



ASBURY UNIVERSITY
Academic Excellence & Spiritual Vitality

Strong Foundation, **BOLD FUTURE**

Strategic Fundraising Initiatives to Advance the Mission of Asbury University



2023 Set Apart Retreat, Colorado Springs



“In the category of an academically rigorous and spiritually formative educational experience in the Wesleyan-Holiness tradition, we will aim to be without rival.”

President Kevin J. Brown, Ph.D.



Asbury University was chartered to foster the intellectual development of our students and prepare them to serve in their chosen fields with excellence and integrity. We continue to offer innovative instruction that embraces rigorous curricula, critical thinking, and relevancy in the marketplace.

But we are not just a university; we are a Christ-centered university. We are intentional about creating a community that encourages students to love God with all their hearts and to love their neighbors as themselves. Spiritual vitality is not that a student simply knows the Bible or is willing to participate in a ministry, but that a student is set on a trajectory to impact the world in the name of Jesus Christ.

This is a pivotal moment for
Asbury University as we witness the
outpouring of God's favor.

Our ongoing commitment to this mission is strengthened by the promise of this generation. Generation Z is emerging as an incredible catalyst for change. They are intellectually and spiritually hungry, rejecting casual Christianity, and seeking authentic faith embodied in action.

This is a pivotal moment for Asbury University as we witness the outpouring of God's favor. **Now is the time to build on a strong foundation and to move boldly into the future.**



Celebrating Momentum

We are deeply thankful for the Asbury family and the culture of generosity that continues to grow. There is much to celebrate as we praise God for blessing the future of Asbury University through the prayers and financial investment of our partners.

ENROLLMENT

Fall 2024 Celebrations

- » 2,086 students enrolled, largest in history
- » 1,206 traditional undergraduate students, largest since 2015
- » 304 graduate program enrollment, largest in history

CAPITAL CONSTRUCTION

More than \$40 million in new construction and renovations completed recently:

- » Outdoor Venue
- » Shaw Collaborative Learning Center
- » Rader Student Center
- » Bayless Equine Arena
- » Donaldson Choral Room
- » Glide-Crawford Parlor Renovation
- » Miller Center for Communication Arts Upgrades
- » Athletics Locker Rooms
- » Lybass Garden Plaza
- » The Patio

ENDOWMENT GROWTH

- » In the last 10 years, endowment market value has grown from \$40.87 million to \$78.15 million.

ACADEMIC EXPANSION & CERTIFICATION

- » School of Christian Studies
- » Bachelor of Arts in Computer Science
- » Sport Communication emphasis
- » Master of Science in Accounting
- » ARRI Certified Film School

SPIRITUAL RENEWAL

- » Set Apart Retreats
- » Outpouring in February 2023
- » Faith on Fire Award from the Midwest Foundation
- » Lausanne Congress Presenter



Fulfilling God's Call

At Asbury University, we believe God is calling us to boldly step forward with courage, strength, and a renewed vision of what can be achieved for His glory. We are committed to stepping into the extraordinary opportunities God places before us.

President Dr. Kevin J. Brown, the Board of Trustees, and campus leaders have identified our top strategic fundraising priorities that will advance Asbury toward becoming the premier Christian university in the country.

Our strategic priorities are categorized into four focus areas:

1. Scholarships
2. Spiritual Formation
3. Academic Innovation
4. Student Experience

Your prayers and philanthropic investments are needed as we seek to generate **\$15 million in annual gift revenue** toward these priorities.

“But seek first the Kingdom of God and His righteousness, and all these things will be added to you.”

Matthew 6:33



Strategic Focus #1: Scholarships

It is not enough to make Asbury the top choice for prospective students; we must make our transformative educational experience a viable choice through robust scholarship offerings.

We are committed to putting educational opportunity within reach of outstanding students, regardless of their financial circumstances. Therefore, 100 percent of Asbury students receive financial support. However, as enrollment increases and the cost for higher education continues to rise, the need to grow our scholarship funds is essential.

Scholarships attract and retain students with a variety of gifts, interests, abilities and backgrounds — allowing Asbury to better reflect the diverse body of Christ.

There are **three primary ways** to invest in scholarship aid for Asbury University students:

GENERAL SCHOLARSHIP FUND

When you give to the University's general student scholarship fund, the **Fund for Asbury University**, every dollar invested is awarded directly to students in support of their tuition. Our target is to raise \$1.66 million annually.



NAMED SCHOLARSHIPS

A named scholarship offers a meaningful way to honor a loved one or a favorite professor or to carry on your own legacy.

Establishing a permanent **Endowed Scholarship** takes a minimum commitment of \$30,000. Gifts made to endowed funds are never spent; instead, those gifts are invested and a portion of the income is awarded annually in perpetuity.

Annual Scholarships can be created with a three-year commitment of at least \$5,000 with all the gifted funds disbursed in scholarship aid for students in the year they are received.

Financial Need

- » Traditional undergraduate cost of attendance for the 2024-25 academic year is \$49,116.
- » More than 50% of traditional undergraduate students are from Kentucky, a state with less resources than many.
- » 61% are Federal Pell Grant eligible, U.S. ethnic minorities or first-generation college students.

Strategic Focus #2: **Spiritual Formation**

Asbury students are introduced to the joy of living set-apart lives of holiness, marked by servant-leadership and tender-hearted compassion. We are intentional about offering opportunities that nurture the spiritual growth of our entire student body.

SET APART RETREATS

Asbury is the only university in the country that offers all-expenses-paid Christian worldview retreats for new students. Launched in fall 2022, the Christian Life Project's Set Apart Retreats offer freshmen and sophomores a unique opportunity to deepen their faith while preparing to live sanctified, set-apart lives as ambassadors of Christ.

In a time when many young Christians lack a biblical worldview, this program answers a profound need. Set Apart Retreats cultivate an environment where new Asburians can explore their Kingdom identity and purpose, learn to integrate their faith into daily life, build a biblical foundation to withstand cultural pressures, and connect with like-minded peers and mentors in Christian fellowship.

University Pastor Rev. Greg Haseloff explains, "Though our students learn biblical and theological truths on campus, they often simply need a set-apart kind of place for head knowledge to become heart knowledge — to embrace and receive God's love and purpose and make the kind of commitment and full surrender that changes them forever."

"We are so grateful for the opportunity for our daughter to attend the Set Apart Retreat. She has grown so much in her faith and stepped out independently in her walk with the Lord."

Vickie Bobb, parent

Asbury has a God-inspired vision to expand the program as we walk alongside students on their journey of becoming wholehearted followers of Jesus. A retreat costs \$50,000 on average, and we have grown to offer five retreats during the 2024-25 academic year. When you invest in the operations or the endowment of Set Apart Retreats, you are providing an opportunity for students to say 'yes' to Him during their days apart with mentors and friends.



Strategic Focus #3: Academic Innovation

Academic excellence at Asbury means providing our students with a rigorous, relevant education that uniquely equips them with the requisite skills necessary to navigate the complexities of tomorrow's dynamic, technology-driven, information-saturated global economy. Innovation and market-sensitivity are at the center of our vision for expanding and enhancing Asbury's academic programs.

BACHELOR OF SCIENCE IN NURSING LAUNCH

With our commitment to the care and development of the whole person, our belief in the sanctity of life and that humans are created in God's image, and our knowledge of the ongoing nursing shortage, Asbury University is launching a Bachelor of Science in Nursing (BSN) program.

Over the past 25 years, we have prepared students for the nursing profession through our pre-nursing undergraduate focus, equipping them to transition into nursing programs at other universities to complete their degree. However, many of our students expressed the desire to complete their education within our supportive community.

7,562 prospective undergraduate students with an interest in nursing inquired at Asbury over the last four years but did not apply to the University. According to the American Association of Colleges of Nursing, nursing schools in the U.S. turned away more than 65,000 qualified applications from baccalaureate and graduate nursing programs in 2023. There is a need that Asbury can help fill.

Our BSN curriculum includes studies in the natural, behavioral, and social sciences; humanities; and nursing sciences. Graduates will be generalist nurses eligible to take the National Council Licensure Examination.



“We strive for academic excellence because nursing is both a science and an art, requiring our students to be deeply knowledgeable and highly skilled. Also, we recognize the importance of spiritual vitality. By mentoring students in their walk with Christ, we help them approach nursing as a calling, fostering resilience, compassion, and purpose that sustain a lifetime of holistic and evidence-based professional nursing care.”

Dr. Connie Lamb, RN, CNE, CHSE, nursing program administrator

Asbury nursing graduates will ...

- » Demonstrate critical thinking by making sound clinical judgments that reflect the integration of nursing science, evidence-based practice, liberal arts knowledge, and a biblical worldview.
- » Provide compassionate, culturally competent, holistic, person-centered nursing care across the lifespan in various settings.
- » Improve population health across the healthcare continuum, from public health prevention to disease management, by promoting inclusive and equitable health outcomes for diverse populations.
- » Pursue knowledge and expertise through continued nursing practice, research, and community involvement to enhance spiritual and professional development.

Asbury University is experiencing a pivotal moment with the launch of this essential academic program. Our objective is to begin recruiting the first freshman students into the program for fall 2025 and have clinical labs completed by spring 2027. **We seek to raise \$4.5 million in charitable funds** to fulfill the financial requirements essential for the successful launch of the nursing program.

Hamann-Ray Renovation — \$3 million

Simulation Labs and Equipment — \$800,000

Nursing Faculty and Staff — \$700,000

Together, we can fulfill the vision to prepare nurses who are not only highly skilled but also spiritually grounded, holistically nurtured, and resilient against professional burnout — ready to serve with compassion and excellence in a rapidly changing healthcare landscape.



EQUINE CENTER

Asbury University's 340-acre Equine Center is in the heart of Kentucky's Bluegrass Region, known as "The Horse Capital of the World." Its proximity to more than 300 working horse farms provides opportunities for professional connections and internships for our students, influencing the heart of the equine industry with a distinctive approach to natural horsemanship.

Asbury's Equine Studies program is one of our largest enrolled academic majors. Our philosophy of training celebrates the intrinsic value of the horse, fostering a partnership built on respect and understanding. As we strive to cultivate premier equine professionals who embody excellence in skill, character

and servant-leadership, we are committed to ensuring that our students are equipped to thrive in the equine world while remaining true to their faith.

As we move toward expanding the Equine Program's enrollment capacity to accommodate 200 majors, capital improvements are needed. Key projects include replacing fencing, paving the farm road to the newly constructed Bayless Arena, and adding new equipment for the maintenance needs of the farm. In addition, there is a need to purchase new horses to replace those that have aged out of the program.





MCCRELESS FINE ARTS RENOVATION

Music permeates creation. Scientifically elegant, it is a precise and beautiful language of limitless creativity. It ushers us into the presence of God, heals our souls, and inspires us to action. At Asbury, the music program is a foundational part of our interdisciplinary liberal arts curriculum and exemplifies the coalescence of rigorous academics, spiritual vitality, and strong community.

Built in 1962, the McCreless Fine Arts Center is home to our music program. We envision a facility where students and faculty can create music in an environment that reflects the excellence for which Asbury is known. This vision includes continuing the impact of the newly renovated Donaldson Choral Room with additional building upgrades.

Our current fundraising focus areas are the creation of a welcoming lobby where students gather to collaborate and meet with professors, and the modernization of the band and orchestra room with a focus on acoustics and climate control.

INNOVATION FUND

Asbury University seeks to empower, encourage, and incentivize our faculty and staff to become innovative in their work as it relates to teaching, program development, and professional growth. Our vision is to foster a culture of “entrepreneurs in education.”

Your giving to the Innovation Fund unlocks the resources needed for Asbury to create new programs that meet market needs, develop solutions to industry challenges, and nurture high-impact initiatives.

This fund empowers campus leaders to quickly move forward with strategic opportunities projected to have a significant impact on students, faculty, and the community.

By incentivizing creative thinking and revenue-generating endeavors, we will not only help fund our departments, the endowment, and University operations, we will also expand our missional influence and the breadth of our world reach.

Strategic Focus #4: Student Experience

At the heart of Asbury is a caring, welcoming community that inspires growth within our students. Our holistic education integrates faith and learning into every facet of campus life. To enhance the student experience, there is a need to upgrade living spaces and boost support systems to help students navigate challenges.

RESIDENCE HALL RENOVATIONS

At Asbury, we prioritize a residential campus environment because it enables students to be part of a vibrant, supportive Christian community where relationships are formed, spiritual growth is nurtured, and faith is lived out daily.

We desire to create a welcoming environment that encourages students to feel they truly belong. Comfortable, inviting residence halls foster an atmosphere where students feel safe,

valued, and accepted — critical components for their emotional and spiritual well-being.

By investing in the renovation of community spaces within the residence halls, you ensure that our students can deepen their connections with one another in ways that reflect the love of Christ, strengthening the unity and camaraderie that are so important for their college experience.



“I can confidently say that Asbury has become my home. I have been surrounded by the best community I have ever had and have grown so much deeper in my relationship with Christ.”

Seth '26, Christian Ministries major

STUDENT CARE EMERGENCY FUND

We believe every student should have access to the resources and support they need to thrive in college and finish their education. We also believe that a strong support network provides a pathway for students to deepen their faith and face life's challenges with hope.

Student care emergency funds assist students during unanticipated life events that create financial hardships that some are just not able to overcome without support. Investing in either our current use fund or our endowed emergency fund helps our students with the issues they are facing, including housing and food insecurity, medical expenses, clothing, auto repairs, travel expenses, technology costs, and other financial challenges.

The compassionate staff in our Student Life department come alongside students who find themselves in urgent need. This allows students to remain focused on their academic and spiritual journeys, knowing they are cared for by their University family.



Increase Your Potential Impact

Did you know that you may be able to increase your potential impact — and experience significant tax savings — **by giving stock, real estate or other non-cash assets** to support these critical giving initiatives at Asbury University?

Most Americans carry only 10 percent of their wealth in the form of cash. The remaining 90 percent is held in the form of non-cash assets, such as stock, real estate, business interests or commodities. By considering all the resources God has entrusted you to manage, you can multiply the impact of your generosity and eliminate unwanted costs and stress.

Additionally, we invite you to extend your support of Asbury University beyond your lifetime by including **an ultimate gift in your will or trust**. These types of gifts sustain our mission in the future and can have impact on the lives of students for generations to come.

As a ministry to our alumni and friends, Asbury University's team, including trusted staff and partners from the **Barnabas Foundation**, offers tax-wise charitable gift and stewardship legacy planning from a distinctly Christian worldview **at no cost to you**. It is our desire to provide answers to your questions with clarity and integrity, and with complete confidentiality.



You are Invited

Our world desperately needs a new generation of Christ followers who know how to think critically, theologically, and intellectually about the issues of our day. We need national and global servant-leaders who are dedicated to holiness and full of Scriptural discernment. Asbury University is uniquely positioned to answer this need.

We invite you to join us in our vision to move boldly forward while preserving our distinctive identity. Together, we can support the students, faculty, and academic innovations that will lead us forward.

Members of our Advancement team have a passion to walk with you on your journey of generosity as you steward the resources God has given you. We would be honored to work with you to develop a gift plan that meets your personal and philanthropic goals.



Asbury University, a Christian Liberal Arts University in the Wesleyan-Holiness tradition, equips students, through academic excellence and spiritual vitality, for lifelong learning, leadership and service to the professions, society, the family, and the Church, preparing them to engage their cultures and advance the cause of Christ around the world.



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