

It can't be said enough that President Gayle E. Hutchinson's experience, leadership approach, and vision for a philanthropy-powered education represents a new day for Chico State. She reminds us that behind the diversity of our interests and areas of giving lies a common value—learning.

Starting with John Bidwell in 1887, our benefactors have helped this University rise. More than ever, we must give students an education that reflects the realities they'll face in their careers, communities, and personal lives.

As technology rapidly evolves the way we teach, learn, work, and interact, we must modernize and expand our facilities. National student debt stands at \$1.2 trillion, and competition for recruiting and retaining the best faculty continues to grow. Endowed scholarships will keep our education affordable, and endowed faculty support will maintain our national reputation as a top-value school.

This is why *Transform Tomorrow* | *The Campaign for Chico State* aims to raise \$100 million by 2020. Working with deans and campus leaders in 2015–16, we've identified three priorities:

1. **Empower student success** through annual leadership giving
2. **Build cutting-edge facilities**
3. **Invest in people** through new endowments

The Tower Society is the foundation of our first priority. In its inaugural year, 479 alumni, parents, and friends joined the annual leadership giving program, contributing \$3.9 million to *Transform Tomorrow*. We harnessed the passion of recent alumni by creating the Graduate of the Last Decade (GOLD) membership level, joined by 187 members. Inspired by the Tower Society, students founded the Chico State Student Philanthropy Council, growing the number of student donors

from less than 40 in 2014–15 to more than 1,700 in 2015–16. See page 12 for a closer look at how members are empowering student success, with the 2015–16 Tower Society Honor Roll in the special insert.

Read how Tower Society members took their giving to the next level by supporting the new Arts and Humanities Building (page 17) and renovating the Concrete Lab in the College of Engineering, Computer Science, and Construction Management (page 22). The Board of Governors shows how endowed gifts can support innovative programs across campus (page 26), and longtime industry partners endowed a faculty fellowship in the high-demand area of heavy civil engineering (page 25).

The Tower Society shows us that we are already transforming more lives. And *Transform Tomorrow* reflects both our proud history and new era of philanthropy—one that President Hutchinson is leading.

This is the culture of philanthropy you—our donors—are building for Chico State. This is what we can achieve together. And this is just the start.

Thank you for valuing education.
Thank you for believing in our mission.
Thank you for investing in our students, faculty, and staff. Together, you are our inspiration for tomorrow.

Sincerely,



Ahmad Boura
CEO, University Foundation and
Vice President for University Advancement



From the CEO

TRANSFORM TOMORROW

CONNECTING OUR COMMUNITY OF SUPPORTERS ►

Tower Society events allow members to connect with each other, standout students, and campus leaders.