**Ever True: The Campaign for Purdue University**

_Ever True: The Campaign for Purdue University_ is an invitation to the Purdue family to join together, through private giving and personal involvement, to boldly advance our University as a national and global leader that continues to move the world forward. 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 of issues of concern in higher education. With your partnership, we can strategically extend support for a deserving, diverse population of students that will continue the College’s pursuit to lower the level of student debt.

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.** These endowments fund a major facility expansion, renovation, or new construction while simultaneously establishing scholarships, supporting faculty, or providing special programs.

**Planned Gifts.** A planned gift will leave a legacy that impacts future generations of Purdue students by ensuring that the College has the resources it needs to sustain excellence. A bequest, the simplest and most popular type of planned gift, presents individuals with a wonderful opportunity to support the College without sacrificing assets during their lifetime. Additional opportunities exist to provide a lifetime income stream, an immediate income tax deduction, and/or possible favorable treatment of capital gains taxes.

**Unrestricted Gifts.** These gifts allow the College maximum flexibility in responding to unexpected needs and opportunities. For example, these flexible funds enable the College to send students to compete nationally and display their skills at conferences, modernize classrooms with cutting-edge technology, and invite guest speakers to campus.