



BSU BOLD: *The Campaign for Excellence*

FINAL REPORT ON CAMPAIGN PERFORMANCE
FEBRUARY 2026

REPORT BY

Brent Swinton, Vice President, Division of Philanthropic Engagement, Bowie State University
Patricia Bosse, Founding & Managing Partner, MPK&D
Ronni Cranwell, Partner, MPK&D

TABLE OF CONTENTS

I.	Ushering in a New, Bold Era of Transformation at Bowie State.....	3
II.	Celebrating Unprecedented Achievements	4
III.	Securing a Dynamic Presidential Campaign Cabinet	5
IV.	Starting with Intention: Campaign Planning and Feasibility Study.....	6
V.	Leveraging Distinctive Strengths and Opportunities.....	8
VI.	Investing for Future Impact: The MacKenzie Scott Effect	10
VII.	Meeting the Moment: Addressing Societal Challenges	11
VIII.	Reimagining the Possible: Setting a New Campaign Goal and Timeline.....	12
IX.	Measuring Extraordinary Success	13
	a. Creating Immediate Impact for BSU Students	13
	b. Redefining the Possible: Dramatic Endowment Growth	15
	c. Unprecedented Growth in Corporate and Foundation Investment.....	17
	d. Assessing the Sources of Campaign Giving	19
	i. Alumni Giving	20
	ii. The Missing Middle	20
	iii. Annual Fund.....	20
	iv. Planned Gifts	21
	v. Exceeding Cash Received Norms.....	21
	e. Utilizing Resources	22
X.	Advancing Academic Leadership and Excellence.....	24
	a. Strategic Growth Initiatives Concurrent with the Campaign.....	24
	b. Leveraging State Investments Concurrent with the Campaign	24
	c. Distinctive Academic Developments	26
XI.	Amplifying Visibility and Engagement.....	27
XII.	Campaign Learnings: Building Capacity for the Future	28
	a. Alumni Engagement	28
	b. Identifying Areas of Untapped Potential.....	28
	c. Positioning for Strategic Alumni Engagement Nationally.....	29
	d. Growing the Nelson Wells Legacy Society.....	30
	e. Building Advancement Capacity	30
XIII.	Boldly Forward: Building Momentum Toward the Next Campaign	31
XIV.	Top Ten Recommendations for Advancing Boldly Forward.....	32
XV.	Assessing Success and Moving Boldly Forward	35
XVI.	Honoring Our Highest-Level Donors.....	36



Ushering in a new, bold era of transformation at Bowie State

Bowie State University is enjoying one of the **most dramatic eras of growth in its 160-year history** — full of extraordinary opportunity and potential. **BSU BOLD: The Campaign for Excellence** has been at the forefront, exceeding all expectations and raising an unprecedented \$128.5 million. Today, Bowie State is experiencing increasing recognition, visibility and philanthropic support as funders and the public increasingly acknowledge BSU's distinctive mission, history and impact.

Higher education today faces unparalleled threats that have the potential to erode the economic viability of institutions and compromise the quality of education they can provide. These pressures have always been far more acute for Historically Black Colleges and Universities whose legacy of commitment to the education of African American and other disenfranchised students is now incurring intense scrutiny and fervent opposition in this heightened political moment.

Yet the history of HBCUs, and of Bowie State in particular, is instructive: the institution has faced threatening headwinds in the past and not only persevered but thrived. Since 1865, BSU has championed access to higher education and advanced opportunities for students. Today, Bowie State is flourishing despite long-term, systemic underfunding from both public and private sector sources.

It is in this context that we celebrate the record-breaking achievements of **BSU BOLD: The Campaign for Excellence**, which culminated in December 2025 having raised \$128.5 million, by far the highest total of any Bowie State fundraising effort. Every dollar raised through this campaign is securing a more prosperous future for the university and — more importantly — its graduates. The campaign has strengthened the prominence and positioning of BSU, increased the scope of its academic and co-curricular programs and expanded financial resources for students. In short, **it has been the most transformational comprehensive campaign in Bowie State University's history.**

This report covers the lessons and key takeaways from the multi-year campaign effort and sets forth recommendations to prepare for Bowie State's next philanthropic campaign.

BSU BOLD: The Campaign for Excellence delivered impact across three defining priorities:

- 1** Created immediate benefits for BSU students
- 2** Advanced Bowie State boldly forward to strategically position the university for long-term viability
- 3** Expanded Bowie State's visibility and reach both locally and nationally



CELEBRATING UNPRECEDENTED ACHIEVEMENTS



R2 bound

In 2025, Bowie State earned the Carnegie Classification of Research College or University, underscoring the university's commitment to scholarly investigation and academic excellence.

\$128.5 million raised

Surpassing an initial goal of \$25 million and two subsequent stretch goals of \$50 and \$75 million, **BSU BOLD: The Campaign for Excellence** closed in December 2025 having raised an extraordinary \$128.5 million.

614%

increased endowment

As part of the campaign, the endowment grew from \$7 million in 2018 to over \$50 million in 2025.

#11 TOP 5

For 2026, U.S. News & World Report ranked Bowie State University #11 among the 100+ public and private HBCUs, compared to a rank of 26 in 2021. This ranking also solidifies BSU as one of the top five public HBCUs in the nation.



Forbes magazine ranked **BSU #5 of Best HBCUs with online degrees in 2025** (computer science, criminal justice, education).

#5

Founded in 1865, Bowie State is Maryland's first HBCU and is celebrating its

160th anniversary

during the closing year of the campaign.

BSU was honored as a Military Friendly school for six consecutive years beginning in 2019 because of its commitment to veterans, active-duty service members and their families.





SECURING A DYNAMIC PRESIDENTIAL CAMPAIGN CABINET

We would like to extend sincere gratitude and heartfelt congratulations to the members of BSU's Presidential Campaign Cabinet. This group of volunteer campaign leaders was not only critical to the success of **BSU BOLD: The Campaign for Excellence** — it also built an important leadership framework for the success of future campaigns.

PRESIDENTIAL CAMPAIGN CABINET MEMBERS

AMINTA H. BREAUX

President
Bowie State University

NICK BAYER

CEO and Founder
Saxbys

ANDRÉA W. FRAZIER

Attorney and Philanthropist
Andréa W. and Kenneth C.
Frazier Family Foundation

KENNETH C. FRAZIER

*Chairman and CEO
of Merck (retired)*
Andréa W. and Kenneth C.
Frazier Family Foundation

SHERMAN RAGLAND

Chief Acquisitions Officer
Tradewinds International
Holdings, LTD

MARTIN W. RODGERS

Senior Managing Director
Accenture

KIMBERLY STOKES

*Vice President & Corporate
Engagement Strategist*
Calvert Research and
Management

BRENT SWINTON

*Vice President for
Division of Philanthropic Engagement*
Bowie State University

DR. SHERECE WEST SCANTLEBURY

President and CEO (retired)
Winthrop Rockefeller Foundation

DANIELLE C. WHITE

*Regional Vice President of
Social Impact & Sustainability*
MGM Resorts International

RYAN YU

President
Daly Computers

STUDY OVERVIEW (AUGUST–OCTOBER 2019)

The feasibility and planning study engaged BSU stakeholders to test the feasibility of a **\$25-35 million comprehensive campaign** and to assess readiness, priorities and philanthropic potential.

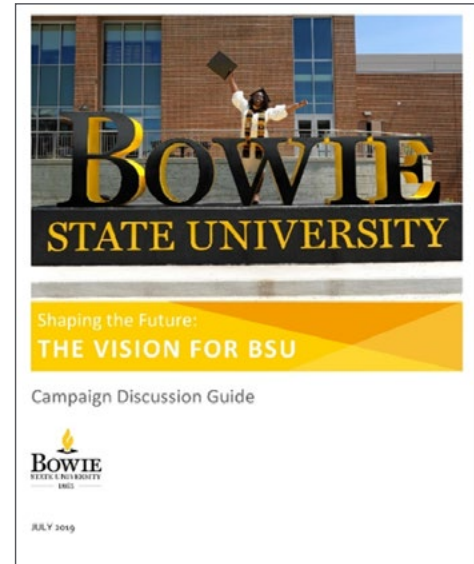
The campaign narrative and priorities were tested through dialogue about the Campaign Discussion Guide.

MPK&D conducted 40 stakeholder interviews and five focus groups that collectively sought perspectives from the following constituents:

- Alumni
- Foundation Board Members
- USM Regents
- Community and Business Leaders
- Donors
- Administrators
- Faculty
- Students
- Staff

The feasibility study identified the following foundational strengths:

1. **BSU's strong and visible leadership.** Dr. Breaux is seen as a “dynamic, engaged and visible leader both internally and externally.” There was great hope for her vision as a catalyst for transformational change.
2. **A distinctive and powerful mission** that connects to accessibility and diversity. Bowie State was perceived as offering extraordinary support for students, having a strong campus culture, valuing diversity, and encouraging student grit and persistence.
3. There was a **high degree of interest** in BSU telling its story.
4. Bowie State was believed to have an **enviable location and accessibility**.
5. Finally, BSU has a **strong tradition of alumni pride**.



“For a whole lot of students, including myself, BSU opened doors and opportunities that were life-changing. I had people around me — faculty members — who pushed me into doing more than I ever imagined possible.” — major donor, alumnus, study participant

The outcomes of the study made clear that campaign success meant much more than achieving a financial goal.

Aligning Goals for Comprehensive Success



Achieving historic campaign success —
\$25 million in 5–7 years



Increasing alumni engagement/participation —
Establish annual goals that reflect deeper engagement



Securing transformational gifts —
What philanthropy headlines will we make?



Sharing BSU's distinctive story about education, diversity, and access —
Positioning BSU with strength



Converting alumni pride to action —
Galvanizing alumni with a powerful call to action

CAMPAIGN STUDY OUTCOMES



Goal: A campaign goal of \$25 million tested with mixed results. Forty-nine percent of those interviewed thought the goal was realistic and achievable; 17% indicated it was not achievable; and 34% were unsure. No significant gift indications were received during the study.



Timeline: A 2020–2025 campaign public phase timeline was established, with a challenge phase if the goal was achieved early. The original challenge phase goal was \$5 million.



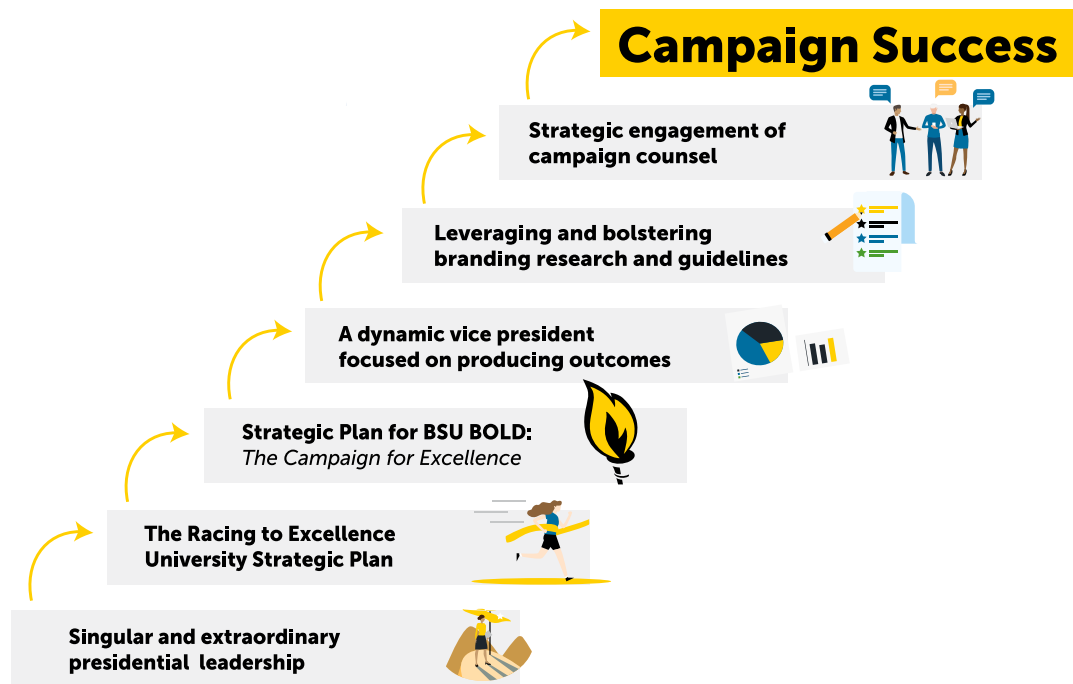
Priorities: Strong evidence supported building the campaign narrative around student support. Scholarships tested as the highest priority. Student support services were identified as a high need. Those interviewed understood the need to grow BSU's endowment.



LEVERAGING DISTINCTIVE STRENGTHS AND OPPORTUNITIES

A truly successful campaign does not occur in a vacuum. It was important to capitalize on the vibrant developments already occurring at Bowie State. Several distinctive factors were critical in propelling the transformational success of *The Campaign for Excellence*:

Building on a Strong Foundation: Keys to Campaign Success



The Racing to Excellence Strategic Plan

One of the key findings of the campaign planning and feasibility study was the need for clear strategic direction and prioritization. The Racing to Excellence Strategic Plan identified an ambitious pathway toward a clear and tangible vision for Bowie State. The plan's pillars — Academic Excellence, Student Success and Long-Term Viability — aligned closely with the campaign framework, ensuring that the campaign would create both immediate and generational strategic impact.

A singular and extraordinary leader

The leadership of Dr. Aminta Breaux is inextricable from the success of **BSU BOLD: *The Campaign for Excellence***. BSU's first woman president, Dr. Breaux is a visible public leader whose vision for campus fundamentally transformed what was possible. Through her strategic direction, two important facilities — the Entrepreneurship Living and Learning Center and the Martin Luther King, Jr. Center — transformed campus and created space for new, singular programs. Her leadership was also critical in pursuing and securing a Carnegie classification — and climbing the national rankings.

A dynamic vice president focused on producing outcomes

Brent Swinton's leadership as vice president for philanthropic engagement was vital to the success of the campaign. Brent maintained an unwavering strategic focus on growing the endowment, with an overall outcomes-focused vision of supporting enhanced student impact. Brent was not only the leader of the campaign, but his expertise allowed him to be a utility player, filling numerous key roles and adapting approaches to seize every opportunity and leverage each gift to its utmost potential.

Leveraging and bolstering branding research and guidelines

A few years prior to the campaign, the university commissioned a marketing research effort to effectively define perceptions and aspirations of Bowie State. The resulting insights fueled the creation of the BOLD marketing campaign featuring advertisements online, on television and in outdoor advertising. The fundraising campaign tapped into that dynamic messaging to maximize institutional branding in the university's strategic plans. Launching in quick succession of each other, the BOLD marketing campaign and **BSU BOLD: The Campaign for Excellence** effectively reinforced one another and collectively increased awareness of Bowie State University.

Strategic engagement of campaign counsel

BSU's strategic use of MPK&D as campaign counsel was both an enabling and accelerating factor in campaign success. Dating from its initial engagement, MPK&D has been pleased by the steady, strategic partnership at every step of the campaign. BSU and MPK&D have not only developed a strong "team mindset" and clear, distinctive roles, but forged a meaningful working partnership that allowed the campaign team to capitalize on and leverage emerging opportunities.

CO-CURRICULAR RESOURCES SECURED BY THE CAMPAIGN FOR EXCELLENCE



Maguire Academy of Insurance and Risk Management. Hosted by the College of Business, this comprehensive learning environment prepares students for the growing field of risk management.



NBA quality Basketball Court. The Durant Family Foundation funded the transformation of much of the basketball gymnasium.



Food Lion Nutrition Lounge. Through its hunger relief initiative, Food Lion provided funding to establish and equip an on-campus lounge to provide a comfortable area for students to access and enjoy nutritional food. The program addresses food insecurity that some college students experience.



Truist Data Analytics Research and Technology (DARTT) Lab. DARTT is a repository for interdisciplinary data providing opportunities for students to learn and practice skills in data analysis in preparation for careers in technology. Truist contributed \$350,000 to support operation of the lab.



Dionne Warwick Theater (2023). Named in honor of the Grammy Award-winning artist, elevating BSU's Fine and Performing Arts Center and spotlighting the excellence of its arts programs.

VI

INVESTING FOR FUTURE IMPACT:
THE MACKENZIE SCOTT EFFECT

BSU’s fundamental approach to philanthropy is built on maximizing the impact of each gift. Every gift and partnership forged through the campaign became an opportunity to generate additional support for Bowie State’s students and the university. The profound impact that philanthropist MacKenzie Scott has had on Bowie State is a testament to this approach.

In December 2020, a \$25 million gift from Scott helped catapult Bowie State to a new level of success. Framed in the context of her historic commitment to investing in HBCUs, this transformational gift was announced during the quiet phase of **BSU BOLD: The Campaign for Excellence**.

IMPACT ON THE CAMPAIGN

That milestone investment from MacKenzie Scott signaled to other philanthropists and the world that BSU, its faculty and students are high-value investments in the cause of advancing higher education in America. This initial investment garnered substantial media attention that raised the profile of the university just as campaign activity was beginning to gear up.

Most importantly, Scott’s selection process distinguished BSU a worthy philanthropic target, recognizing the growing momentum and energy guided by the university’s Racing to Excellence Strategic Plan. The gift validated the campaign vision and accelerated ambition, confidence, and visibility.



MACKENZIE SCOTT DONATES
TENS OF MILLIONS TO BOWIE STATE,
D.C.-AREA NONPROFITS



BSU GETS \$1.5M TO
STRENGTHEN RESOURCES
FOR TEACHERS OF COLOR



ADOBE DONATES \$3M FOR DIGITAL
LITERACY, DIVERSITY AT 3 COLLEGES



VII

MEETING THE MOMENT: ADDRESSING SOCIETAL CHALLENGES

Though the feasibility study produced a clear strategic scaffolding that defined the shape of the campaign, we could not have predicted the seismic cultural moments that came to define the early years of the campaign. The COVID-19 pandemic produced an unprecedented wave of alumni support for BSU, as our community sought connection and meaning through supporting Bowie State during an unprecedented moment. Similarly, the focus of public discourse and engagement on matters of equity and social justice during Black Lives Matter organizing created new windows of opportunity for highlighting the importance of HBCUs.

During the campaign, Bowie State found new opportunities to tell its powerful story, reaching new partners and audiences and meaningfully growing our community of supporters. Our capacity to meet the moment was a function of the leadership, strategy, internal capacity and infrastructure that was built to ensure enduring and strategic success.

HONORING SERVICE AND REMEMBERING THAT FREEDOM IS NOT FREE

As a graduating senior at Bowie State University, Richard W. Collins III was commissioned as a 2nd Lieutenant in the U.S. Army on May 18, 2017. Two days later, he was murdered in a hate crime on the University of Maryland campus. On commencement day, May 23, 2017, an empty graduation robe draped an empty chair during the ceremony as a memorial to an exemplary young life senselessly cut short.

BSU, UMD and the Lt. Richard Collins III Foundation formed the Social Justice Alliance to meet this devastating occurrence with collaborative programs aimed at eradicating intolerance and affirming social justice. Generous contributions from Mary Catherine Bunting and others affirmed and supported the significant, invaluable work of the Alliance.

The Martin Luther King, Jr. Center, which opened in 2025, will forever remember and honor this Bowie State student's commitment to service and excellence. The Lt. Richard W. Collins III Learning Alcove exemplifies the university's unyielding dedication to social justice. This is sacred space. It will serve as a celebration of a life reminiscent of Dr. King's Dream, and it will be a focal point of our community's collective dedication to championing social justice, opportunity and equality for all.

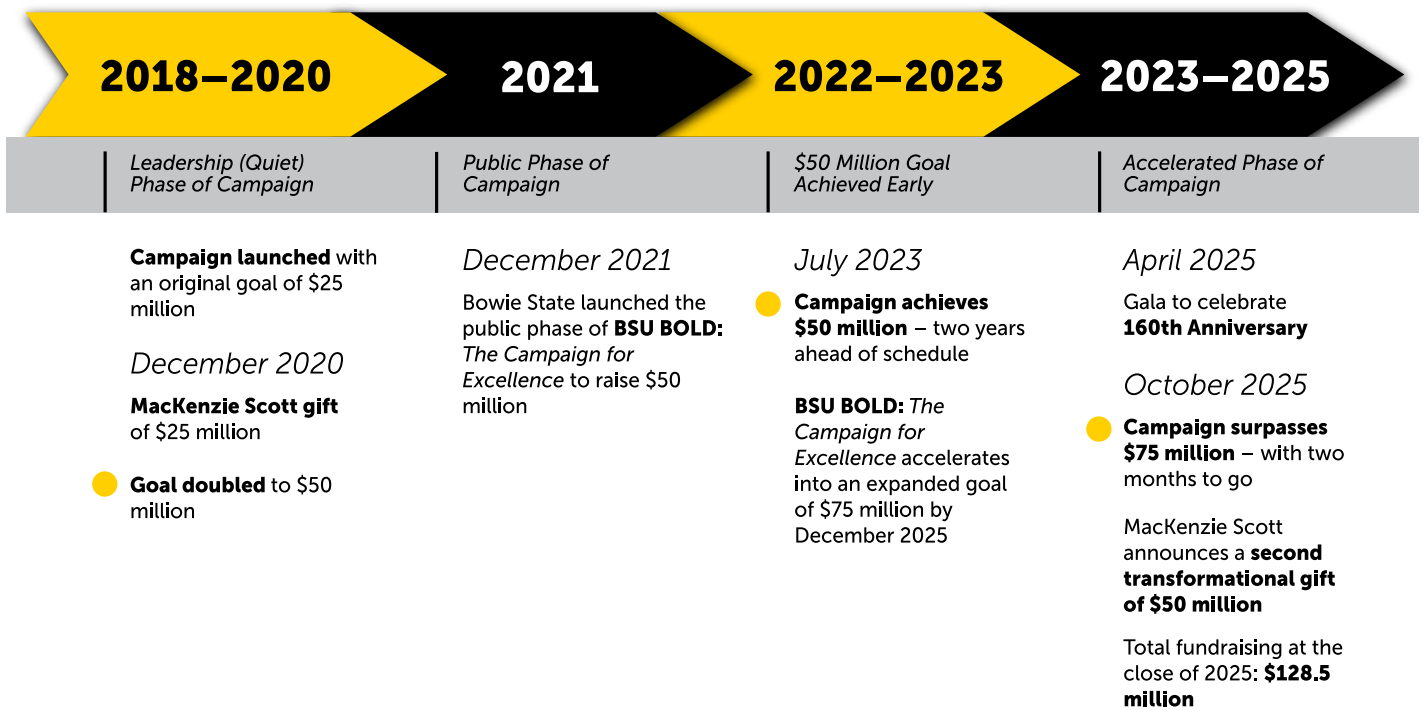


VIII

REIMAGINING THE POSSIBLE:
SETTING A NEW CAMPAIGN GOAL AND TIMELINE

With MacKenzie Scott’s \$25 million gift in December of 2020, BSU effectively surpassed its original goal for the campaign. Rather than ending the effort at this point, BSU choose to move boldly forward with the intention to raise an additional \$25 million, setting a new, historic goal of \$50 million for the campaign. That decision embodies both the catalytic impact of Scott’s investment and the confident initiative to seize new opportunities within this campaign.

Accelerating Success: Growth in Campaign Goals Over Time



“[MacKenzie Scott’s gift] absolutely benefits the students of today, but we’re going to be very intentional on how we allocate it to benefit future generations of students.”
– Brent Swinton, Vice President, Division of Philanthropic Engagement

From the very beginning, our team understood that campaign success was about much more than financial goal setting. Our first and most critical charge was to create immediate impact for BSU students. In addition, the campaign sought to advance BSU boldly forward through long term strategic growth and expand BSU’s visibility and reach.

CREATING IMMEDIATE IMPACT FOR BSU STUDENTS

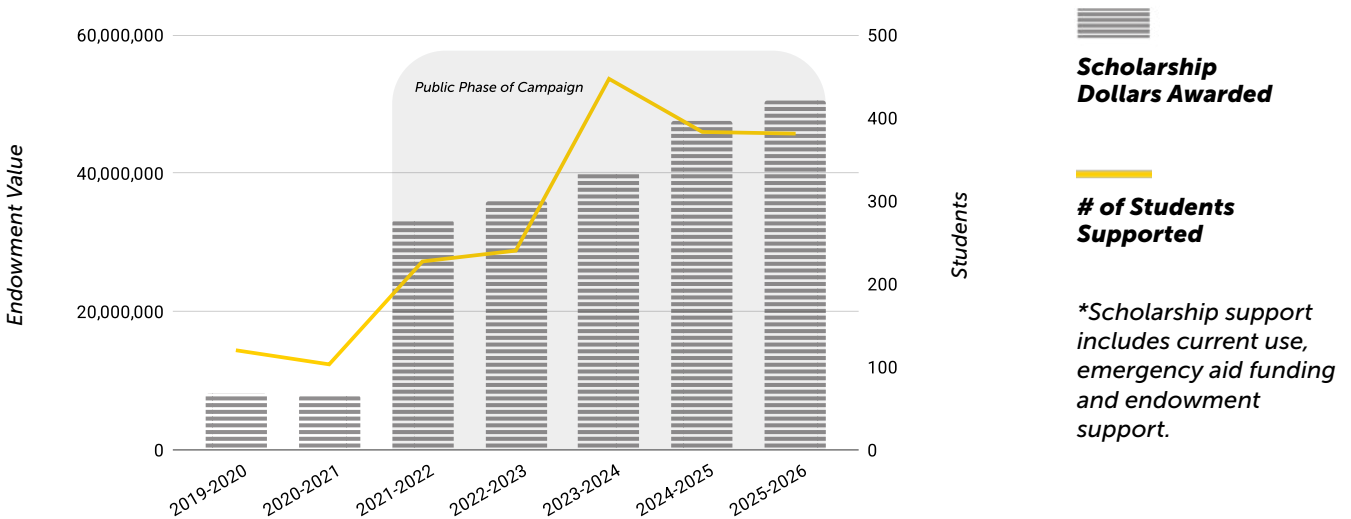
Transformational scholarship support for Bowie State students

The campaign answered its first charge — to create immediate impact for students — by a sixfold increase in the number of scholarship dollars available to Bowie State students. Scholarship support is a key metric of campaign success, a vital tool in creating increased accessibility, lowering student debt and ensuring students can graduate on time. In addition, scholarship support is closely tied to endowment growth, and the growth in endowed scholarship support is an important indicator of BSU’s ability to thrive and offer opportunity in perpetuity.

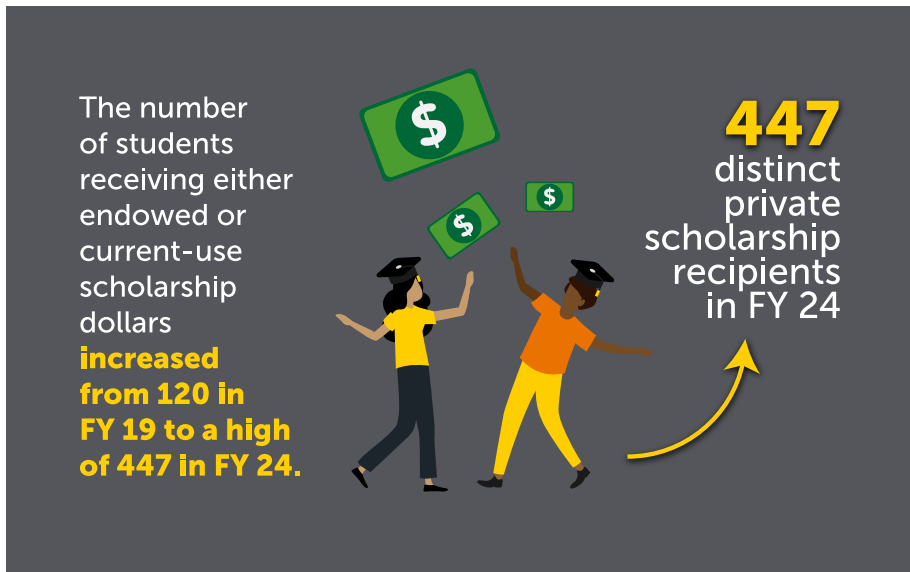
Compared to when the silent phase of the campaign began in FY 2019, Bowie State has achieved:

- An increase from \$135,359 in endowed scholarship dollars awarded at the start of the campaign to \$502,333 in FY25 (a 271% increase).
- The resuscitation of the university’s student emergency aid fund to provide private support for life emergencies. The fund grew from zero to \$272,300 (a 700% increase).
- An increase from \$147,081 in current use scholarship dollars awarded to \$1,478,371 in FY 2024 — a nearly 10x increase.

Dramatically Increasing Scholarship Support*



The number of students supported by private scholarship dollars has also increased, from 120 in FY 20 to 381 in FY 26. The campaign high point for scholarship support came in FY 24, when 447 students received support — an increase of more than 400% over FY 19.



Beginning in 2023, much of the increased numbers of scholarship dollars awarded is attributable not just to the campaign’s philanthropic success, but also to the leadership and vision of Dr. Angela K. Contee, MA '92, director of private scholarships and grants. Under Dr. Contee, BSU established best-practice administrative functions for awarding, distributing and managing scholarship dollars. She engages closely with each student recipient, helping to ensure not only good stewardship of contributions, but also scholastic and personal success for students.



SCHOLARSHIP DOLLARS CREATE MEANINGFUL STUDENT OUTCOMES

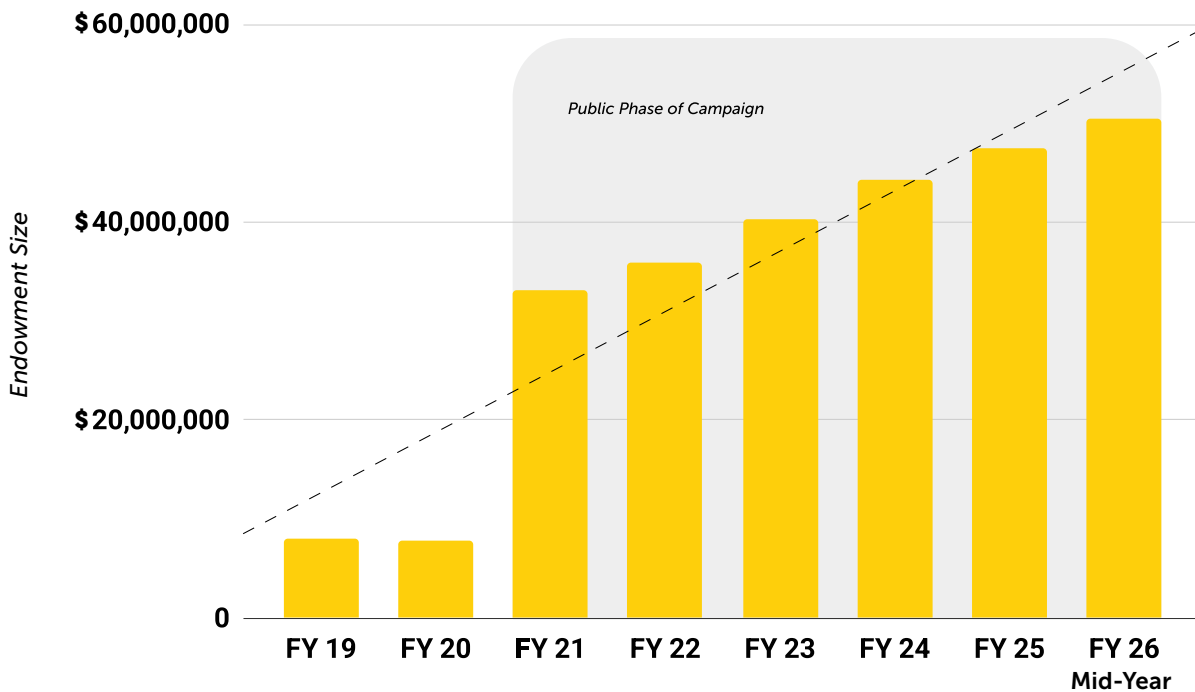
According to the United Negro College Fund’s 2024 economic impact report, a BSU graduate working full time can expect to earn an additional \$1,064,188 over the course of their career.

REDEFINING THE POSSIBLE: DRAMATIC ENDOWMENT GROWTH

One of the most critical bellwethers of an institution’s long-term health and strength is the size of its endowment — a lagging metric for HBCUs. As of 2024, the gap between HBCU and predominantly white institution endowments was estimated at \$129.2 to \$1 and the largest predominately white institution endowment of \$52 billion (Harvard) is 20 times greater than the collective \$2.6 billion of the top 10 HBCUs¹.

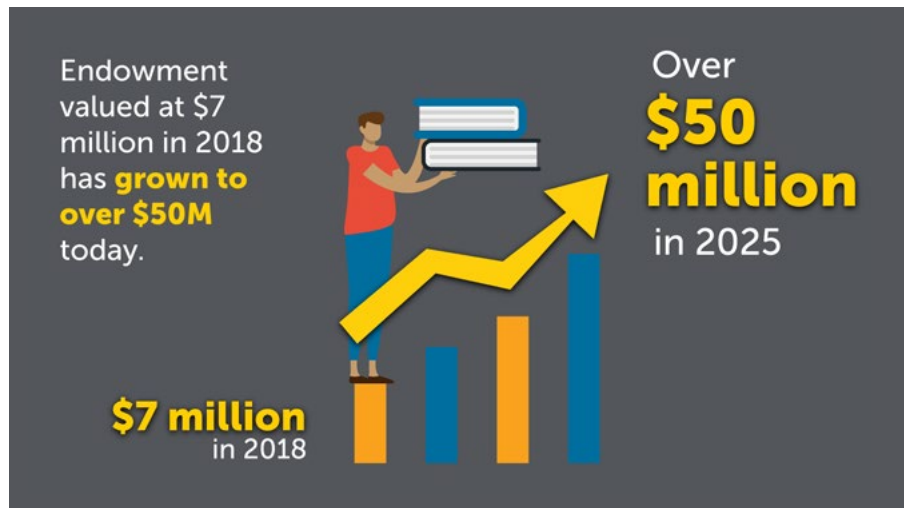
During **BSU BOLD: The Campaign for Excellence**, the endowment grew from **\$7 million in FY 2019 to over \$50 million — an increase of 614%**. Endowment growth was driven by donor education, focused solicitation, and disciplined fund management. Despite historic underinvestment in HBCU and public university endowments, BSU applied a strategic and consistent focus to achieve outsized results.

Growing Endowment at an Unprecedented Rate



¹<https://www.cpreview.org/articles/2024/9/beyond-affirmative-action-hbcus-and-the-time-for-equitable-funding> and <https://hbcumoney.com/2025/02/15/hbcu-moneys-2024-top-10-hbcu-endowments/>

Among institutions in the University of Maryland system, BSU’s rapid growth over the course of the campaign is beginning to close the significant gap in endowments. Among HBCU peers across the country, **Bowie State now ranks among the top endowments.** Only six HBCUs have endowments of more than \$100 million.



COMPARING HBCUS BY ENDOWMENT SIZE <i>Self-reported by institutions participating in National Association of College and University Business Officers (NACUBO) Survey, 2025</i>	IN DOLLARS	AY 2024-2025 TOTAL ENROLLMENT
1. Howard University	\$1.2 billion	14,890
2. Spelman College	\$567 million	3,417
3. Florida Agricultural & Mechanical University	\$136 million	9,313
4. Winston-Salem State University & Foundation	\$115 million	4,962
5. Texas Southern University	\$111 million	8,704
6. Norfolk State University	\$110 million	6,053
7. Virginia State University	\$105 million	5,605
8. University of the Virgin Islands	\$61 million	1,792
9. Bowie State University	\$50 million	5,970
10. Fayetteville State University	\$40 million	7,628

BENCHMARKING UNIVERSITY ENDOWMENTS (AS OF DECEMBER 2025)	IN MILLIONS
Bowie State University (AY 24–25 enrollment: 5,970)	\$50
Towson University (AY 24–25 enrollment: 19,401)	\$100
Salisbury University (AY 24–25 enrollment: 7,025)	\$130
Median HBCU	\$138
NACUBO Median — All	\$243

UNPRECEDENTED GROWTH IN CORPORATE AND FOUNDATION INVESTMENT

A signature accomplishment of **BSU BOLD: The Campaign for Excellence** was to strengthen BSU's positioning with corporate and foundation philanthropic investors. Bowie State's increasing academic strength, bold commitment to innovation and powerful ROI secured its reputation and platform as a good investment for transformational private philanthropic giving. Even when excluding the MacKenzie Scott gifts, total donations increased from \$2.4 million in FY 20 to a campaign high of \$14.2 million raised in FY 23. The average gift size increased during the campaign from \$1,350 to \$3,645 (again excluding gifts from MacKenzie Scott).

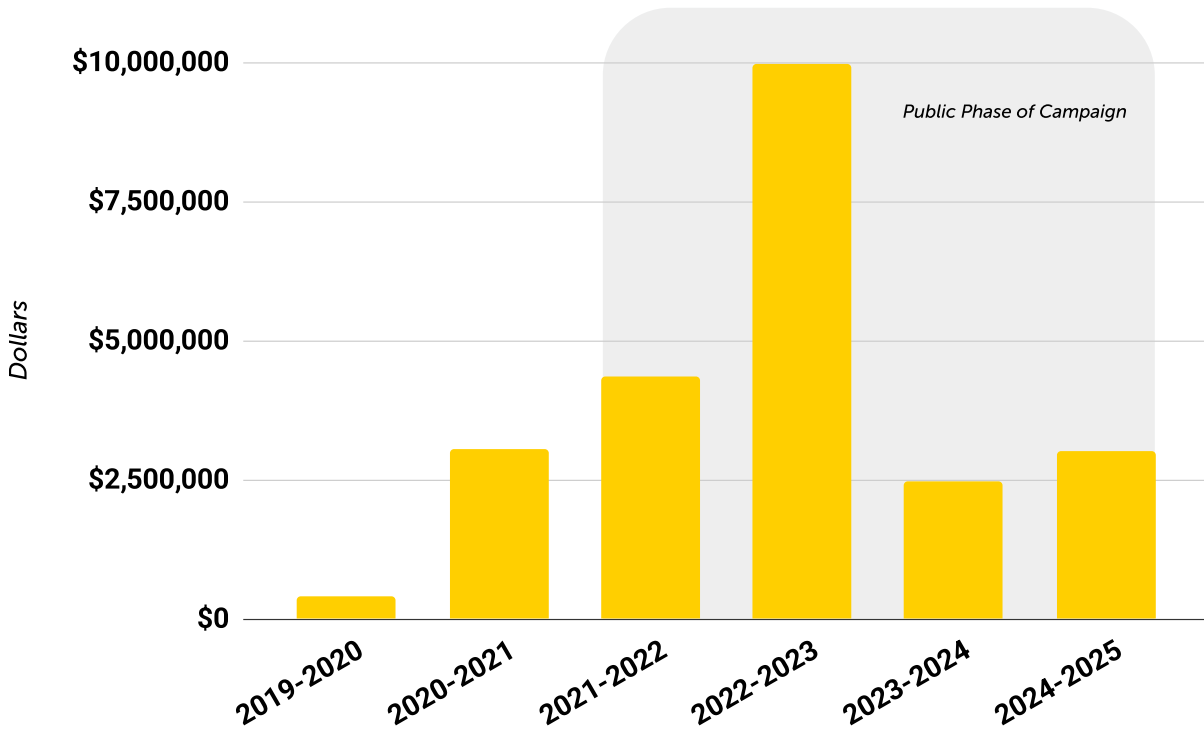
Corporate Giving

The campaign increased corporate giving by an average of \$3,673,985 per year — a 668% overall increase, with the most successful year of fundraising yielding more than \$10 million in corporate investments in FY 23. Excluding MacKenzie Scott's extraordinary gifts, 45% of total campaign giving came from corporations, compared to 41% on average among HBCUs and 14.4% across all higher education. Signature partnerships forged during the campaign empowered and recognized Bowie State's commitment to academic excellence and providing life-changing opportunities to students.

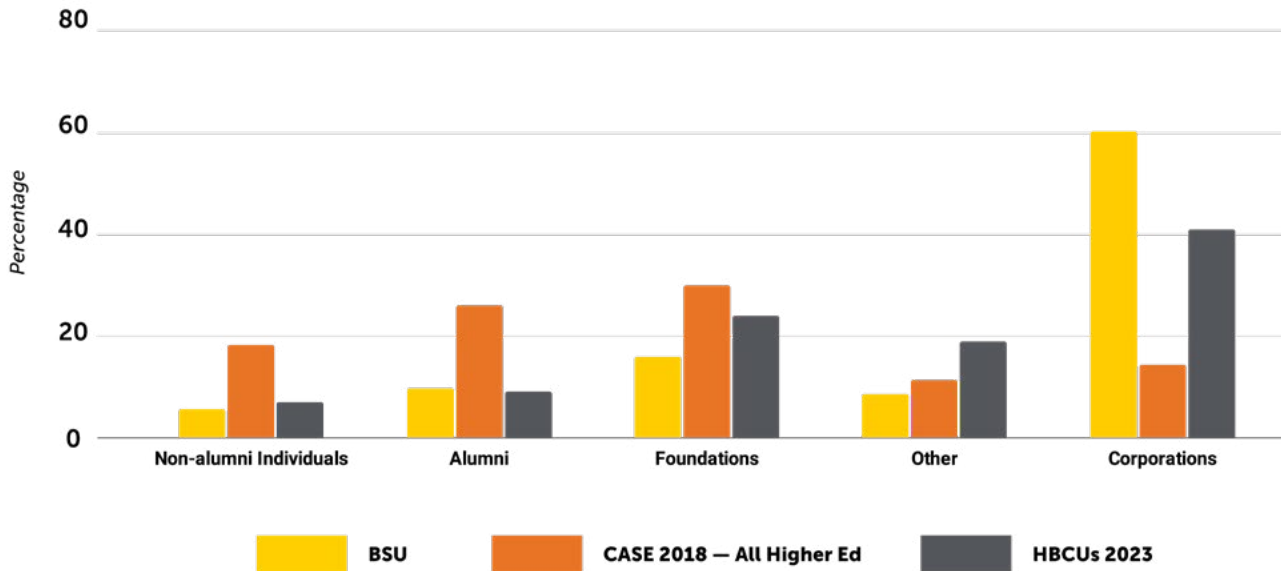


ALUMNUS DONOR SPOTLIGHT "I want to help create opportunity for kids coming up, looking to grow, looking to further their education and enter the workforce. That was really my motivation for establishing an endowment at my alma mater." **Eric Smith '06** established the **We Love You Endowment** for African American students who are majoring in a STEM field (Science, Technology, Engineering and Math) and have a 2.3 – 2.5 GPA.

Supporting the Campaign with Impressive Corporate Giving



Outpacing University Norms in Corporate Giving



Foundation Giving

Philanthropic investments from foundations also increased in strength, from \$148,000 annually in FY 20 to a high of \$2.7 million in FY 23. There was an increase of 508% in foundation giving over the course of the campaign. Seventeen percent of total campaign giving came from foundations, lower than the 24% on average among HBCUs.

Philanthropic investments from foundations also increased from \$148,000 annually in FY 20 to a **high of \$2.7 million in FY 23.**

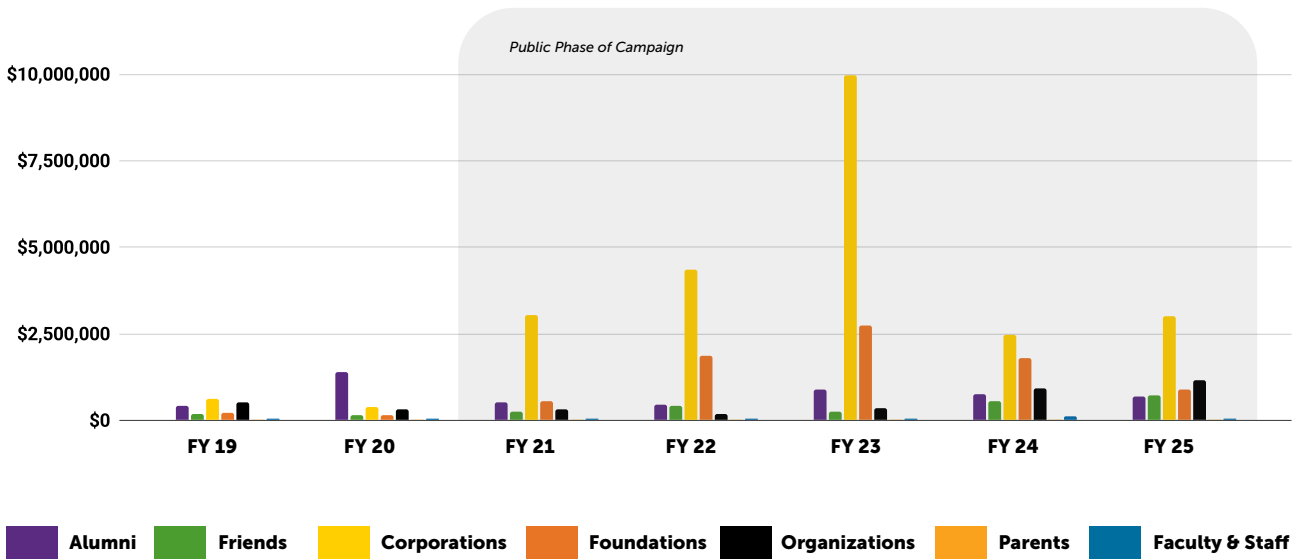
\$2.7

million in foundation gifts in FY 23



ASSESSING THE SOURCES OF CAMPAIGN GIVING

Total Campaign Giving to BSU by Source



Alumni Giving

Bowie State has a long tradition of a core group of faithful alumni donors who individually give \$1,000 or more annually through a special giving society. Despite this loyalty, alumni giving currently represents only about 4% of total campaign support. Notably, alumni participation and giving peaked during the pandemic with \$1.4 million in donations in 2020, demonstrating both capacity and commitment during a critical moment. Together, these data points underscore a significant opportunity to more intentionally engage and grow alumni giving as a meaningful driver of campaign success.

The Missing Middle

The campaign focused energy on high-end donors, leaving the mid-level donor market potentially underdeveloped — and primed for future engagement.

Identifying the Missing Middle

at the \$100,000-\$249,000 level	7
at the \$10,000-\$24,999 level	23
at the \$1,000-\$9,999 level	181

These statistics reflect a “missing middle,” with few donors registering gifts in the \$100k to \$249k range — only 1-7 reach this level across all categories each year. With demonstrated strength at lower levels, this is a potential area to focus on building a pipeline to sustain a future campaign.

Annual Fund

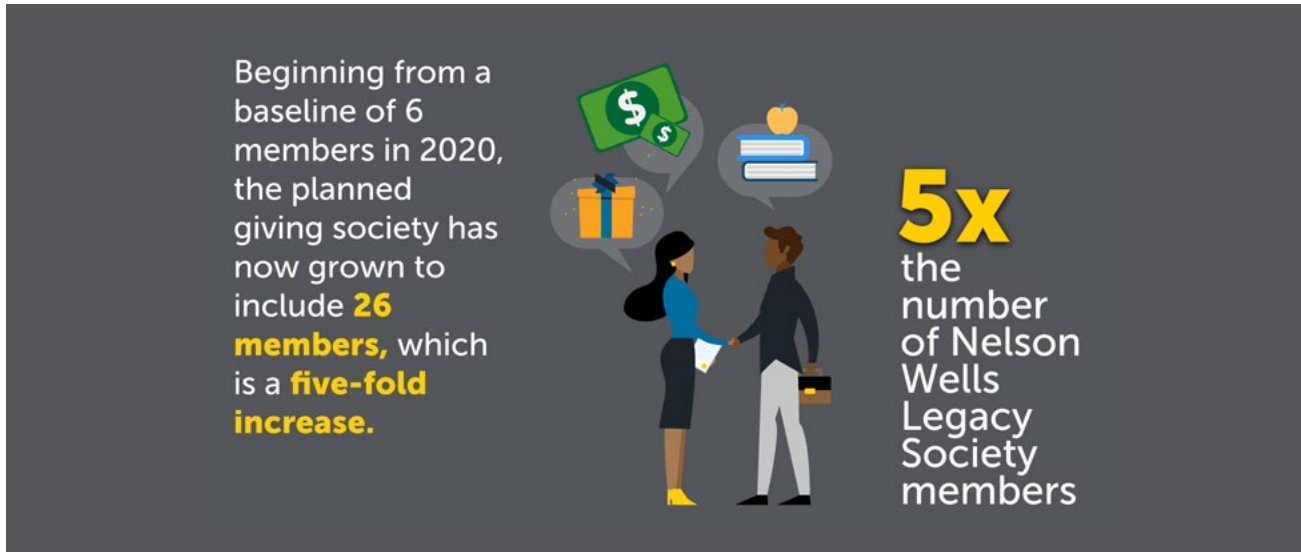
Giving to the annual fund fluctuated over the course of the campaign, peaking at \$259,000 during the height of the pandemic. While total annual fund dollars have declined in recent years, the number of new and increasingly consistent annual fund donors has trended upward — creating a strong pipeline for future major and planned gift opportunities.



ALUMNA DONOR SPOTLIGHT “I believe in legacy giving and serving others, but most importantly, I care about my alma mater,” said **Anshia B. Crooms '05**. “I believe in the university’s mission and vision, and I am forever grateful and indebted to Bowie State because the institution gave me a chance.” Crooms, CEO and founder of Briclyn Entertainment Group, established an endowed scholarship for juniors and seniors at Bowie State University.

Planned Gifts

Planned giving is a critical component of institutional health and a powerful way for a university's community of alumni and friends to secure an enduring legacy. This is a clear growth area for Bowie State's future focus, with promising modest growth in Nelson Wells Legacy Society membership. Beginning from a baseline of six members in 2020, this planned giving society has now grown to include 26 members, which is a five-fold increase.

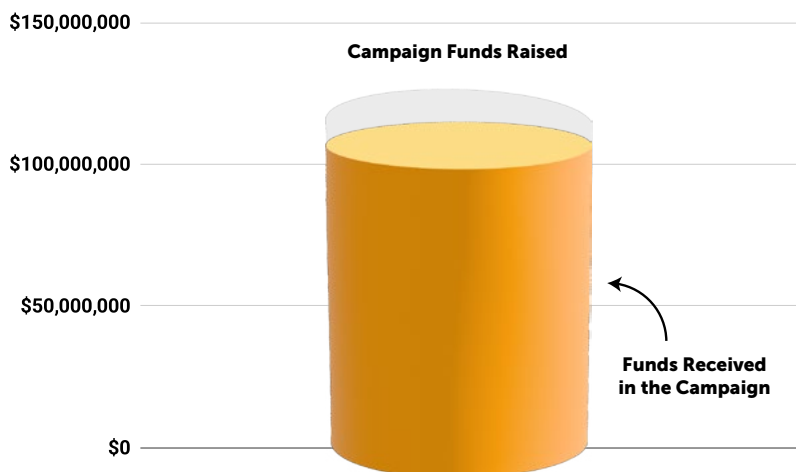


During *The Campaign for Excellence*, BSU engaged a contracted attorney to focus on planned giving because the division did not have the resources to hire a full-time planned giving officer. In a short time, two six-figure estate gifts of real property were secured and liquidated. This success supports the strategy of building capacity within the department.

Exceeding Cash Received Norms

This campaign reflects a significant shift in prioritizing “dollars in the door” — a measure of execution that distinguishes Bowie State from other institutions. Of the \$128.5 million raised, \$115 million, nearly 90%, resulted in realized gifts during the campaign. This strong cash performance translates directly into immediate impact for students and programs.

Ensuring Immediate Impact of Campaign Success

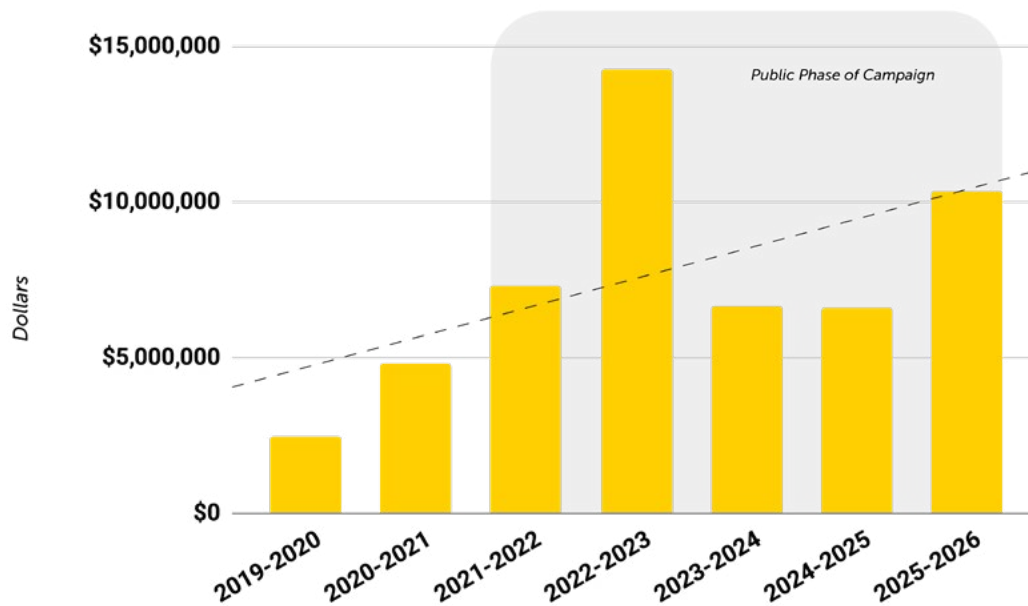


UTILIZING RESOURCES

Capacity-building

The recruitment of a planned giving expert as a contractor is just one example of success with the reorganization of what is now called the Division of Philanthropic Engagement. The cohesive leadership team provides direction and cultivates a strong sense of mission. On the development team, individuals have clear goals and work closely with academic affairs and deans to identify opportunities and cultivate relationships. "Scorecards" and other tools measure progress and provide transparency. Alumni relations is solidly integrated with advancement services.

Increasing Yearly Fundraising (without MacKenzie Scott Gift)



The rising trend in total yearly fundraising underscores the impact of capacity building, demonstrating how investments in frontline fundraising and infrastructure are driving long-term ROI through sustained philanthropic growth.



SCHOLAR SPOTLIGHT

JEVON HAMILTON | B.S. IN BIOLOGY | WALDORF, MD

Jevon Hamilton came to Bowie State University as a standout football player but found his true passion in science. He plans to attend pharmacy school to focus on synthesizing drug compounds. Active in the Minority Association of Premedical Students, Hamilton supported peers and connected the club with pharmaceutical companies. He credits Bowie State with shaping his growth: "Bowie State gave me the confidence to take myself seriously as a professional, scientist and researcher."

Effective Digital Communications



With the exception of annual giving mail solicitations, the Division of Philanthropic Engagement's constituent outreach is 100% digital. The campaign period saw a 550% increase in event registrations, a 530% increase in event revenue, an 82% increase in email open rates and a 19% increase in online giving.



PARTNER SPOTLIGHT: ADOBE

Bowie State University received a total of \$5.05 million from Adobe to support student career skilling, faculty development and infrastructure enhancements. The partnership has provided:

Scholarships: 28 students have received a full or partial award

Career Preparation: Training, internships, and resources to develop skills in digital media, data sciences, cybersecurity and technology

Faculty Development: Fellowships, faculty communities, workshops to train faculty and sponsored travel

Innovation Support: Access to Adobe tools and programs to foster creativity and entrepreneurial learning

The initiative strengthens Bowie State's digital literacy and technology programs, preparing students to bring varied perspectives and skills to tech companies while advancing equity in STEM and tech fields. The program's goals are to empower diverse, next-generation talent and broaden access to digital literacy and creative skills.



ADVANCING ACADEMIC LEADERSHIP AND EXCELLENCE

STRATEGIC GROWTH INITIATIVES CONCURRENT WITH THE CAMPAIGN

The first pillar of the Racing to Excellence 2019-2024 Strategic Plan, academic excellence — and in particular, innovation — has been a core focus for BSU during Dr. Aminta Breaux's presidency. One of the key successes of the campaign, which ran in parallel to the university's FY 2018-24 Strategic Plan, was coupling philanthropic momentum with programmatic expansion and strategic growth initiatives. This created a multifaceted expansion in capacity and elevation of visibility, building out new, best-in-class pathways for BSU students and significantly raising the university's profile with external audiences. **BSU BOLD: The Campaign for Excellence** raised the bar for philanthropic investment and confidence Bowie State has earned through its clear focus on mission and outcomes.

There were 13 new degrees added over the course of the campaign. New undergraduate degree programs include accounting; cyber operations; chemistry; dance; data science; health services administration; immersive media entertainment and gaming; philosophy, politics and economics; public health; software engineering; and virtual reality and gaming.

New graduate degrees include master's programs in applied biotechnology and molecular biology; English for speakers of other languages; and internet of things and internet technologies, as well as a Ph.D. program in counselor education and supervision.

STATE INVESTMENTS CONCURRENT WITH THE CAMPAIGN

Significant support from the state of Maryland enabled BSU to advance important capital initiatives that helped accentuate campaign success.



Martin Luther King, Jr. Center (2024):

A 192,000-square-foot, technology-forward academic hub designed to foster interdisciplinary collaboration and inspired by Dr. King's enduring legacy.



Entrepreneurship Living Learning Community (2021):

A 500+ bed, highly visible residence hall anchoring BSU's innovation ecosystem with makerspaces, entrepreneurship resources and public-facing retail space. The output of a \$42 million investment, this facility created an entrepreneurial hub for entrepreneurship programming and innovation.



PARTNER SPOTLIGHT: STRADA EDUCATION FOUNDATION

As part of its commitment to advancing student success and leadership, Bowie State University is proud to have been one of the first HBCUs to participate in a national initiative with Strada Education Foundation, a nonprofit dedicated to connecting education and career pathways. The initiative focused on preparing the next generation of leaders, innovators, and changemakers — an effort that aligns directly with the university's campaign goals to expand student opportunity and career readiness.

Through the initiative, Bowie State students benefit from:

Scholarships and financial support: Renewable awards of \$7,500 annually as well as assistance to offset internship costs

Leadership development: Annual retreats to cultivate leadership skills and professional growth

Career preparation and networking: Programs that integrate academic learning with career pathways and professional connections

The inaugural Bowie State University Strada Scholars cohort (2021–22) included three Bowie State students and expanded over the next three years to reach 17 students. This extraordinary ongoing opportunity builds on Bowie State's existing leadership and career development programs while enhancing the university's ability to deliver transformational student experiences.



"You don't have the excellence in Maryland without Bowie State. It has been the foundation of so much of what we depend on, so much of what we're proud of, and so much of what we hope for the future. We're here not to just celebrate the past but also look toward the future as well." – Governor Wes Moore, during BSU's 160th Anniversary Gala, April 2025

DISTINCTIVE ACADEMIC DEVELOPMENTS

A Uniquely BSU Approach to Entrepreneurship

One of the signature focus areas of Dr. Breaux's tenure as BSU president has been to embed entrepreneurship throughout Bowie's campus and curriculum — creating a robust entrepreneurship ecosystem. This approach facilitates an entrepreneurial mindset among all students, preparing them to contribute to the economic vitality of their families and communities. Investments in this ecosystem include creating a director of entrepreneurship and academic programs; establishing an entrepreneurship certificate and concentrations; integration of entrepreneurship into the mandatory freshman seminar; and the development of "stackable" credentials. The campaign has secured funding for BSU's Entrepreneurship Innovation Center (EIC) with six-figure gifts from Blackstone and Wells Fargo, among others.

Outstanding Recognition in National Rankings

In 2019, Bowie State announced that it had been ranked within the top 25 HBCUs in U.S. News & World Report, at #25. Bolstered by *The Campaign for Excellence*, the university's rise in the rankings since then has been at #11 — making it a top five public HBCU. This ranking is based on graduation and retention rates, social mobility, faculty and financial resources, and more.

Attaining Carnegie Research Classification

In 2025, Bowie's prominence as an institution that facilitates research and innovation was recognized with a Carnegie classification as a "Research College or University" — an R2 designation. This recognition represents the culmination of a strategic focus on academic excellence and innovation that not only drove and capitalized on campaign investments but connected the strategic and economic development plans to academic impact. This designation is key in attracting new funding opportunities and in further enhancing faculty research — and student academic and career pathways in cutting-edge areas.



DEMONSTRATED ECONOMIC IMPACT

A comprehensive economic analysis conducted by the United Negro College Fund in 2024 documented BSU's regional impact, highlighting the \$351.3 million generated for the regional economy and 2,524 jobs supported on and off campus.

...[Bowie State University] acts as a catalyst for economic growth locally and regionally. This dynamic creates a ripple effect, leading to increased employment opportunities, heightened economic expansion and a flourishing community environment.

Quote from the report



SCHOLAR SPOTLIGHT

INGRID PORTILLO, '25 | B.S. IN NURSING | COLUMBIA, MD

Ingrid Portillo, a first-generation college student from El Salvador, came to Bowie State University inspired by her mother and grandmother, both nurses, and driven to improve health care access in her community. "I saw the disparities in health care firsthand. I want to be a catalyst in my community, helping those without access to proper care," she said.

XI

**AMPLIFYING VISIBILITY AND ENGAGEMENT:
BOWIE STATE HAS GROWN IN PROMINENCE OVER THE CAMPAIGN**

The collective effect of BSU's strategic emphasis on academic excellence and innovation, coupled with transformational philanthropic investment, has been extraordinary gains in university visibility. This has created broader and deeper strengths in Bowie State's public profile — and has driven extraordinary increases in engagement throughout its powerful community of alumni and friends.



In 2023, **NBA All-Star Kevin Durant and his Durant Family Foundation** funded the transformation of BSU's basketball arena and additional programmatic support for the men's and women's basketball teams.

The **Dionne Warwick Theater** in the Fine and Performing Arts Center was dedicated during a visit from the Grammy award-winning vocalist.

Alumnus **Myles Frost '24** won a **Best Actor Tony Award** in 2024 for playing Michael Jackson in "MJ The Musical." He subsequently made his screen debut in Ava DuVernay's film, "Origin," and as of 2026 headlines "Chez Joey," an update of the Broadway classic "Pal Joey."

In 2023, **The New York Times** highlighted BSU's computer science internship placement program led by Dr. Rosemary Shumba.

U.S. Senator Angela Alsobrooks served as BSU's 2025 Commencement speaker and was awarded the Presidential Medal of Excellence and a Presidential Citation from BSU President Dr. Aminta Breaux.

The legendary **cast of the classic TV series "A Different World"** brought their HBCU campus tour to Bowie State University.

BSU saw expanded corporate relationships with companies such as **Google, Adobe, Truist, Deloitte**, among many others, in support of a wide variety of university initiatives.



ALUMNI ENGAGEMENT

Bulldog pride has been identified as one of the defining features of the Bowie State community from the beginning of the campaign feasibility and planning study. With an alumni base of just under 27,000 and a track record of rapidly expanded engagement over the course of the campaign, analyzing alumni giving patterns and opportunity areas is critical to prepare for future success.

Currently about 4% of Bowie State's annual philanthropic support comes from alumni — less than the 9% average in HBCUs and lagging significantly behind the 26% average across all higher education.

Alumni account for between 53% and 69% of all higher education donors annually, but only 6-13% of total dollars raised in any given year (excluding the MacKenzie Scott gifts). The donor base is not meaningfully expanding, but donor retention — i.e., loyalty — remains high. Essentially, Bowie State's alumni base is actively participating in giving back to the university, but it is not yet engaged to its full capacity.

IDENTIFYING AREAS OF UNTAPPED POTENTIAL

BSU BOLD: *The Campaign for Excellence* focused energy on building momentum and success with high-end donors. On the other side of the equation, the mid-level donor market remains underdeveloped and presents a powerful opportunity for the next campaign.

Though BSU averages 181 donors each year in the \$1,000 to \$9,999 level, these numbers fall off dramatically at the giving tiers immediately above. Most notably, BSU averages only a few “modest major” donors — giving between \$100,000 and \$249,000 — each year. Investing strategic effort into this loyal population of mid-level donors — alumni, parents, and friends — is a long game investment, empowering increased major gifts activity in the future.

Mid-level donor development: In most years, 28–39% of alumni donors give less than \$100. Since loyalty remains high, Bowie State would benefit from allocating resources to cultivate more mid-level donors in order to move people into higher giving tiers.

Graduate alumni: The high number of alumni in the area with graduate degrees from BSU is a promising untapped source of philanthropy. Graduate alumni average gifts are often higher than undergraduate average gifts — for example, the average graduate alumni gift during *The Campaign for Excellence* was around \$395 in 2023, about 40% higher than the average undergraduate alumni gift. From an advancement perspective, the growth in graduate degree programs and alumni presents an opportunity for strategic alumni engagement planning.

POSITIONING FOR STRATEGIC ALUMNI ENGAGEMENT NATIONALLY

Increased alumni engagement in recent years points to a regional and national alumni community ready to connect with their alma mater. Increased engagement is already evident: email open rates have increased 82% since the beginning of the campaign, driven largely by the success of the alumni email newsletter. The dramatic increases recorded in event registration and attendance are also critical for cultivating and maintaining alumni pride. The powerful boost in alumni giving during the COVID-19 pandemic indicates both alumni willingness and capacity to “level up” support for BSU when a compelling case for engagement emerges.

A strategic alumni engagement component will be critical for advancing toward the next successful Bowie State campaign effort and should consider thoughtful engagement with organized alumni groups as a core component.



“Because they had the courage of their convictions, Bowie State celebrates 160 years this year and is only growing stronger in reputation as a research institution. Because they did the right thing and didn’t wait to see what the polling said, Bowie State has produced freedom fighters, civil servants and creative giants. Because they stood strong on the right side of history, you’re here this morning, Class of 2025, born to be bold and ready to graduate. You have a mission to fulfill.”
– Angela Alsobrooks, U.S. Senator, Bowie State University Commencement Speaker, May 2025

GROWING THE NELSON WELLS LEGACY SOCIETY

The meaningful increase in membership in the Nelson Wells Legacy Society presents an encouraging indicator that there is both potential and interest in planned gift investments in Bowie State University. A strategic effort to cultivate planned giving is an investment in the long-term major gifts pipeline. Community-wide education and outreach efforts will be a key part of implementing a planned giving strategy.

BUILDING ADVANCEMENT CAPACITY

It is a point of pride that the Philanthropic Engagement team is able to “do more with less.” The division’s budget and staffing have increased only modestly while the team has produced disproportionate philanthropic results.

The advancement team grew modestly from 17 to 24 individuals — with a net gain of only two frontline fundraisers — over the five years of the public phase of the campaign. Yet, this team was responsible for the double- and triple-digit growth statistics throughout this report.

Although Bowie State’s campaign has been tremendously successful, there are also missed opportunities — particularly related to alumni giving. Reassessing the division’s structure and resources, including the addition of new FTEs, will allow Bowie State to build capacity for the next campaign and fully pursue these opportunity areas.

Two to three additional major gift officers

to enable robust engagement with deans and department heads and advance key strategic goals related to planned giving and alumni relations, including engagement with major donor prospects in the \$100-125K gift range

A dedicated planned giving position to build a sustainable pipeline of legacy commitments, partner with gift officers on complex gifts and advance long-term philanthropic growth

Stewardship resources to deepen donor relationships and promote enhanced engagement with a particular focus on major and leadership-level donors

An additional FTE to support fiscal management and the gift processing team as the pipeline and community of donors expands

Additional technologies and resources that maximize the efficiency and effectiveness of the advancement team to include increased AI functionality

Salary increases to retain high-performing team members and attract high-quality applicants; building a seasoned team will better cultivate and promote a culture of philanthropy

Strategic investments should be tailored to maximize effectiveness in pursuing opportunity areas critical for the next campaign.



SCHOLAR SPOTLIGHT

ANNIJAH SIMPSON '24 | CRIMINAL JUSTICE WITH A CONCENTRATION IN FORENSICS | HARRISBURG, PA

"The Maguire scholarship has really helped me financially and let my mother and I worry a lot less about having to pay for college. It has really been an honor to receive this award. This scholarship also inspires me to continue to go the distance knowing that there is someone who is willing to stand behind me and support me."


THE CAMPAIGN FOR EXCELLENCE CLOSES WITH A CRESCENDO

While still building on new opportunities presented by the 2020 \$25 million gift, Bowie State received a second gift from MacKenzie Scott in November of 2025, this time for \$50 million. Having already exceeded the campaign stretch goal of \$75 million, the second gift carried BSU over the \$125 million mark a month prior to the campaign closing.

On December 31, 2025, the campaign ended having raised \$128.5 million overall, with 90% of the revenue (\$115 million) in hand. Through the campaign, Bowie State’s endowment grew from \$7 million to more than \$50 million, a significant increase that will help ensure BSU’s future. From MacKenzie Scott’s second gift, \$35 million will be added to the university endowment at the start of FY 26, bringing the anticipated total to \$85 million!

MacKenzie Scott’s extraordinary generosity and her demonstration of faith in BSU affirmed and rewarded both the mission of the university and **BSU BOLD: The Campaign for Excellence**. According to her website, of the 24 HBCUs that received gifts from MacKenzie Scott, BSU is one of about a dozen that received additional gifts!

The delivery of a second, larger gift had a seismic ripple effect, putting Bowie State on a powerful footing for reaching new partnerships and investors. At a moment of uncertainty within higher education, this extraordinary gift representing MacKenzie Scott’s confidence in her initial investment enables Bowie State to move [Boldly Forward](#).



Bowie State’s endowment has grown from \$7 million in 2018 to **\$85 million in 2026**, placing it among the **top HBCUs by endowment size.**

\$85 million
in 2026

The extraordinary evolution of **BSU BOLD: *The Campaign for Excellence*** presents powerful lessons that are critical to explore in preparation for Bowie State's next campaign. As we move boldly forward, we will focus on leveraging the successes of *The Campaign for Excellence* for further growth while also investing resources in important opportunity areas.

Our top ten recommendations to advance Bowie State's philanthropic strategy and infrastructure are as follows:

#1

Focusing on Alumni Engagement Regionally and Nationally

Alumni loyalty and pride is strong, and there are many potential pathways for strengthening giving and engagement within this group to ensure they are at the bedrock of the next campaign — and BSU's future. We recommend identifying alumni engagement as a shared, university-wide priority with targeted activities that reach across all programs and departments. This includes developing a strategic stewardship focus on graduate alumni and creating new partnerships with alumni groups. Additional alumni activities could include student mentorship opportunities, an annual alumni survey, an alumni storytelling campaign and goal-setting for alumni engagement (micro upgrades to giving, reunion activities, number of touch points, etc.). BSU needs to make progress in giving from within the university community before moving into the next campaign.

#2

Increasing Endowment Giving for Long-term Institutional Viability

Scholarships are the top philanthropic priority for alumni and are a major driver of engagement and connection, motivating alumni to engage more deeply. A strategic focus on endowed scholarship giving will also continue Bowie State's momentum in growing the endowment to ensure long-term institutional strength. Public funding is rarely available, and institutional dollars are dwindling, making this an extremely urgent priority.

#3

Expanding Corporate Partnerships

The success of the campaign can be leveraged for additional growth in corporate partnerships, particularly through creating more relationships that are "two-way streets." Deepening relationships and visible collaborations between corporate partners and campus academic leadership (deans, department heads) will reinforce the mutually beneficial strengths of BSU partnership. Investing in strong stewardship practices is also critical for expanding and maintaining corporate partnerships.

High-visibility sponsorship opportunities include athletic facilities and competitions, alumni gatherings, campus-wide celebrations, performances, lectures, academic competitions, publications and more.

#4

Prioritizing Sustainable Foundation Engagement

Foundation giving plays a catalytic role in BSU philanthropy but is inconsistent on a year-to-year basis. Multi-year foundation cultivation plans will help develop more consistency and success within foundation giving. This strategy will benefit from regular engagement with deans and faculty to promote opportunities and generate ideas. Strong foundation reporting, with a focus on creating robust, data-driven impact insights, will also encourage renewed relationships and giving.

#5

Investing in a Mid-Level Donor Strategy

Alumni and friends account for the majority of gifts in the \$1,000–\$9,000 range, making this an essential “step-up” segment for future major gifts. Strengthening and expanding the annual fund creates a larger, more qualified pool from which mid-level donors can emerge. By intentionally cultivating alumni and friends, implementing donor upgrade pathways aligned with excellent stewardship, the university can drive consistent movement within this segment.



PARTNER SPOTLIGHT: BALTIMORE GAS & ELECTRIC (BGE)

BGE established a multi-year partnership with Bowie State University during the campaign by creating scholarships and providing support for STEM students and university events. Bowie State received \$1 million to endow the BGE Scholars program to provide:

Scholarships: \$10,000 annually to selected students

Persistence Grants: \$50,000 to help students cover unexpected expenses

Innovation Funding: \$50,000 to support faculty and student-led research projects

Beyond funding, BGE has offered students enrichment opportunities such as career development events, mentorship, job shadowing and summer internships. Since the program’s launch, 36 Bowie State students have received scholarships; reflecting BGE’s commitment to advancing STEM education, reducing student debt, and supporting equity and inclusion at Bowie State University.

#6

Developing the Major Gift Pipeline

There is a “missing middle” of modest major giving at the \$100,000–\$249,000 level. Currently, Bowie State simply does not have enough team members to cultivate donors and solicit gifts at this level. The addition of new hires with focused portfolios and strategic direction will build momentum at this level and advance the overall goal of expanding the major gift pipeline. This is a key area in which investment in additional advancement staff will create powerful ROI.

#7

Expanding Planned Giving Capacity

Planned giving is another strategic opportunity area for building the major gifts pipeline; a strong planned giving program can strengthen existing donor relationships, create meaningful flexibility and impact for donors, and develop new pathways toward major gifts. Expanding the visibility of legacy giving and assessing staffing models for capacity to support focus in this area will create meaningful progress in planned giving growth.

#8

Leveraging Dean and Department Engagement

Future success will hinge on promoting philanthropy as a shared university priority through education, collaboration and regular engagement with academic leadership. Deans and departments can be key players in developing alumni engagement strategy as well as in identifying and pursuing philanthropic priorities. The partnership of philanthropy officers within the Division of Philanthropic Engagement is critical for building shared buy-in, meaningful engagement, and the programmatic structure needed to build and maintain strong collaborative relationships.

#9

Investing in Divisional Internal Capacity

Fully harnessing the momentum of *The Campaign for Excellence*, and in particular making progress in the identified opportunity areas, will require consideration of staffing and resources within the Division of Philanthropic Engagement. Adding advancement staff will allow Bowie State to move forward with a strategic focus on identified growth areas, including donor stewardship, alumni engagement, the major gifts pipeline, planned giving and collaborative academic engagement. In addition, strengthening event and operational support for the division will allow BSU to sustain its remarkable recent fundraising growth.

#10

Identifying Athletic and Capital Priorities to Build Excitement and Buy-In

Select a capital initiative aligned with the economic development plan and strategic plan to serve as a compelling focal point for future engagement. Athletics is an important area of opportunity. Identifying a capital priority that connects authentically to alumni priorities and experience would create an opportunity to rally alumni support and motivate giving.

BSU BOLD: *The Campaign for Excellence* fundamentally reshaped Bowie State University’s philanthropic results and institutional visibility. Approaches to fundraising have grown to an exceptional level of professionalism; the bar has been raised! Concurrently with the growth of academic programs, campus improvements, and planning for the future, expectations for success throughout the university have blossomed.

The bookends of two transformational gifts from an inspiring donor punctuated this successful effort, and the gratitude of the university is unmistakable. But **BSU BOLD:** *The Campaign for Excellence* has succeeded far beyond MacKenzie Scott’s generosity. Impressive, mission-driven corporate partnerships, scholarships, improved and updated facilities, and funding for targeted programs have had an immediate impact on today’s students and supported BSU’s mission.

Even as BSU celebrates its increasing prominence and rankings among HBCUs, both academically and in our endowment, we recognize that HBCUs remain underfunded across the board. Students deserve the quality and opportunity that increased funding can provide. To fulfill its mission to empower an inclusive population of students to reach their full potential, Bowie State must capitalize on the momentum of **BSU BOLD:** *The Campaign for Excellence*.

The priorities of the new strategic plan, **Boldly Forward**, will inspire the next comprehensive fundraising effort. Ideally, the capacity of the Division of Philanthropic Engagement will be expanded to create and capitalize upon new opportunities. Growth in alumni engagement, major gifts, foundation efforts and corporate partnerships will highlight the next comprehensive campaign. Bowie State University will increasingly position itself not only among the country’s most exceptional HBCUs, but also among our best universities overall.





HONORING OUR HIGHEST-LEVEL DONORS

HONOR ROLL OF CAMPAIGN DONORS

The following corporations, foundations and individuals are the largest donors to **BSU BOLD: The Campaign for Excellence**.

\$5M and above

Adobe Systems, Inc.
Elior Collegiate Dining
MacKenzie Scott

\$1M - 4.9M

Baltimore Gas and Electric Company
Cisco Systems, Inc.
Maguire Foundation
Maryland E Nnovation Initiative Fund (MEIF)
Penn Entertainment
Stephen and Renee Bisciotti Foundation
Tides Network
The Whiting-Turner Contracting Company

\$500K - 999K

The Annie E. Casey Foundation, Inc.
Blackstone Charitable Foundation
Karmalita Contee
Durant Family Foundation
Fisher Scientific
Partnership for Education Advancement
Prince George's County Council Not Departmental Grant Fund
Estate of Darrell Andrew Slaughter
Truist

\$250K - 499K

AccessLex Institute
Gwendolyn Barnett
Mary Catherine Bunting
The Chan Zuckerberg Initiative
Church & Dwight Charitable Foundation
Deloitte Foundation
Diageo North America Headquarters
Kenneth C. & Andréa W. Frazier
Henry Luce Foundation Inc.
Icon360 Inc.
McMillan-Stewart Foundation
Northrop Grumman Corporation
Estate of Raymond S. Peters
Louis Prentiss Plummer and Sidney Thompson Brown
Saxbys Coffee
Strada Education Foundation
University of Maryland Alumni Association International, Inc.

\$100K - 249K

Timothy J. & Sheila Adams
Alpha Kappa Alpha Sorority, Inc.
The Andrew W. Mellon Foundation
Apple Inc.
Association of Black Foundation Executives
Donald H. & Maria Fernandez Baker, Jr.
Battelle
Natalie Beckwith
Margaret T. Chao-Yu & Ryan Yu & Daly Computers
Chesapeake Bay Trust
CLLCTIVLY
Doretta J. Davis
DC Public Education Fund
Delta Sigma Theta Sorority, Inc.
Energy Foundation
Eugene & Agnes E. Meyer Foundation
Ngozi & Nnandi Ezimako & TQBM Inc.

France-Merrick Foundation, Inc.
Freddie Mac
Grand Victoria Foundation
Greater Washington Partnership
Hattie M. Strong Foundation
Homefree USA Inc.
Hopelab Foundation, Inc.
Interledger Foundation
Ogechukwu & Emmanuel Irono and TIS Foundation
LAIKA Stop Motion Animation Studio
Sonya R. Lee
Open Society Institute-Baltimore
James Patterson & The Patterson Family Foundation
PEAK Grantmaking
PGA Tour, Inc.
Possibility Labs
Martin W. Rodgers & Accenture Federal Services
Southern Poverty Law Center
Frederick Douglas Taylor, Jr. & Rondollyn Johnson-Taylor

\$50K - 99.9K

AAE Holdings Inc.
AFCEA Bethesda Chapter
Aminta H. Breaux
Audrey C. & Robert O. Johnson
Alfonzo & Valorie Boyd Powell

"Building upon the extraordinary achievement, visibility and momentum that defined The Campaign for Excellence, Bowie State is powerfully positioned to enter a new era that strengthens and advances its status as a leading public HBCU."

Patricia A. (Pat) Bosse, Founding and Managing Partner, MPK&D

THE BSU – MPK&D PARTNERSHIP

MPK&D is grateful to have worked with BSU since 2019 and to have officially served as campaign counsel for **BSU BOLD: The Campaign for Excellence**. We are extraordinarily proud to partner with Bowie State University — a truly distinctive and inspiring client.

MPK&D