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9-8-2004

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University Relations

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Contact

Melissa Weber, Director of Communications  
Phone: 320-589-6414, [weberm@morris.umn.edu](mailto:weberm@morris.umn.edu)

Jenna Ray, Editor/Writer  
Phone: 320-589-6068, [jrray@morris.umn.edu](mailto:jrray@morris.umn.edu)

**UMM participates in largest scholarship drive in Minnesota history**

*Summary:*

(September 8, 2004)-The University of Minnesota has announced the largest scholarship drive in its history with a new program designed to double the impact of gifts for new endowed scholarships.

The Promise of Tomorrow scholarship drive, recently announced by University of Minnesota President Robert Bruininks, will double the generosity of donors by matching the spendable income from newly endowed scholarships with funds from the University. The scholarship drive seeks to increase by 50 percent the number of new students who receive scholarships from gifts to the University. New scholarships will open the doors of opportunity to thousands more U of M students, including hundreds at the Morris campus.

“At UMM,” Chancellor Sam Schuman stated, “The Promise of Tomorrow scholarship drive will make a profound difference in the lives of our UMM students. As tuition costs continue to rise throughout higher education, UMM will seek to provide access to an outstanding liberal arts education to every deserving student. Scholarship gifts are the key to this vision. Endowed scholarships are especially valuable, since they provide support to students year after year.”

Maddy Maxeiner, associate vice chancellor for external relations and the campus’ chief development officer, will lead the scholarship drive on the Morris campus. “Scholarships represent our top philanthropic priority at UMM, and for good reason,” said Maxeiner. “New scholarships will assist in recruiting students to UMM and encourage them to do their best while they are here. Statistics show that students with scholarships graduate at a rate 15-35 percent higher than other students,” she continued.

“Upwards of 90 percent of our UMM students qualify for financial aid each year, more than on any other campus of the University of Minnesota,” explained Maxeiner. “In 1975-76, a federal Pell grant covered 84 percent of the cost of a four-year college education. By 1999-2000, that proportion had dropped to 39 percent. Scholarships are a critical source of financial help for today’s students. Plus, scholarship gifts help to attract and retain talented students in Minnesota and in our west central Minnesota communities—a people resource which is critical for our future.”

Scholarships open the doors of opportunity to students who have the desire and the ability to succeed at the University of Minnesota, Morris, but who may have difficult financial barriers to face. “I want to insure that every student with the desire and ability to succeed at the U has the opportunity to do so,” stated Bruininks.

To learn more about the Promise of Tomorrow program and scholarship naming opportunities, contact Maddy Maxeiner at [maxeinme@mrs.umn.edu](mailto:maxeinme@mrs.umn.edu) or 320-589-6386.

Through personal and academic discovery, the University of Minnesota, Morris provides opportunities for students to grow intellectually, engage in community, experience environmental stewardship and celebrate diversity. A renewable and sustainable

educational experience, Morris prepares graduates for careers, for advanced degrees, for lifelong learning, for work world flexibility in the future, and for global citizenship. Learn more about Morris at [morris.umn.edu](http://morris.umn.edu) or call 888-866-3382.