Dear [First name],

Virginia Commonwealth University stands at the forefront of public research education, distinguished by its unwavering commitment to innovation, diversity and community impact. [BGLS households: **This commitment is fueled by the support of loyal donors like you.**] [Alumni LYBUNTs and nonalumni LYBUNTs to student support funds: **This commitment is fueled by the support of donors like you.**] [Alumni donors FY19-22 and nonalumni donors FY19-22 to student support funds: **This commitment is fueled by the support of donors like you.**] [Long-lapsed (6+ years) donors, including nonalumni donors to student support funds: **Donor support fuels this commitment.**] [Never-giver alumni: **This commitment is fueled by the support of alumni like you.**]

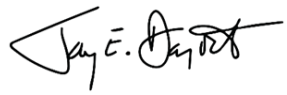
Across VCU and VCU Health, donor support empowers our students to reach their academic and professional goals, enhances patient care, enriches the expertise of faculty and staff, and reinforces our dedication to serving our community. **Every contribution, whatever the amount, plays a crucial role in advancing our lifesaving and life-changing mission and making a difference in countless lives.**

The included card shows how donors have made a tangible difference for VCU's people and programs as well as for those we serve. **After seeing what philanthropy has made possible at VCU, I hope you'll consider making a gift to champion our institution and its impact.**

Whether it's supporting the Student Life and Learning Fund so students can take advantage of experiential learning opportunities or a fund with a focus that's special to you, every gift to VCU helps uplift leaders, researchers and health care professionals who will change the world — today and in the future.

Transformative change starts with you. Make your gift online at **go.vcu.edu/give** or complete the attached form.

Yours for VCU,



Jay E. Davenport, CFRE
Vice President of Development and Alumni Relations

P.S. Your support today helps make even more opportunities possible for our community of students, faculty and staff as well as patients and their clinical care teams. Can we count on you to help create a brighter future on our campus and beyond?

VCU
Virginia Commonwealth University
Development and Alumni Relations

Box 843042
Richmond, Virginia 23284-3042

See how you make a difference.

Making a global impact

With support from donors like you, VCU's Medicines for All Institute is improving international access to high-quality medications by making them less expensive to produce. M4All has improved access to treatments for HIV/AIDS, tuberculosis, malaria and COVID.

Working toward a future without cancer

VCU Massey Comprehensive Cancer Center is a national powerhouse, spearheading discoveries in advanced treatments, groundbreaking research, compassionate patient care and crucial community outreach. As Massey celebrates 50 years, we celebrate innovation, impact and support from donors like you. You help us lead the fight against cancer.



Bringing contemporary art to Richmond

With donor support, the Institute for Contemporary Art hosts exhibits of working artists from around the world, a free community media center with a recording studio and workspace, and an annual podcast festival with talks, workshops and live performances. Events and facilities are open to the public.



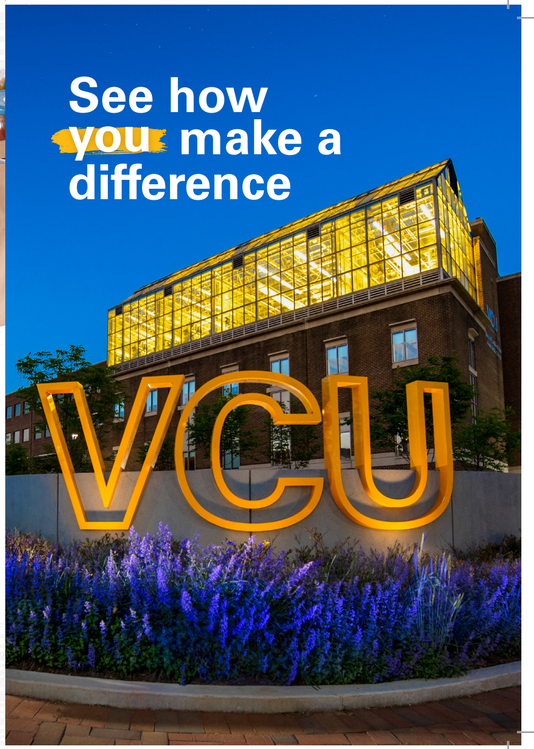
Feeding Rams

About a third of VCU students face food insecurity. During the 2023-24 school year, Ram Pantry provided free food and other essential items to almost 800 students. Your support makes that possible.



A focus on inclusion

For the past five years, VCU has been recognized as a diversity champion by Insight into Diversity magazine; half of all VCU students are from minority backgrounds. With your help, the Office of Multicultural Student Affairs creates programming to support underrepresented groups, including mentorship opportunities, events for history and heritage months, and cultural achievement ceremonies.



Your support makes a difference

Gifts from donors like you help our students excel, our patients heal and our communities thrive. Learn how your support helps us provide life-changing opportunities, conduct leading-edge research and develop innovative programs to make our world better.



"I am sincerely grateful for this scholarship, which lightens my financial burden and allows me to focus on my education. This support motivates me to excel academically and reaffirms my commitment to giving back to the community."

– Lazaro Carmero Ruiz,
computer science, Class of 2023

We are uncommon

Ranked among the top 20 most innovative public universities in the country, VCU is committed to experiential learning and out-of-the-box thinking. Your support helps our graduates follow their curiosity, pursue their passions and achieve professional success.

Access to better health

At VCU Health, we believe that every individual, regardless of circumstance, deserves access to quality medical care. With help from donors like you, VCU brings health care resources to the Richmond community. With a mission to improve health outcomes in the city's East End, the VCU Health Hub at 25th provides programs from disease management and fitness classes to benefits enrollment assistance for older adults. The School of Nursing's Mobile Health and Wellness Program brings wellness clinics to underserved communities, offering health assessments, monitoring and coaching at sites across Richmond.



Together we're unstoppable

VCU

VCU

Thank you for your support.

GIFT AMOUNT

☐ I will support VCU with a one-time gift of:

☐ <<Ask1>> ☐ <<Ask2>>

☐ <<Ask3>> ☐ Other: $ _____

<<Addressee>>
<<Addrline1>>
<<Addrline2>>
<<Addrline3>>
<<City>>, <<State>> <<Zip>>

RECURRING GIVING

☐ I will support VCU with a recurring gift installment.

$ _____ ☐ monthly ☐ quarterly

Continue my support:

☐ Until I cancel it ☐ Limited time | No. of payments: ____

_____

SIGNATURE REQUIRED FOR RECURRING GIFT INSTALLMENT

AREA OF SUPPORT

Please direct my gift the following way*:

☐ Student Life and Learning Fund (047576)

☐ <<Last_Gift_Designation>>

☐ Other: _____

*If no choice is made, your gift will be directed to Student Life and Learning Fund.

MAKE YOUR GIFT

Scan the QR code to make your secure, online gift today.

Please see reverse side for additional payment options or go online to **go.vcu.edu/give**.

<<SOURCE_CODE>>

<<FINDER_NUMBER>>

PAYMENT

☐ Check enclosed – payable to VCU Giving ☐ Credit or debit card

CREDIT CARD NUMBER

EXPIRATION

BILLING ZIP CODE

NAME AS IT APPEARS ON CARD

SIGNATURE

BILLING ADDRESS

☐ Billing address correct on front ☐ Address update (see below)

NAME(S)

ADDRESS

CITY

STATE ZIP

MATCHING GIFTS

Unlock the full potential of your gift. DOUBLE or even TRIPLE your impact with a corporate match. To learn if your employer or your spouse/partner's employer has a matching gift program, visit **go.vcu.edu/match**.

☐ My or my spouse/partner's employer _____will match my gift.

PLANNED GIFTS

Take care of yourself and VCU. Explore how a planned gift might help you achieve your financial and philanthropic goals. Visit **plannedgiving.vcu.edu** to learn more.

☐ I have included a gift for VCU or VCU Health in my estate plans.

☐ I would like information about including a gift in my estate plans.

HONORARY AND MEMORIAL GIFTS

This gift is made: ☐ In honor of ☐ In memory of

Name _____

Please send notification of my gift to:

Name _____

Address _____

Dear <<Salutation>>,

VCU is an equal opportunity/affirmative action university.

YOUR
GIFT
STARTS
HERE

VIRGINIA COMMONWEALTH UNIVERSITY
DEVELOPMENT AND ALUMNI RELATIONS
BOX 843042
RICHMOND, VA 23284-3042

<<SOURCE_CODE>>