overlaid with a semi-transparent purple filter and a repeating geometric pattern. A white-bordered box is centered on the pattern.

When we come together as a Cornell community and focus on a goal, amazing things happen. We are grateful for all you've made possible with your generosity, and want to share the full impact your gifts have had on the college during this Greater > Than campaign with you. Read on.



*Seven years.
9,000 donors.
\$118.6 million.*

When we embarked on the Greater > Than comprehensive campaign in 2015, we set our sights high: to raise \$80 million to inspire our donors, parents, employees, and friends to help Cornell become Greater > Than ever before. And I am so delighted to share that we crossed the finish line with more than \$118.6 million in outright gifts and pledges. Thanks to you, we successfully close this chapter on what has become the largest campaign in college history. The latent strains of our alma mater — Cornell, Greater Be Thy Name — ring more true now than ever, thanks to the generosity, dedication, and unwavering support of each of you who contributed to this transformative campaign. On behalf of our students, especially, as well as our faculty and staff, you have my deepest gratitude and thanks.

It is also important to note that the \$118.6 million gifted throughout the Greater > Than campaign is composed solely of outright and realized gifts and pledges representing a direct investment in our campus facilities, financial aid and scholarships, experiential learning, and new programs and initiatives. In addition to these gifts, many alumni and friends also generously remembered Cornell in their estate plans during the campaign. Though not counted in our campaign gift totals, these future planned gifts will help significantly bolster the college's growth in years to come. Thank you.

I'd like to share with you WHY precisely we do what we do—WHY your support makes a real difference in the lives of our students. Earlier this summer, I received the following message from a 2022 Cornell graduate directed to all of the faculty she had in class. She writes:

I am sending this to thank you for the role you played in my time at Cornell and the role you are playing in the rest of my life. You are receiving this because you were one of my professors or advisors during my time at Cornell.

Four years ago, I arrived at Cornell for what would turn out to be the most incredible years of my life thus far. Tomorrow I arrive at my graduate school, where I am pursuing dual master's degrees in social work and public health. But my specific destination is irrelevant because you showed me that I can go anywhere and do anything I set my mind to. You introduced me to the depth and breadth of the liberal arts. Your classes and discussions challenged me to think and interact with the world in new ways. Your support and encouragement to keep learning and improving will stay with me forever.

Every professor in every one of the eleven departments that I had the pleasure of taking classes in changed my life in some way. You are the reason that Cornell College is a college that changes lives. Thank you for all you did for me and for all you continue to do.

This graduate's life-changing experiences simply would not have been possible without you. Thank you. It takes a village to educate ONE student.

To be sure, we are better positioned today to meet the challenges of the coming years because of the incredible generosity you, our donors and supporters, have shown. I am so pleased to share this impact report with you to see the many ways you have transformed our campus and students to be Greater > Than we thought possible, and I am confident with your past and continued support that Cornell will continue to be Greater > Than for years to come.

Thank you for helping to transform the lives of our students.

Sincerely,

Jana L. Brand

Jonathan Brand



TOTAL RAISED

\$118,642,380



CAMPAIGN GOAL
\$80,000,000

NUMBER OF GIFTS
39,262



TOTAL DONORS
9,130

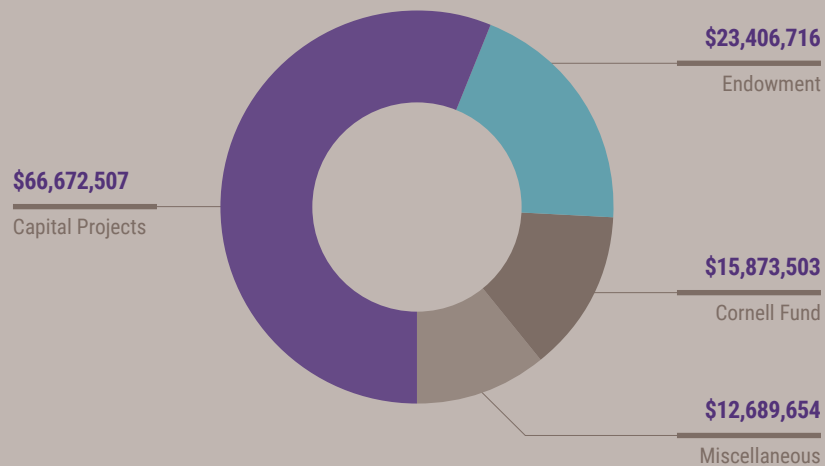
FIRST-TIME DONORS
2,539



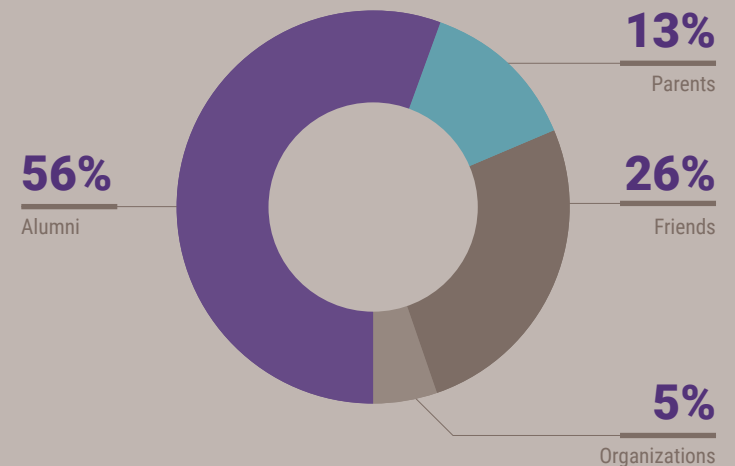
GIFTS OF \$100 OR LESS
23,885

FOR A TOTAL OF
\$1,163,140

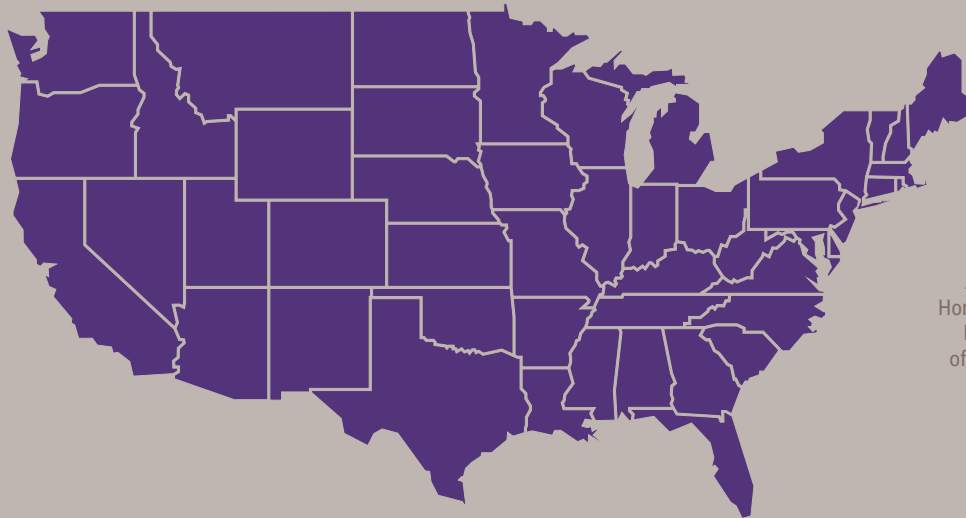
GIFTS BY PURPOSE



GIFTS BY SOURCE



DONORS BY LOCATION



50 STATES

Plus DC & overseas military

15 COUNTRIES

Australia • Belgium • Brazil • Canada
Hong Kong • Japan • Mexico • Netherlands
Nigeria • Panama • Peoples Republic
of China • Switzerland • United Kingdom
United States • Vietnam



63

NEW ENDOWED FUNDS



108

NAMED SPACES



32

NAMED FACULTY OFFICES

DONOR PARTICIPATION RANKED BY CLASS YEAR

1988

1ST

1999

2ND

1966

3RD

1967

1972

2015

5TH

2016

2018

8TH

1968

9TH

1965

1969

1970

1971

10TH



your gifts

BRING INGENUITY TO LIFE ACROSS CAMPUS

“The Russell Science Center not only allows for a seamless transition between lab, research, and classroom; it also fosters community-building through its communal workspaces, clustered offices, and scenic views of the surrounding landscape. It is a tangible example of Trustee Jean Russell’s charge to ‘enjoy and excel’ and applies to more than just buildings; it applies to experiential learning, on-campus research, and the core of how Cornell students succeed academically.”

MARK KENDALL

ASSOCIATE DIRECTOR, CAREER
COACHING & EXPERIENTIAL LEARNING



Cornell continues to innovate and establish a robust academic foundation for its current and future students thanks to the Greater >Than campaign. The new Ingenuity core curriculum was launched in 2020 and leveraged the strengths of Cornell’s distinctive One Course At A Time model. Designed for students to solve problems, seek knowledge, and gain hands-on experience, the curriculum enables students to apply the interdisciplinary skills learned in the classroom to the real world. Each of the priorities of Greater >Than weave together to make Ingenuity possible.

The \$35 million Science Facilities Project expanded STEM classrooms and labs to 100,000 square feet across three buildings. In Russell Science Center—Cornell’s first new academic building in 40 years—the biology and chemistry programs now have space to pursue rigorous academic study and intensive lab work simultaneously. Renovations to West Science Hall allowed the development of a new engineering major to complement the physics program, and portions of Law Hall received critical updates to create a central home for Cornell’s growing kinesiology program.

The renovation of McLennan College Hall was thanks to \$3.6 million from generous supporters. The building showcases past traditions, such as a historical classroom and displays of Cornell’s literary societies, alongside new additions like the Donald Cell Finance Lab, which allows students to experience an investment trading floor without ever leaving campus. New business majors created opportunities for Cornell students to pursue success in finance, analytics, and management.

Greater >Than also made new experiential learning opportunities, such as research and off-campus study, possible for students. In Russell Science Center, faculty and students move seamlessly from a classroom setting to immersive lab work right next door. Engineering students engage in hands-on learning in the Peter Paul Luce Machining and Fabrication Lab in West Science Hall, and kinesiology students utilize a range of equipment in the state-of-the-art Exercise Science Lab. Posters throughout McLennan College Hall advertise Second Year Seminar courses on topics like housing insecurity and food inequity. Others highlight ways for students to fulfill their experiential learning requirements in places such as Ireland and the Boundary Waters of Minnesota.

At the dedication of the Russell Science Center, Trustee and lead donor **Jean Russell ’65** concluded her speech with three words: “Enjoy and excel!” Thanks to the generosity of Greater >Than donors, students can now do just that and carry on the legacy of academic excellence at Cornell College.

What can \$23.4 million do for students? The answer is simple: it can help them embark on a life-changing journey. Through the Greater >Than campaign, alumni and friends created 63 new endowed funds to provide students assistance to make the liberal arts education at Cornell affordable and to receive the support needed to excel while on the Hilltop. Whether receiving scholarships for academic achievement, artistic talent, experiential learning, or need-based aid, these new endowed funds give many current and future students access to the transformative power of a Cornell education.

Endowed funds established by donors to the Greater >Than campaign grew Cornell's financial foundation so affordability initiatives like the college's Promise and Freeway Scholarships could flourish. These programs help attract diverse students from Iowa and the greater Midwest by making a Cornell education more affordable and improving the transparency of how students can fund their college experience.

New endowed scholarship funds from the Greater >Than campaign freed up budgeted monies and made it possible to develop new programs to help students thrive after Cornell. The Debt Reduction Program allows students in the program to graduate with less overall debt, ensuring that Cornellians of all socio-economic backgrounds have an equal opportunity to succeed.

Thanks to the generosity of Greater >Than donors, a high-caliber liberal arts education is in reach for a greater number of students.

your gifts

ENSURE ACCESS TO A CORNELL EDUCATION

“At Cornell, you find connection, meaning, and belonging and are called and encouraged to join and participate. I choose to support Cornell to ensure these same opportunities are available to future generations.”

JOYCE GUZIK '82





your gifts

IGNITE THE SPIRIT OF COMPETITION AND WELLNESS

"I am very excited to start practicing and competing on the new court. It has been a blast to be able to use the new lifting/workout equipment! I love how it is a bright open space and the atmosphere really makes working out an enjoyable time, especially with your teammates! I am very thankful that I get to use this amazing sports center for my senior year!"

MADISON OSBORN '23



Greater > Than implies surpassing something that already exists. While generations of Cornellians thrived as students and athletes, the Greater > Than Campaign for Cornell College ensured that current and future Cornellians have even more support and better facilities to succeed in their academic and athletic endeavors.

Most noticeable are the numerous ways Cornell's athletic facilities have expanded and improved. Ash Park, including the new Van Metre Field at Ash Park, goes into its second century with new stadium seating for home fans, a renovated press box, and improved concessions, restrooms, and entrance gate. Significant improvements for baseball, soccer, and tennis bring Cornell athletes in line with NCAA standards, giving those students a chance to thrive like their rivals at peer institutions. Moreover, the \$20.5 million renovation and expansion of the Richard and Norma Small Athletic and Wellness Center (the SAW) provides access to high-quality amenities and equipment for students and student-athletes, and new spaces like expanded locker rooms, sports medicine center, and coaches' offices create opportunities for continued growth.

These facilities are not only for Cornell student-athletes and coaches. They are, as importantly, for the broader Cornell community.

Addressing a long-standing need for a student wellness center, the SAW includes a wide variety of wellness amenities, including cardio and strength training areas and gathering spaces for students and athletes. Fans cheer on the Rams in a new air-conditioned gym, and group exercise rooms and classrooms support the needs of the Cornell Well-being Network and beyond. Whether helping an athlete improve their passing drills or bringing students together for intramural play, the Greater > Than campaign raised athletics and wellness at Cornell to new heights.

Seven years ago we launched Greater > Than, The Campaign for Cornell College, and set an ambitious goal of raising \$80 million to enhance the historic Hilltop and strengthen the liberal arts education at Cornell. The campaign became public in February 2017 with the announcement of a \$20 million gift from Trustee **Jean Russell '65**, the largest outright gift in college history. The initial campaign was later expanded to include other capital priorities due to the outpouring of support in the early stages of the campaign. Today, we have the opportunity to celebrate our wonderful donors who made Cornell Greater > Than ever before.

“We take pride in supporting Cornell College each year because we feel it’s a great way to celebrate all the ways our alma mater nurtured us. Experiencing collegiate life on the Hilltop allowed both of us to understand how to make connections in our lives that honor our values, support our career aspirations, and lay a foundation to always pivot with a clear focus. The Cornell College experience is something that’s unique and we want to help that tradition continue to blossom for current students and the alumni community.”

KANESHA LEE BAYNARD '94
& TAHLLEE BAYNARD '97



August 2015
Completion of Pauley-
Rorem, Dows, and Tarr
Residence Hall Project

2016



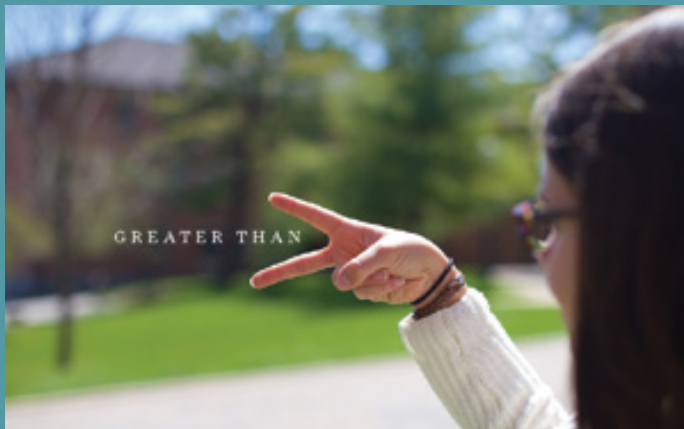
February 2017
Public announcement of
Greater > Than Campaign
and launch of the Science
Facilities Project

2017

July 2015
Greater > Than Campaign
for Cornell College began
(quiet phase)

January 2017
\$50M milestone

May 2017
Groundbreaking
for Russell
Science Center





October 2019
Dedication of Russell Science
Center and celebration
of the completion of the
Science Facilities Project

2018

2019

2020

November 2018
Russell Science Center
opens for classes

July 2019
\$75M milestone





December 2020
\$100M milestone

October 2021
Dedication of McLennan
College Hall

October 2022
Dedication of the Richard
and Norma Small Athletic
and Wellness Center

2021

2022

March 2021
Renovation of
College Hall begins

April 2021
Groundbreaking
for Athletics
Facilities Project

August 2022
Greater > Than
Campaign for Cornell
College concluded





your gifts

ALLOW STUDENTS TO PURSUE THEIR PASSION

“As a student-athlete, I appreciate that alumni care about our teams and help to better the school for current and future generations of students. The new SAW is incredible. Without the donors who supported the project, we would have fewer opportunities to excel athletically and academically. In truth, without the generosity of donors, there would be no Cornell.”

CAITLYNE MAR '24

Caitlyne Mar, a junior, made her way to Cornell from San Francisco for a couple of reasons: she wanted the opportunity to play collegiate basketball while having the flexibility to craft a college experience that uniquely suited her interest in criminal psychology. In true Cornell fashion, however, she instead joined the track & field team as a sprinter in the 4x400 relay.

“Cornell provided me the opportunity to let my passion and interests take the lead. I had every plan to join the basketball team, but my path led me to track & field. I have loved every minute of it,” Mar said.

Mar’s financial support from scholarships was at the core of why she felt confident attending Cornell.

“Without financial aid, I would not have been able to come to Cornell and have the opportunity to give my 100% to a sport or an academic course without worrying if I’ll have time to get it all done. Everything I have gained since coming to college—the experiences, the relationships, the knowledge—would be lost had it not been for the support I received,” said Mar.

Mar has not only had a chance to create her own unique collegiate experience but to immerse herself in campus activities, like working at the Madgetta Dungy Writing Studio in Cole Library. Mar also serves as a student representative on the college’s Diversity Committee and helps coordinate and lead Each One, Teach One and International Student Orientation, whose mission is to provide new students of color with an informative introduction to Cornell College that meets their specific needs not covered in New Student Orientation.

Mar hopes to study abroad before graduation, and she is grateful for what Cornell donors have made possible for students like her.

“As a student-athlete, I appreciate that alumni care about our teams and help to better the school for current and future generations of students. The new SAW (Richard & Norma Small Athletic and Wellness Center) is incredible. Without the donors who supported the project, we would have fewer opportunities to excel athletically and academically. In truth, without the generosity of donors, there would be no Cornell.”

Like many Cornell students, Mar has a bright future ahead, in no small part because of foundational experiences made possible by the Greater > Than campaign.

your gifts

CREATE A HOME AWAY FROM HOME

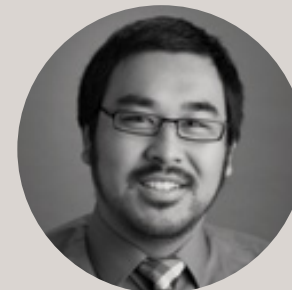
Three-quarters of a student's weekday is spent outside the classroom. Support from the Greater >Than campaign was directed to improving that extracurricular time. As a result, student well-being was enhanced during the campaign, in tangible and intangible ways, thanks to the generous support of alumni and friends.

Living space is one crucial aspect of well-being for students. The \$9.5 million renovation of Pauley-Rorem, Dows, and Tarr halls has provided students with renovated spaces for living, learning, and thriving at Cornell. Updated residence hall rooms, bathrooms, kitchens, and lounges provide students with modern amenities and foster strong living communities where they can create life-long relationships with one another.

Beyond providing modern living space, student well-being also involves a variety of practices and opportunities to improve students' physical and mental health. Critical resources are often further away in a rural community like Mount Vernon. Thanks to an anonymous \$500,000 gift from a private foundation, the Greater >Than campaign enabled the formation of a Well-being Network at Cornell to address these barriers.

The network enables access to vital wellness activities and support. These include a tele-psychiatry service that provides access to a psychiatrist without leaving campus and a 24/7 mobile technology platform that connects students directly with specialists. Students can also receive transportation to local mental health and medical appointments.

"First-year students utilize the Dows Hall culinary kitchen, the Pauley-Rorem billiards lounge, and academic pods on a nightly basis. These flexible spaces, thanks to the renovations, enable the halls to excel beyond a 'dormitory' and into a residential community. Thank you to the many donors who helped make these renovations possible!"



DAN CHOU

ASSISTANT DEAN OF STUDENTS,
DIRECTOR OF RESIDENCE LIFE





your gifts

STRENGTHEN THE PRESENT AND FUTURE

“My junior year took me to Krasnodar, Russia through the Associated Colleges of the Midwest for four blocks. I returned to campus a changed person. I established an endowed fund to provide students with the opportunity to participate in off-campus programs because I believe that these experiences can be life-changing. Through exposure to unique experiences, people, cultures, and ideas, we expand our worldview and become more connected with the world.”

MARY STEPONKUS '99

Among the 9,130 donors who contributed to the Greater >Than campaign, more than 7,500 supported the Cornell Fund. These annual gifts provide flexible and unrestricted support to all areas of the college. Like the block plan, the Cornell Fund is versatile and permits the college to utilize the funds where they are needed. We celebrate and thank the donors who have generously supported our students and programs.

Together, annual gifts of all sizes create new opportunities for our students, faculty, and staff. The median gift to the Cornell Fund during the campaign was \$75, and 1,157 donors made a gift every year.

Color It Purple, our annual day of giving, saw tremendous growth during the campaign. The day swelled from 663 donors in 2016 to 858 donors in 2022. Coupled with engagement on social media during the 18-hour challenge, this annual campaign provides an opportunity for Cornellians to rally for the Hilltop.

Alumni have also engaged with the college by speaking to classes and students on campus, attending and planning events, volunteering with reunion committees, and giving time and service to the Alumni Association Board of Directors. From Homecoming and Reunion Weekends each fall to regional events across the U.S. to maintaining connections virtually during COVID, Cornellians connected in meaningful ways with each other and the college throughout the Greater >Than campaign.

With every gift and volunteer hour, the entire Cornell community is strengthened and becomes Greater >Than before.

your gifts

OPEN DOORS OF OPPORTUNITIES

It was more than just the block plan that attracted **Tanner Allen '22**, a Manito, Illinois native, to Cornell. It was the close-knit community offered on the Hilltop, from professors to peers. Receiving a William Fletcher King Scholarship was also key to his decision.

“Without the scholarship, I would not have been able to attend Cornell where my unique education provided me the tools and means to stand out,” Allen said.

One of Cornell’s first graduates with a bachelor of science in engineering, Allen maintained an active student life, taking on a leadership role in the new Engineering Club while also tutoring students in the Dungy Writing Studio. He attributes the block plan’s strengths to his current work as a service engineering content editor at Tesla.

“It prepared me to learn quickly and deeply focus on projects until they were complete. These two traits enabled me and prepared me for a career where my work is largely project-based with many different functions that I can quickly learn and deploy to succeed. Real-world job training does not take place on a semester plan, so why not learn in the way you will be expected to work?” he said.

The real-world experience he gained at Cornell was made possible through the Greater >Than campaign’s focus on experiential learning. Thanks to the generosity of campaign donors, Allen participated in a total of five engineering internships, which he says introduced him to new ways of thinking and allowed him to put the engineering principles learned in class into action. Of these five internships, the last one at Tesla led to Allen being offered full-time employment after graduation.

When asked how donors have made a difference in the lives of Cornellians like him, Allen said that his dreams would not have been possible without the support from the Greater >Than campaign.

“Your generosity has allowed me to achieve my dream of working for an inspiring and cutting-edge company! By continuing to support students at Cornell, you give other small-town Midwestern kids like me the opportunity to push themselves and prove they are not held back by their humble beginnings.”

“Your generosity has allowed me to achieve my dream of working for an inspiring and cutting-edge company! By continuing to support students at Cornell, you give other small-town Midwestern kids like me the opportunity to push themselves and prove they are not held back by their humble beginnings.”

TANNER ALLEN '22



We gratefully acknowledge
our current and past
leaders that served during
the Greater Than Campaign for
Cornell College.

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**Deceased during Campaign*





*“Thank you for your gift to the Greater > Than campaign.
Your generous support has made it possible for more
talented students to afford a Cornell education and to
realize their academic potential in exceptional facilities
designed for living and learning on the block.”*

ILENE CRAWFORD '92

PROVOST AND VP FOR ACADEMIC AND STUDENT AFFAIRS





Cornell College