

BSU BOLD: *The Campaign for Excellence*

UNPARALLELED CAMPAIGN SUCCESS AND IMPACT



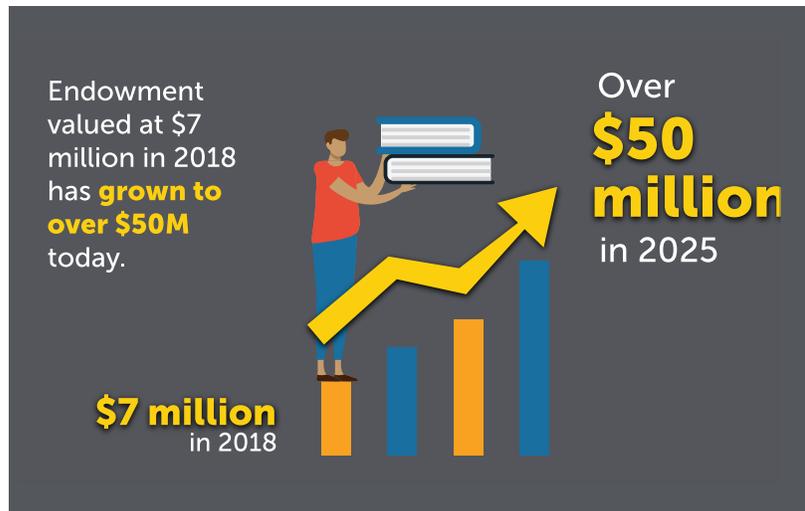
The Campaign for Excellence
BOWIE STATE UNIVERSITY

Bold Era of Institutional Transformation



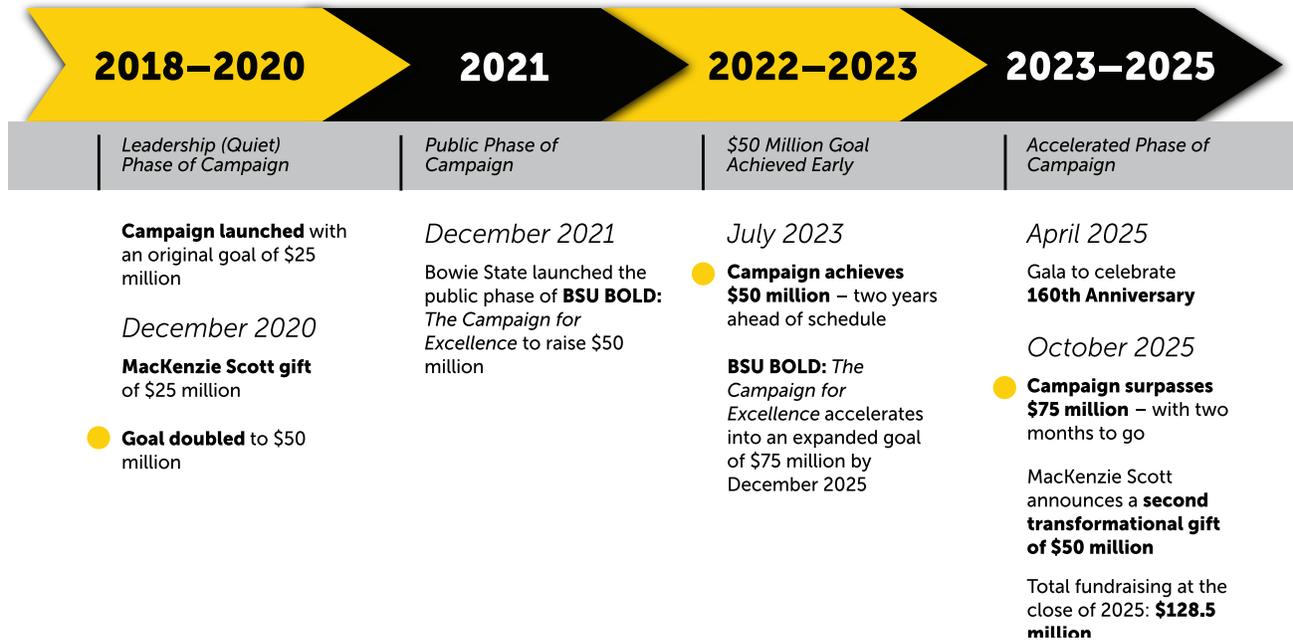
Bowie State University raised an unprecedented \$128.5 million through **BSU BOLD: The Campaign for Excellence**.

At the beginning of the campaign, the university's endowment was \$7 million; it grew to **more than \$50 million by the end of 2025** — a more than 600% increase!



Unsolicited gifts from philanthropist MacKenzie Scott boosted the campaign. The extensive process her team went through to select recipients sent a strong message that Bowie State is worthy of significant financial investments. Her first gift of **\$25 million in December 2020** inspired BSU to double the campaign goal. Her subsequent gift of **\$50 million** was received **two months before the culmination** of the campaign. BSU was one of a few schools in the nation to be awarded a second gift from MacKenzie Scott. It was a fitting acknowledgment of confidence in BSU, both for how the university conducted the campaign and how her investments were already making a difference for students.

The original campaign goal was \$25 million. It was increased twice – first to \$50 million and later to \$75 million. **The final total exceeded official goals by more than \$50 million.**



The campaign years have seen institutional transformation at BSU. A few of the impressive milestones as Bowie State embarks on its next 160 years:



#11 HBCU & top five public. 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.



R2 Bound. This year, Bowie State earned the Carnegie Classification of Research College or University, underscoring the university’s commitment to scholarly investigation and academic excellence.



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



Military-friendly. BSU has been honored as a Military Friendly® school consecutive years since 2019 because of its commitment to veterans, active-duty service members and their families.

High-profile connections and commitment from regionally, nationally and internationally recognized supporters both reflected and advanced campaign success. **The message is clear: Bowie State University is earning broad and bold acclaim.**

GROWTH IN PROMINENCE DURING THE CAMPAIGN



In 2023, NBA All-Star Kevin Durant and his Durant Family Foundation funded the transformation of BSU's main basketball gym and promised ongoing support.



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.



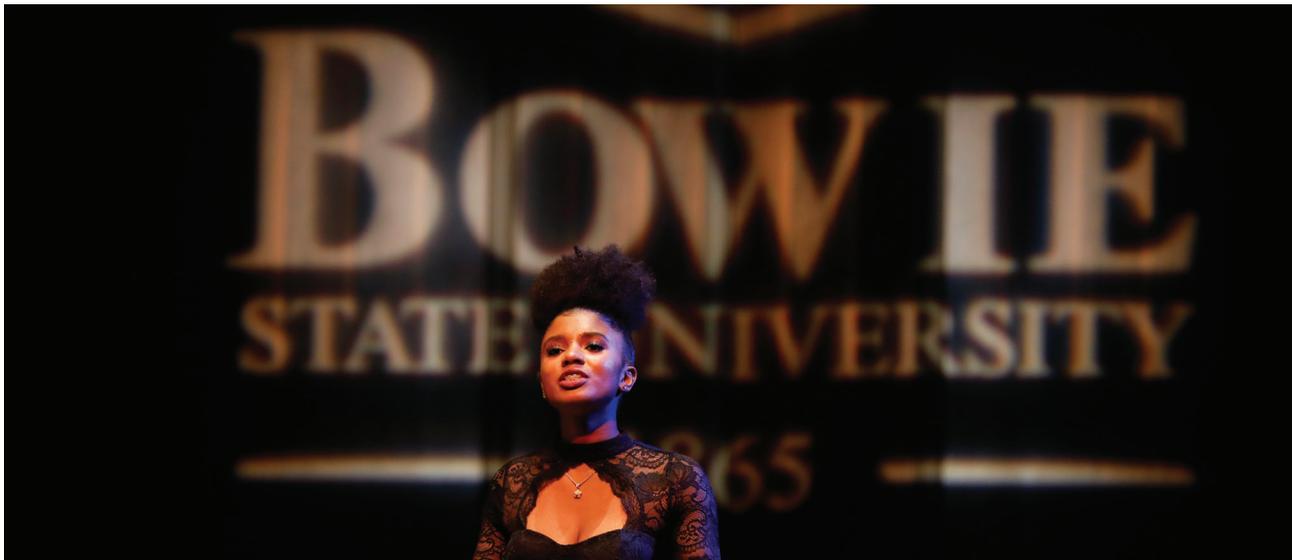
U.S. Senator Angela Alsobrooks served as BSU's 2025 Commencement speaker and was awarded the Presidential Medal of Excellence and a Presidential Citation from BSU President Dr. Aminta Breaux.



The legendary cast of "A Different World" brought their HBCU campus tour to Bowie State University in fall 2025.



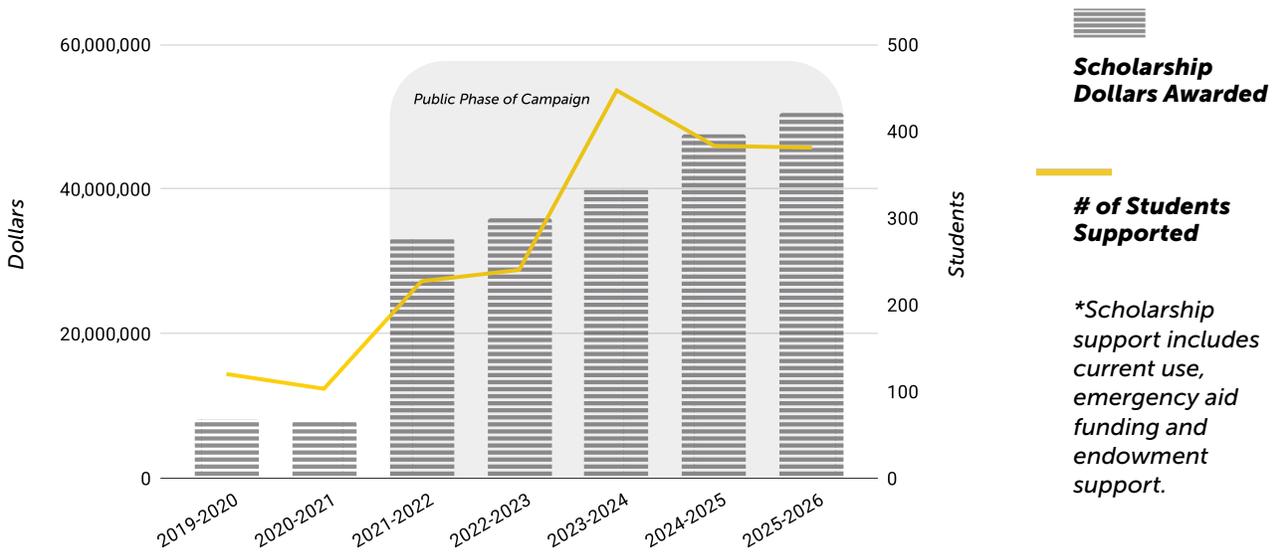
BSU saw expanded corporate relationships with companies such as Google, Adobe, Truist, Deloitte and Strada Educational Foundation.



Impact of the Campaign

Bowie State students were the most immediate and important priority for philanthropic funds. Campaign dollars went immediately to scholarships, which increased year after year and had a powerful impact for students.

Dramatically Increasing Scholarship Support*



The number of students receiving either endowed or current-use scholarship dollars **increased from 120 in FY 19 to a high of 447 in FY 24.**



447 distinct private scholarship recipients in FY 24

Scholarship dollars raised per student **nearly tripled** from \$389 to **\$1,033** in FY 25.*

*This does not include MacKenzie Scott's gifts.

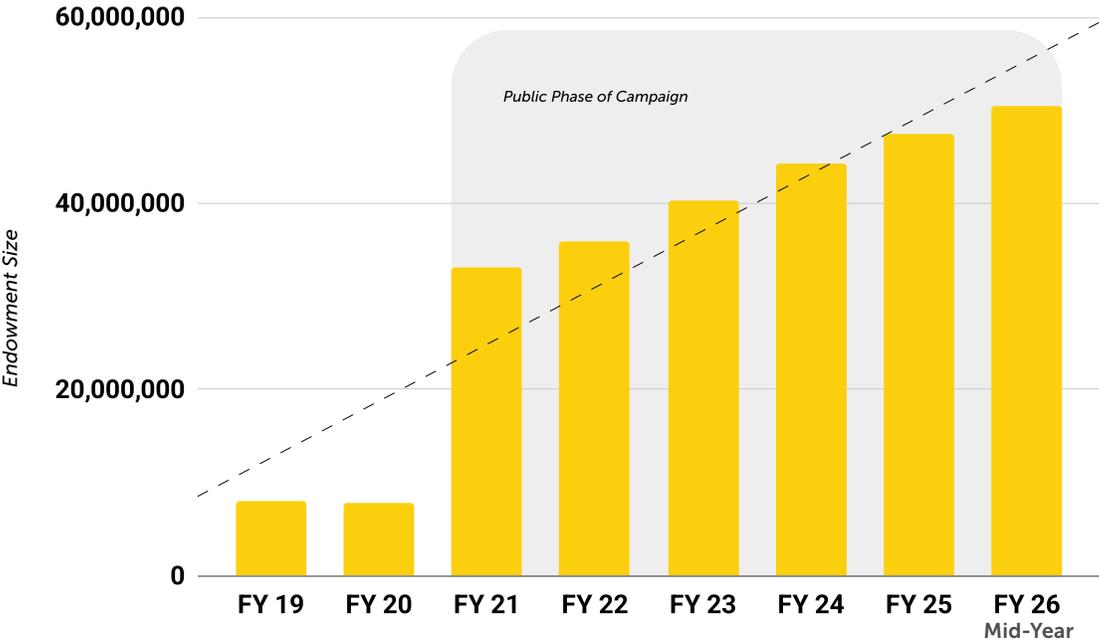
\$389 per student

\$1,033 per student

GROWING ENDOWMENT AT AN UNPRECEDENTED RATE

University endowments are important measures of stability and help guarantee vibrant futures for institutions. Despite historic underinvestment in HBCU and public university endowments, **BSU's strategic and consistent focus enabled the university to achieve outsized results.**

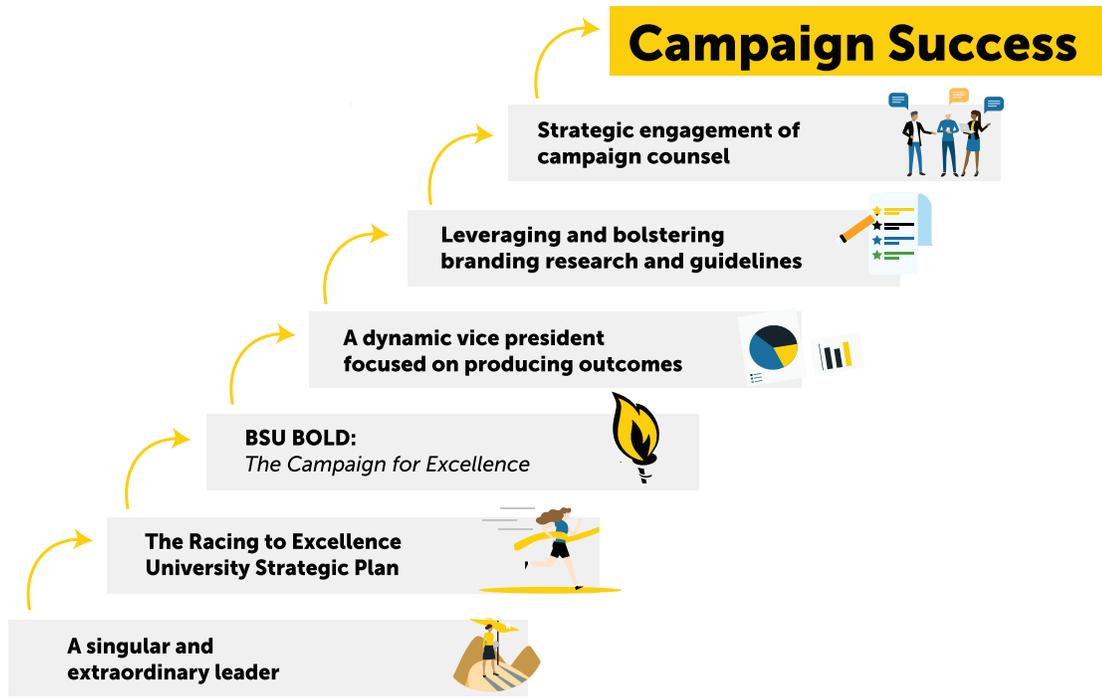
Endowment Growth FY 19 – Mid-Year FY 26



TOP 10 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

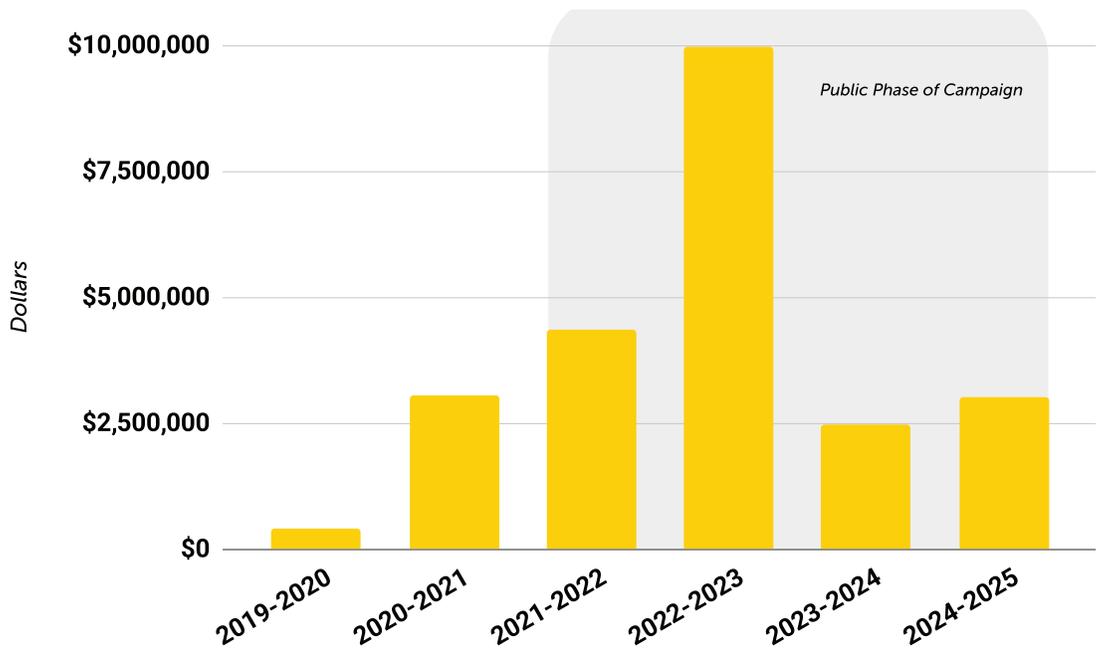


A strong foundation was critical to success. Today's Bowie State University has exceptional leaders, an unwavering commitment to mission, and a bold and confident approach to philanthropy.



BSU BOLD: The Campaign for Excellence attracted exceptional corporate and foundation partnerships. The following graphics demonstrate the significance of private philanthropy in this campaign. Corporate giving stretched into non-academic areas, **enhancing students' overall experience at BSU.**

Supporting Campaign with Impressive Corporate Giving



PRIVATE SUPPORT OF CO-CURRICULAR RESOURCES FOR STUDENTS



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.



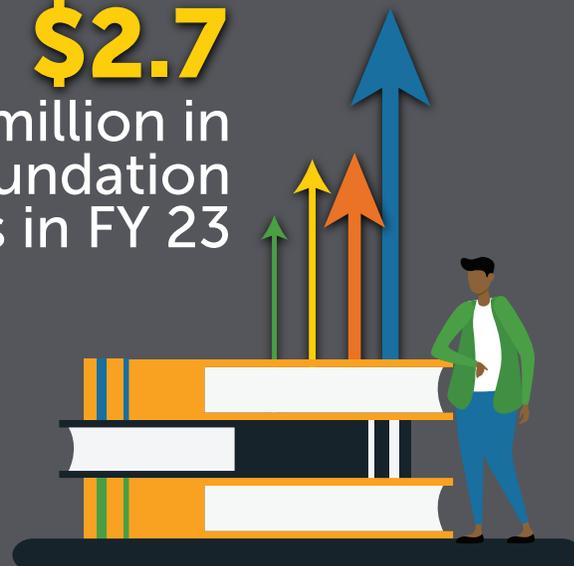
Truist Data Analytics Research and Technology (DARTT) Lab. DARTT is a repository for interdisciplinary data providing opportunities for students to learn and practice skills in data analysis in preparation for careers in technology. Truist contributed \$350,000 to support operation of the lab.



Dionne Warwick Theater. The theater was 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.

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

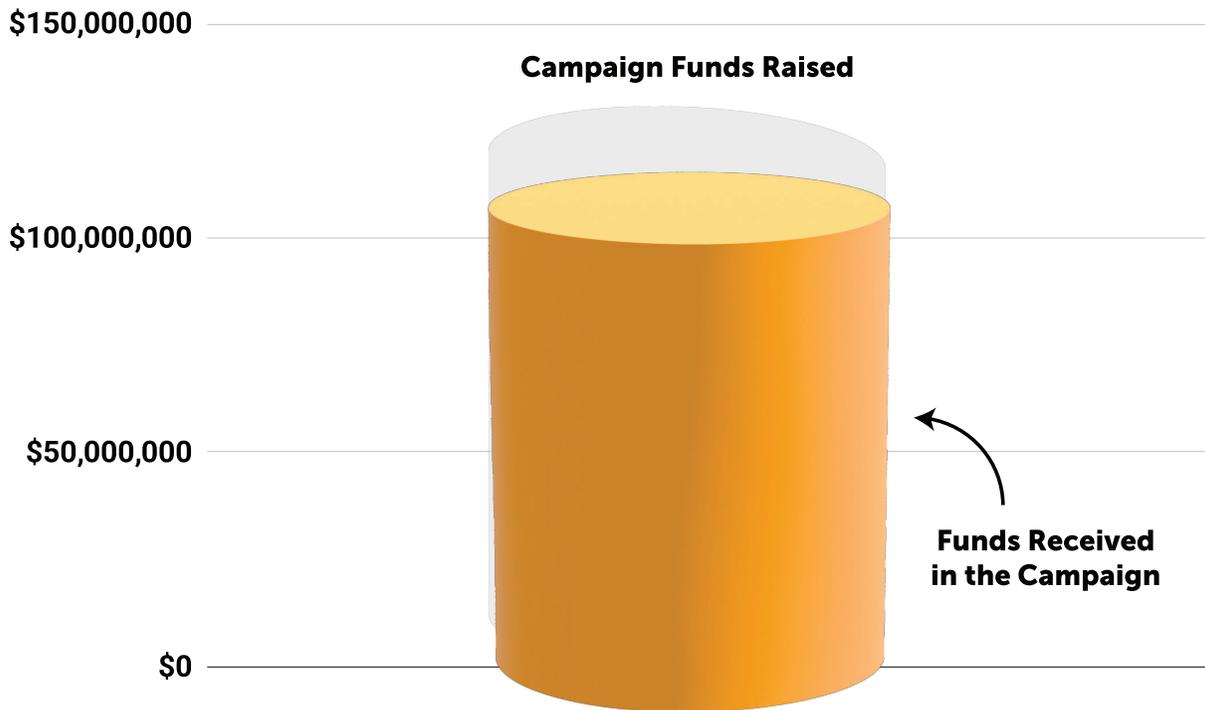
\$2.7
million in
foundation
gifts in FY 23



Where do we go from here?

Bowie State University is committed to philanthropy that makes an immediate impact. In addition to the historic totals reached in the campaign, 90% of the funds are already in hand — an unprecedented percentage that demonstrates the distinctive nature of this groundbreaking effort.

Ensuring Immediate Impact of Campaign Success



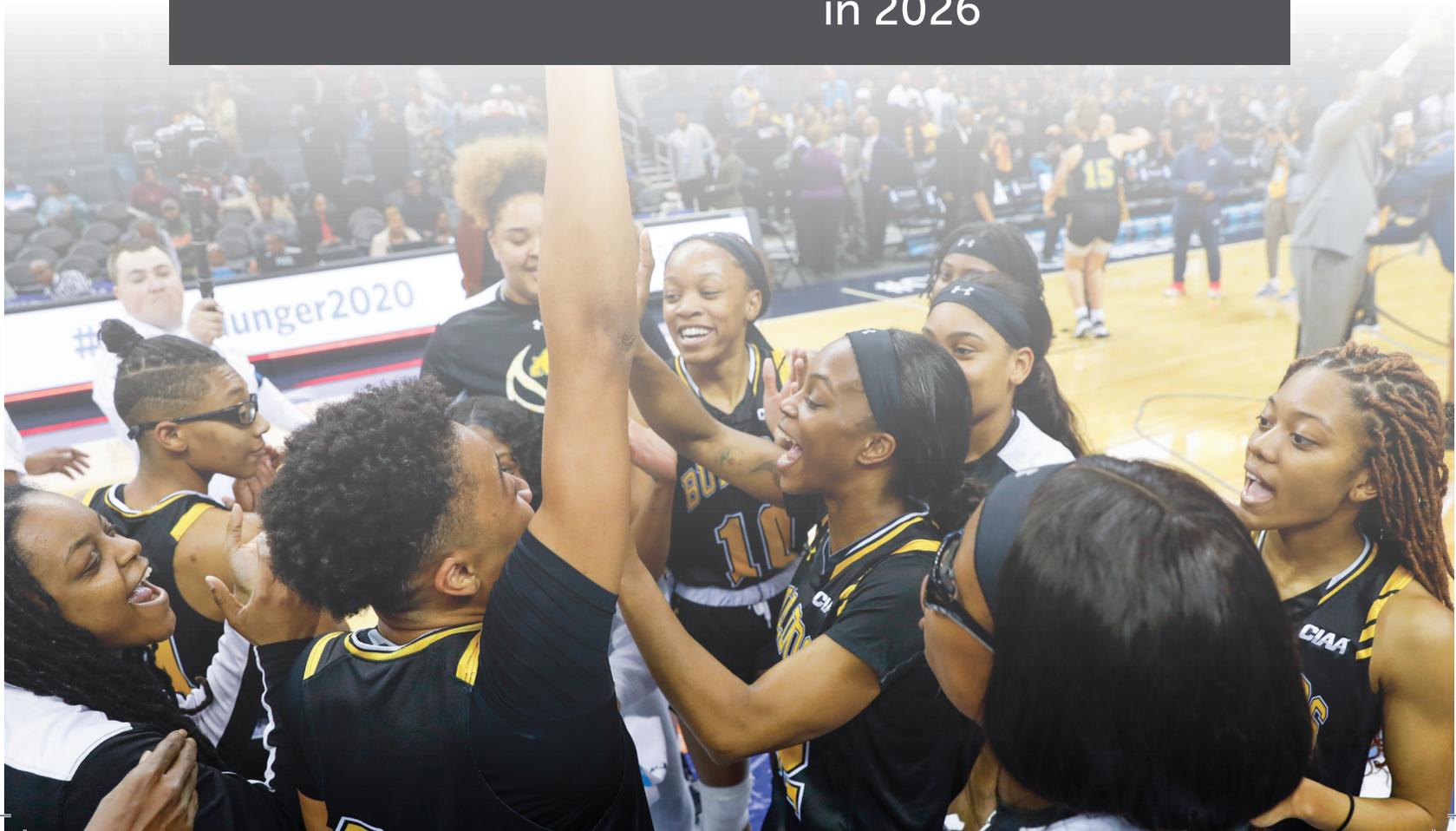
Bowie State’s thorough review of **BSU BOLD: The Campaign for Excellence** has helped identify priorities for the future, including more fully involving our 44,000+ impressive alumni across the region, nation and world. The priorities of the new strategic plan, **Boldly Forward**, will inspire the next comprehensive fundraising effort.

In addition, major gifts, foundation efforts and corporate partnerships will highlight the next campaign. Building on the momentum of this transformational endeavor, **Bowie State University will increasingly position itself not only among the country’s most exceptional HBCUs, but also among our best universities overall.**

SECURING A PROMISING FUTURE FOR BOWIE STATE UNIVERSITY

From the \$50 million MacKenzie Scott gift received in November 2025, Bowie State will make a strategic investment of \$35 million to the university's endowment (effective July 2026). **This investment is expected to bring the total endowment to \$85 million, an unparalleled 12-fold increase in the span of eight years.**

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.**



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“When Bowie State thrives, our tight-knit community of alumni, families and partners — across the region and beyond — thrives with us.”

– Brent Swinton, Vice President for Philanthropic Engagement