



FINAL IMPACT REPORT

Pivotal Moments: Our Campaign for Wayne State University exceeded its ambitious goal of \$750 million, raising a total of \$776.5 million across the entire university. I am honored to serve as president during this pivotal moment in Wayne State's history.

Our generous community made this success possible. While there were several large, record-setting gifts made to the campaign, the vast majority of contributions were for \$1,000 or less. More than 84,000 alumni, neighbors and friends — including corporations and foundations — contributed at unprecedented levels.

As we celebrated Wayne State's 150th anniversary in 2018, we spent a lot of time reflecting on the past. Now it's time to look toward the future. Building on the strong foundation provided by the Pivotal Moments campaign, Wayne State will continue to inspire, discover, create and engage. The impact of this support is already being felt and will endure for generations.

Thank you,

A handwritten signature in black ink, appearing to read 'M. Roy Wilson'.

M. Roy Wilson
President





INSPIRE

Your support inspires our students and faculty to be curious and passionate.

"Before attending Wayne State, I thought small. Now, I think big. I want to change the world and show people that education is important."

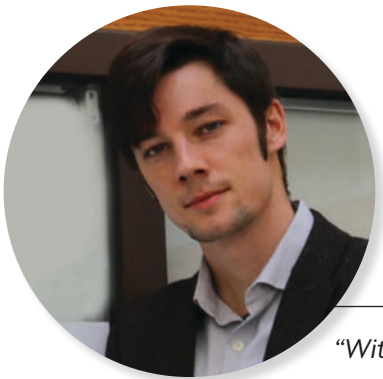
- Sharaya Solomon, Wayne State student

DISCOVER

Your support helps discover new approaches, solutions and areas of inquiry through multidisciplinary, translational and applied research.

"While there have been many research advances, so much remains to be discovered. Being a part of this discovery process is rewarding to me as well as those who are the direct beneficiaries of these groundbreaking research opportunities."

- Andrew Darmahkasih, M.D. '18



CREATE

Your support creates fresh expressions of existing knowledge.

"With creativity and collaboration, it is possible to make positive change in the world through innovation. Wayne State has equipped me with lifelong learning skills."

- Jack Pierick '18

ENGAGE

Your support helps Wayne State engage through community service, enriching the culture and economy of Detroit and beyond.

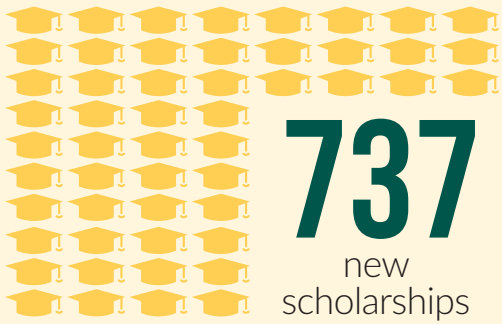
"It's exciting to be at Wayne State because you get to interact with Detroit in a special way. Every day I get more connected to the city, and it's made me a better student, a better athlete and a better person."

- Karrington Seals '18



IMPACT OF PIVOTAL MOMENTS

Ending September 2018



\$128
MILLION

for scholarships
and student support

\$776.5
MILLION
RAISED



\$225 MILLION

committed to endowment
and associated funds



\$61 MILLION

for campus facilities

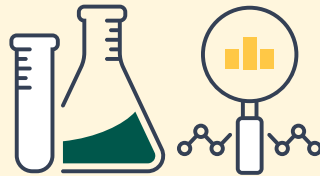


\$36 MILLION

from gifts of
\$1,000 or less

\$96 MILLION

to support faculty
in research and teaching



\$226
MILLION

from alumni



\$163
MILLION

documented
planned gifts

\$45.5
MILLION

from faculty
and staff

\$127
MILLION

foundation
giving



\$45
MILLION

corporate
giving

\$6.5
MILLION

raised by
Student
Call Center





Pivotal
Moments

OUR CAMPAIGN FOR
WAYNE STATE UNIVERSITY

Wayne State University Board of Governors
Bryan C. Barnhill, II, Michael Busuito, Mark Gaffney,
Sandra Hughes O'Brien, Marilyn Kelly, Anil Kumar, Dana Thompson,
Kim Trent, M. Roy Wilson, *ex officio*