



LEHIGH ATHLETICS
**BUILDING A
WINNING ENDOWMENT**

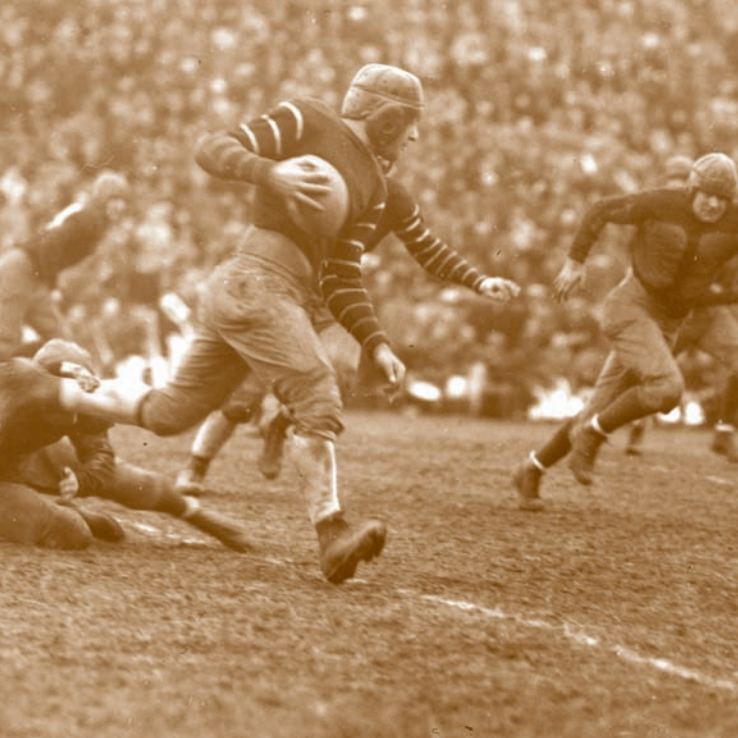


“ Rearing, Tearing
 down the field, down the field,
 Lehigh’s team will never yield, never yield,
 Past the last white line that marks the goal,
 And brings a victory again to old Lehigh



And when the big Brown team goes
 crashing through, crashing through,
 Rivals don’t know what to do, what to do.
 Rooters cheer another victory
 for old Lehigh!”





A HISTORY OF DISTINCTION

The athletics program at Lehigh has been as much a part of the institution as almost any other educational initiative. The first intercollegiate competition occurred in 1881. Ever since, support for Lehigh students competing in athletics has been a part of the university's history, tradition, and culture. So too, has been achievement at nationally distinctive levels. From extraordinary success in wrestling, to a long and storied history in football, to the recent expansion and improvements in our women's program, Lehigh has aspired to produce an athletics program that is nationally respected both for results and for the way those results are achieved.



INVESTING IN ATHLETICS

Unlike many NCAA Division I programs, Lehigh's investments in the athletics program are grounded in the belief and the expectation that students can and do learn from their sports experience. Winning matters because it brings credibility and it is more fun, but the only outcome that justifies the investment of educational resources is enhanced learning for the more than 700 varsity sport athletes and more than 2,500 club intramural, and recreational sport participants.

Shine Forever: The Campaign for Lehigh seeks to endow several key areas of the athletics program at Lehigh, in order to ensure that athletics remains an integral part of the Lehigh experience. These priorities include:

QUALITY COACHES AND STAFF

As is true in the traditional academic structure, quality learning through athletics begins with top quality coach educators and support professionals. Investments in the coaching and professional staff enable Lehigh to attract and retain a staff of the highest quality and truest alignment with our institutional values. The *Shine Forever* campaign seeks to endow coaching positions in the same way we endow classroom professors, for both are investments in educators. Additionally, endowed funds for the continued development and enrichment of athletics staff will help ensure distinctiveness.

RECRUITMENT

Distinctiveness in educational settings is also fundamentally linked to the effectiveness of efforts to recruit the brightest and most talented students. Competition for top scholar athletes is as keen as it is for valedictorians. Lehigh's ability to fund a program that can identify these top candidates across the country, and then enable them to visit our campus, meet our community, and discern our distinctiveness, is essential to achieving institutional and athletics department aspirations. The Athletics Partnership program, a restricted gift component of our annual giving program, is the primary



source for athletics recruitment funding, and a meaningful way to involve nearly everyone with athletics interests in an ongoing priority initiative.

SCHOLARSHIP

A critical aspect of facilitating positive final decisions for top prospects is the availability of competitive financial aid support. Each endowed scholarship associated with a scholar athlete provides a connection for the donor with the academic mission and the athletics experience.

FACILITIES

Finally, Lehigh has invested wisely in its athletics facilities, creating a comprehensively distinctive learning environment that is also invaluable in the competitive recruiting process. Continued investment in the enrichment, maintenance, and preservation of our physical plant is vital to our continued success.



A WINNING COMBINATION

Grounded in tradition and fueled by the spirit of competition, Lehigh's athletic program is a powerful part of the university experience for today's young men and women. Athletics offers lessons in leadership, team values, responsibility, dedication, and hard work, helping students forge strong characters and equipping them with the skills for success.

While the Athletics Partnership has been and will continue to be critical to the success of athletics at Lehigh, *Shine Forever: The Campaign for Lehigh* seeks to establish permanent endowment for the people and programs that ensure athletics continues to excel. These resources will provide for students both now and in perpetuity, making every gift to endowment a lasting legacy.

Take this opportunity to make a vital gift to endowment and witness the tremendous impact of your generosity on this generation of student athletes—and those yet to come.





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