Ever True: The Campaign for Purdue University

with a goal of $2.019 billion, Ever True is the largest fundraising effort in Purdue history. The campaign spans July 1, 2012, through June 30, 2019, concluding in the University's 150th anniversary year.
College of Pharmacy Campaign Initiatives

Reduce Student Debt
The cost of education and the related issue of student loan debt is at the forefront.

Recruit and Retain the Best Faculty
No program rises above the quality of its faculty. They serve as the distinctive driving force behind highly regarded programs, and the Purdue College of Pharmacy is well known for its quality faculty and their longstanding impact on students. Recruiting and retaining top-tier faculty is of utmost importance to continue our tradition of excellence. Endowed professorships provide an important resource in the recruitment and retention of a high-quality faculty.

Plan for the Future

Dual-Purpose Endowments.