

A photograph of Spelman College's main building, a large red brick structure with a central tower and many windows. In the foreground, a green lawn is visible with several students walking. A tall flagpole with the American flag stands in the middle ground. The scene is framed by lush green trees and bushes, with a blue sky in the background.

SPELMAN ASCENDS

Campaign Impact Report

Spelman Ascends

THE CAPITAL CAMPAIGN *for* SPELMAN COLLEGE

JULY 2017 – DECEMBER 2022



OVERVIEW



“Leading the Spelman Ascends Campaign was one of the most significant highlights of my tenure at Spelman. **When we first launched this campaign, we knew it would be a significant undertaking.** I am deeply humbled by the outpouring of support for Spelman Ascends and the unwavering dedication of every individual involved. Reflecting on my time at Spelman, I am immensely grateful to have been part of such a vibrant and dynamic community and I look forward to witnessing the continued success of this great institution.”

Mary Schmidt Campbell, Ph.D.
10th President of Spelman

Goal
\$250 million



17,235 Unique Donors

516 Unique Areas Impacted*

“ The excellence of Spelman College has significant impact on our global community. **The investment that our generous supporters continue to make to our beloved institution transforms lives and lifts communities.** Their gifts enrich the experiences of our students, invest in exceptional faculty and support initiatives that address society’s most pressing challenges. We are grateful for their magnanimous contributions.”

Rosalind G. Brewer, C’84,
Chair Emerita of the Spelman College Board of Trustees

Rosalind G. Brewer is contributing to the expansion of scholarship opportunities for Spelman students with a \$1 million pledge.



Raised
\$339 million



Number of Gifts 87,493

Under \$1,000 81,054 • Over \$1 million 67



EXECUTIVE SUMMARY

Thank you for helping us make history!

This report celebrates the conclusion of an integral period of giving for Spelman and ushers in a new era of amplified service and impact. The Spelman College Ascends Campaign is the largest comprehensive campaign in Spelman's history. We are extremely grateful to our Spelman community, friends, alumnae, and supporters. Because of the generous support from thousands of donors, we are pleased to announce that **we exceeded our \$250 million goal and raised \$339 million!**

Thanks to your efforts, “*a choice to change the world*” is not just our tag line. It continues to be our reality!

A choice. There are countless institutions, charities, foundations and other organizations with a great cause and a great need. In Spelman, you've chosen to invest in more than brick and mortar or short-term fixes. You've invested in the incalculable promise of potential, greatness and fulfillment.

To change. Whatever your choice, you want your investment to make a difference. And a bold one, at that. There is no bolder outcome than changing lives. At Spelman, it is a part of our ethos.

The world. When you invest in Spelman College, you're investing in the academic success of emerging leaders who are undaunted in their commitment to uplift their local and global communities. Your gift supports their ability to do so, in whatever field they choose.

On behalf of the Spelman College Board of Trustees, administrators, faculty and staff members, students, parents, alumnae and friends who give tirelessly of themselves in making our beloved institution worthy of your investment, thank you for joining us in making *a choice to change the world*.

We would like to acknowledge and express gratitude to the Spelman Ascends Campaign Executive Committee.

Chair Emerita

Rosalind G. Brewer, C'84
Former CEO, Walgreens Boots Alliance

Vice Chairs

Gwendolyn Adams Norton
Retired Finance Professional

Ronda E. Stryker
Director, Stryker Corporation

President Emerita

Mary Schmidt Campbell, Ph.D.
10th President, Spelman College

Volunteer Committee Members

Gena Hudgins Ashe, Esq., C'83
General Counsel & Corporate Secretary, Anterix, Inc.

Bonnie Carter, C'89
Child Advocate, Community Volunteer, Angel Investor

Susan Dunn
Retired Teacher, Volunteer and Philanthropic Supporter

Spelman Ascends

Excellence is earned. We like to think that we earned your gifts...in the sense that your generous contributions indicate that we have earned your respect for our mission to educate women of African descent and our standards for maintaining excellence in their academic experience.

Spelman continues an upward course to the pinnacle of liberal arts education. Our successes—from being the country's leading producer of Black women who complete Ph.D.s in science, technology, engineering and math (STEM), to being named the nation's No. 1 HBCU by *U.S. News and World Report* for 16 consecutive years—are testaments to the dedicated work of our administration, faculty, students, alumnae and supporters.

Excellence is a higher vision. Spelman Ascends has helped strengthen our vantage point and ability to better shape and improve our educational enterprise to adapt to and serve the needs of a fast-paced, increasingly complex world. We are constantly assessing best practices, new courses, latest technologies, operational methods and campus improvements so that Spelman graduates are prepared for the opportunities and challenges that lie ahead.

The campaign is also moving us closer to achieving one of our top priorities—ensuring that every student who wants a Spelman education can afford it. The tremendous resources that have been made available due to the success of the campaign are also advancing the College's plans for increased faculty support, new programs, operational infrastructure transformation, and major campus improvements, including a new building that will house programs in the arts, innovation and entrepreneurship.

Excellence is limitless. Your investments in our beloved institution cannot be measured in dollars alone. Many of the individuals, programs and innovations they fund will help keep us on trajectories that will have impact far beyond the Spelman gates and well into the future.

As we move forward, we invite you to continue with us on our journey. Because it does not end here; ascension has no limits. As long as there are dreams of an excellent education to grasp and a choice to change the world...

SPELMAN ASCENDS.

Highlights

Concluded campaign with \$454 million endowment.

Launched eSpelman expanding educational access to all students.

Designated first Center of Excellence for Minority Women in STEM by the U.S. Department of Defense.

Helene D. Gayle, M.D., MPH,
11th President, Spelman College

Carmen D. Harris, C'2002
Co-Founder & Managing Partner,
Magnus on Water

Cara Johnson Hughes, C'2003
Senior Director of Sales, Marketing and
Innovation, Baldwin Richardson Foods

Seth Klarman
President, Chief Executive Officer
and Portfolio Manager, The Baupost
Group LLC

Yvonne R. Jackson, C'70
President, Beecher Jackson, Inc.

Mark Lee, Ph.D.
Associate Biology Professor, Spelman College

Andrea Lewis, Ph.D., C'96
Associate Professor and Chair of the
Education Department, Spelman College

Loren K. Robinson, M.D., C'2003
Chief Medical Officer and Vice President
of Medical Affairs, CHRISTUS Health

Valerie B. Rockefeller
Chair of the Board of Trustees,
Rockefeller Brothers Fund

Lovette Twyman Russell, C'83
Community Advocate & Volunteer

Suzanne F. Shank
President and CEO and Founding Owner,
Siebert Williams Shank & Co.

Helen Smith Price, C'79
Retired Vice President, Global Community
Affairs and President, The Coca-Cola
Company Foundation

Kathy N. Waller
Retired Executive Vice President,
Chief Financial Officer, and President
Enabling Services, The Coca-Cola Company

Staff Support

Jessie Brooks
Senior Vice President for Institutional
Advancement, Spelman College

Nelson Thomas
Assistant Vice President for Development
Operations, Spelman College

Shenika Swan
Director of Individual and Planned Giving
2017–2022, Spelman College

Keisha Leverette, C'2002
Campaign Director 2018–2022,
Spelman College

Shiela Cook
Campaign Officer 2018–2022,
Spelman College

Campaign Counsel
Robert B. Rice
Vice Chairman, CCS Fundraising

Natalie Skinner
Senior Vice President, CCS Fundraising

Eliza Huleatt
Senior Vice President, CCS Fundraising



CAMPAIGN PILLARS

1

Deliver **THE SPELMAN PROMISE**

represents Spelman's determination to surpass its current six-year graduation rate by **lowering financial barriers** for high performing, high financial need students and becoming more proficient at providing the academic and leadership skills necessary for post-graduate success.



2

Elevate **THE SPELMAN DIFFERENCE**

centers faculty at the heart of Spelman's excellence and focuses on strategies to recruit, retain and reward faculty excellence.





3

Enhance **OPERATIONAL EXCELLENCE**

aims to improve the delivery of educational excellence and invest in the necessary **talent and technology**.



4

Promote **ACADEMIC INNOVATIONS**

describes the campus-wide effort to **enhance innovation**; the college has raised funds and broken ground on a new academic facility, The Mary Schmidt Campbell, Ph.D., Center for Innovation & the Arts, and launched a number of new cutting-edge academic programs.





Deliver **THE SPELMAN PROMISE**

1

Enhance Scholarship Support **Funds Raised \$140.8 million**

Over 100 new Named Scholarship Funds established. Major strides in meeting the financial need of talented scholars and promoting retention.

1 | *Deliver* DONORS AT A GLANCE



Thank you to all of the donors who contributed to the *Deliver the Spelman Promise* pillar of the campaign. We want to specifically acknowledge those who contributed \$100k and above.

\$1,000,000+

Anonymous (3)
Frank Baker, II & Laura Day Baker
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Bank of America Foundation
Rosalind Gates Brewer, C'84
& John W. Brewer, Jr.
Jean G. Brophy & Martha Lee Kemper
The Charles and Lucille King
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CISCO Systems Inc.
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Cara Johnson Hughes, C'2003
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Sarah M. Nolan
Patty Quillin & Reed Hastings
D'Rita Parrilla Robinson, C'97
The Riversville Foundation
MacKenzie Scott
The Shubert Foundation
Silicon Valley Community Foundation
Erin J. Tolefree, C'2001

\$100,000–\$999,999

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& Marc McMorris
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Ralph Lauren Corporate Foundation
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Zynga Inc.

**“Students represent the
best of the human spirit
—passion, curiosity and
boundless dreams.
When all students have
an equal chance to
succeed, their dreams
become realities and
inspire us all.”**

Ralph Lauren
Executive Chairman
and Chief Creative Officer
of Ralph Lauren Corporation

Goldman Sachs Increasing Diversity in Investment Banking Through Market Madness



“It’s a smart, long-term investment for the firm. It helps us better serve our clients and, over time, we believe it contributes to a more inclusive and dynamic economy and society.”

David Solomon

Chairman and CEO of Goldman Sachs

\$25 million
commitment to HBCUs,
including Spelman

Market Madness is a 14-week fundamentals masterclass, providing students with training, mentorship, and the opportunity to compete for grants ranging up to \$1 million for their HBCUs. Spelman teams have secured \$2.5 million, winning first place in the 2021 and 2023 Market Madness case competitions.

“The Goldman Sachs Market Madness HBCU Possibilities Program has contributed to my future career endeavors in more ways than one. This program has allowed me into an extremely polarizing space for Black women and I can’t wait to hold the door open for others,”
Victoria Woodward, C’2025.

1 | *Deliver*

Morgan Stanley HBCU Scholars: Nurturing Post-Graduate Success



“This talent pipeline starts with education, and supporting students as they prepare to enter the workforce, whatever their careers may be, is a key area of focus for the firm. We look forward to partnering closely with HBCU faculty and students to support rising talent in an effective and meaningful way.”

James Gorman

Chairman and CEO of Morgan Stanley

**5 full
academic and need-based
scholarships for four years**

For the past four years, the Morgan Stanley HBCU Scholars Program has provided four year full-ride scholarships and career enrichment to a total of 20 first-year students.

“The Morgan Stanley HBCU scholarship has been a transformative force in my academic journey. The scholarship’s multifaceted support, encompassing career preparation for my future career in medicine, mentorship, and resource access, equips me to make a meaningful difference in the realm of women’s health and my future after Spelman College,” said inaugural scholar Taylor Denise Richardson, C’2026.

Unveiling the Largest Gift by a Couple in Spelman's History



“Both of us had the privilege of a great education and we want to help more students—in particular students of color—get the same start in life.”

Patty Quillin and Reed Hastings

\$40 Million
Donation provides
200 Spelman students
debt-free education

Thanks to a generous \$40 million gift from philanthropists Patty Quillin and Reed Hastings, co-founder and executive chairman of Netflix, 200 first-year students will receive full four-year scholarships, covering tuition, fees, and room and board over the course of a decade. Their contribution funds the Dovey Johnson Roundtree, C'38 Presidential Scholarship, named after the civil rights and criminal defense attorney known for her groundbreaking 1955 bus desegregation case.

“I was so thrilled to find out that I had received the Dovey Johnson Roundtree scholarship. Attending college on a full ride was always a dream of mine. In my time at Spelman so far, I have been able to dedicate my time to opportunities that I never thought possible due to the freedom that comes with not having to worry about the finances of my education,” said Cadence S. Patrick, C'2025.

1 | *Deliver*

Shaping Bright Futures: Klarman's \$10 Million Donation Fuels Spelman Scholarships



“Spelman is an extraordinary educational institution. We hope our support ensures that exceptional young women have the opportunity to attend and graduate from Spelman, and go on to have rewarding and fulfilling careers. Spelman students become leaders in their chosen fields and, as activists and participants in the work for social justice, they are strong voices for positive change in America.”

Seth and Beth Klarman

Long-time supporters of Spelman College

\$10 Million
Gift to help Spelman
students become voices
for positive change

Seth and Beth Klarman donated \$10 million to the institution for scholarships aimed at helping students overcome financial barriers that might hinder graduation. Their generosity is underpinned by a commitment built over time. They've taken the effort to understand the College by attending classes, engaging with students and faculty, and reviewing financial aid data in relation to the institution's financial need.

Bridging Opportunities: Strengthening Student Pipelines For Success



“Spelman offers everything that our top KIPPster women could want: unparalleled academics, an intimate campus, a long line of talented, inspiring and successful alums and a joyful, uplifting approach to higher education. It is truly our honor to partner with Spelman.”

Martha Karsh
Co-Founder of the
Karsh Family Foundation

Opening Doors: Karsh Family Foundation Building the KIPP-Spelman Bridge

The Karsh Family Foundation’s generous support is creating a direct pathway from KIPP, a nationwide network of public charter schools, to Spelman College. The Karsh KIPP II Scholarship Endowed Fund has provided \$4 million to support scholarship initiatives to increase the graduation rates of first-generation college students at Spelman. This generous contribution reinforces the College’s dedication to bridging the access gap for high-potential students with significant needs and solidifying its role as a partner in the KIPP College Partnership Program.

Investing in Tomorrow’s Innovators: Sisters’ and Grandmother’s Generosity Create Scholarships for Students Interested in Entrepreneurship and STEM

Erin Johnson Tolefree, C’2001, and Board Trustee Cara Johnson Hughes, C’2003, both Spelman alumnae and sisters, donated \$1.5 million to create the Baldwin Richardson Annual Scholarship, named after their family business, Baldwin Richardson Foods Co. The scholarship is allocated to award a four-year full tuition package scholarship to an incoming first-year student annually over a 10-year period. The sisters also donated a \$100,000 gift in the inaugural year of the program to provide first-year recipients with supplemental tuition support. Continuing the tradition of family giving to Spelman, Joan B. Johnson, the sisters’ grandmother and co-founder of Johnson Products, bequeathed a \$1 million gift to support scholarships for students majoring in STEM fields and the renovation of instructional spaces on campus.

“Spelman has given us so much—beyond the education, a sense of confidence and a support network. We always said that when we were in a position to give back, we would.”

Erin Johnson Tolefree, C’2001

“Spelman College is honored to receive such a generous endowment gift from the Shubert Foundation in support of the developing theater artistry of women of color. With the College’s expansion and renewal of our theaters and performing spaces underway, the support of our promising young students is the perfect complement.”

Dr. Mary Schmidt Campbell
10th President of Spelman College

Fostering Artistic Futures: The Shubert Foundation’s \$1 Million Gift Empowers Theater Students at Spelman College

Spelman College received a \$1 million gift from The Shubert Foundation to support an endowed scholarship for students majoring in theater and performing arts. The scholarship helps students enter their creative careers with less debt. The donation formed part of the Shubert Foundation’s remarkable allocation of \$37.6 million in unrestricted grants, representing a 17 percent increase in support for not-for-profit theaters, dance companies, academic theater training programs, and related service agencies.



Elevate **THE SPELMAN DIFFERENCE**

2

**Endowed Faculty Professorships
New Academic Divisions**

Funds Raised \$23.9 million

**6 Endowed Positions and 2 Endowed Faculty
Funds created—promoting Spelman's
educational excellence.**

2 | *Elevate* DONORS AT A GLANCE



Thank you to all of the donors who contributed to the *Elevate the Spelman Difference* pillar of the campaign. We want to specifically acknowledge those who contributed \$100k and above.

\$1,000,000+

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Alice L. Walton
Bank of America Foundation
The Charles and Lucille King
Family Foundation
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MacKenzie Scott
Jon Stryker
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Beverly L. Guy-Sheftall, C'66
Microsoft Corporation
Marcus Shaw
United Negro College Fund
Wells Fargo Bank



Spelman is increasing the representation of women of color in the gaming industry with a three-year grant from the Unity Charitable Foundation. The grant supports the development of Gaming+, a program focused on game design and development, supports faculty research and launching a gaming minor.

With grant funds from Alfred P. Sloan Foundation, a nonprofit committed to advancing scientific knowledge, the **Department of Economics is increasing the number of Black women with Ph.D.s in economics.**



“It is such a tremendous honor for me to return to Spelman College as the Audre Lorde Visiting Professor of Queer Studies,” said Dr. Evelyn Hammonds. “Lorde was an extraordinary writer, activist and friend whose work changed my life. It is such a privilege to be able to carry on her work at my dear alma mater.”

Evelynn Hammonds, Ph.D., C'76 was appointed the inaugural Audre Lorde Visiting Professor of Queer Studies, the first-ever endowed professorship in Queer Studies at a Historically Black College or University. This professorship is named after Audre Lorde, a celebrated poet and advocate for civil rights and women's rights and is linked to the Comparative Women's Studies Program within Spelman's Women's Research & Resource Center. In January 2021, Spelman secured additional funds to match a \$2 million donation from philanthropist Jon Stryker, who chose Audre Lorde as the namesake of the Professorship due to her lifelong commitment to LGBTQ rights and progressive social change.

Spotlight on Black Women Storytellers



They are ceiling-shattering super stars in their own rights.



Ayoka Chenzira, Ph.D. (pictured left), retired professor and former division chair for the arts, is considered the first African American woman animator with her film, “Hair Piece.” She is also the first African American to earn a Ph.D. in digital media from the Georgia Institute of Technology.

Julie Dash (pictured right), distinguished professor of documentary filmmaking, broke through racial and gender barriers to win the Sundance Film Festival’s Excellence in Cinematography Award for her 1991 independent film, “Daughters of the Dust.”

They now share another historic first: both were named the inaugural Diana King Endowed Professors in Film and Filmmaking, Television and Related Media. The endowed professorships are made possible by a \$7.5 million gift from The Charles and Lucille King Family Foundation, (which is also supporting an endowed scholarship open to juniors and rising seniors in the documentary film program).

“I was very attracted to working with talented young women of color and getting in on the ground floor of a program with so much focus on digital arts, technology and culture as it pertains to Black women and the African diaspora,” said Dash when she joined the Spelman College faculty.

While documentary filmmaking has exploded internationally over the last 20 years, it is rare to find women of African descent at the helm in this field. With Spelman’s dynamic duo, the college’s documentary film program is developing an urgently needed generation of Black women documentary filmmakers who courageously center their work on Black lives.

“Producing documentary films, particularly those that focus on the lived experiences of women, allows our students to think critically, think visually and to participate in the national and international dialogues that occur around issues of social justice for women and girls,” said Chenzira.

“The Diana King Endowed Professorships and Scholarships will help permanently endow the ‘Spelman Promise’ by ensuring that students will have financial support to pursue their studies and graduate with a competitive edge and that they are prepared for life and career.”

Eugene V. Kokot
Trustee, President
and Chair of the
Charles and Lucille King
Family Foundation

Leading Black Entrepreneurship Success



Spelman College understood the importance of providing our students with curriculum and co-curricular activities that position them to become future entrepreneurs and global leaders.



Black entrepreneurs typically receive less than two percent of all venture capitalist dollars each year, while companies led by Black women receive even less, according to data from Crunchbase, a company that provides information on public and private companies. Spelman's response to this issue was the establishment of the Center for Black Entrepreneurship (CBE).

CBE is a partnership between Spelman College, Morehouse College and the Black Economic Alliance Foundation. Anchored by a \$10 million contribution from Bank of America, it is the first academic center dedicated to producing, training and supporting Black entrepreneurial talent.

As the inaugural director of the Center for Black Entrepreneurship, Grant Warner, Ph.D., a proven leader in entrepreneurship and collegiate programming, will support the CBE's vision to better connect Black entrepreneurs with corporate leaders and venture capitalist funding they need to succeed in the business world.

He will drive CBE's efforts to pave a path of success for Black entrepreneurs, who historically have been unsuccessful in navigating the ins and outs of capital venture funding and corporate investment.

"The CBE will develop pathways to markets and capital for Black entrepreneurs by providing an on-ramp to entrepreneurship for undergraduates, re-engaging alumnae and adult learners through online certificate programs, and supporting best-in-class research focused on Black wealth development," said Warner.

The CBE is Spelman's catalyst for driving greater generational wealth among young Black women by leveraging education, mentorship, access to capital, and opportunity.

"As an alumna of Spelman College, I know firsthand the lasting and meaningful impact the institution can make on its students and surrounding community. This collective partnership will work to eliminate existing barriers by providing unique opportunities to Black entrepreneurs, ultimately fueling Black innovation and economic mobility within the next generation."

Cynthia Bowman, C'91
Chief Diversity and Inclusion
and Talent Acquisition Officer
for Bank of America

Preparing Future Leaders in the Art World



Museums are not just sterile warehouses for untouchable artifacts. When their contents are curated thoughtfully and creatively, they become immersive learning experiences that draw visitors into the story of a people.



Perhaps no one knows this more than Cheryl Finley, Ph.D., the inaugural director of the Atlanta University Center Art History + Curatorial Studies Collective (housed in the Department of Art & Visual Culture at Spelman College).

“The AUC Art Collective prepares students at Spelman College, Morehouse College and Clark Atlanta University for careers in the arts ecosystem. Our students represent the best and the brightest, the next generation of transformational leaders in the museum industry,” said Finley.

The AUC Art History + Curatorial Studies Collective, established by a \$5.4 million grant from the Alice Walton Foundation, aims to ignite innovation and cultivate a more diverse leadership pipeline for art museums nationwide.

The foundation’s contribution has served to enhance the academic experience of students studying art history and curatorial studies through scholarships, internships, and opportunities to learn from renowned visiting professors and curators.

Jordan Dantzler, C’ 2021 was an Art major and Curatorial Studies minor at Spelman and is now a Master of Fine Arts Candidate at the University of South Carolina studying Studio Art. She has completed internships at Columbia Museum of Art, Zucot Gallery, and Sotheby’s. “Growing up in South Carolina, I didn’t know about the different opportunities in the art world,” she said. “People love to push the starving artist narrative, but the Collective opened up so many opportunities for me. I want others to know that they have a space in the museum world if that is what they want.”

“When we increase access to art, we plant the seeds of inspiration for the future. This grant to Spelman College and the Atlanta University Center will encourage and support greater diversity within the arts, expand inclusion efforts in the museum community and inspire the next generation of art and museum leadership.”

Alice Walton
Board Member of the
Walton Family Foundation

2 | *Elevate*

Subtract A Load, Add More Research

A \$5.7 million grant from the Simons Foundation is supporting Spelman science and mathematics professors by helping to reduce their teaching loads. The difference gives them more time to conduct research.



Another plus: faculty members are able to provide more research opportunities to their students, increasing their chance for success in Science Technology Engineering and Mathematics (STEM) fields and graduate study.

Spelman faculty, as is the case at many small colleges, shoulder teaching loads greater than those at large research one universities. They also invest a great deal of time in mentoring Spelman's students, which further limits the time they can devote to research.

The Simons Foundation grant provides up to three years of support to seven junior and three senior faculty members. In addition to supporting reduced teaching load, it funds supplies, publications and travel expenses to attend conferences and to join other Simons Foundation investigators at annual meetings at the foundation.

Over the past decade, the National Science Foundation has ranked Spelman as the leading producer of Black women who complete doctorates in STEM fields. Unfazed by the current superlative standing, the College is pressing forward by making major investments in faculty with the goal of doubling its number of students who earn STEM doctorates. The Simons Foundation grant is an integral component of this ambitious goal.



“The Simons Foundation is hoping to help Spelman address the disparity in the experience of its faculty compared to that of most other research institutions. We intend that the partnership between Simons and Spelman will deepen and flourish over time.”

David Spergel
President of the
Simons Foundation





Enhance **OPERATIONAL EXCELLENCE**

3

Invest in Staff and Faculty Talent
Enhance Annual Giving
Create Technology Innovation Fund
Funds Raised \$39.9 million

Creates an efficient, collaborative and results-oriented culture among faculty and staff and transforms the technology environment of the College.

3 | Enhance

DONORS AT A GLANCE



Thank you to all of the donors who contributed to the *Enhance Operational Excellence* pillar of the campaign. We want to specifically acknowledge those who contributed \$100k and above.

\$1,000,000+

Ernst & Young Foundation
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\$100,000–\$999,999

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Schwab Charitable Fund
Estate of Grace Scipio
Suzanne F. Shank & Sean Werdlow
Myrtle Y. Smith, C'69
Kathleen M. Tait, C'88
YourCause LLC



The strategic priority
‘Enhancing Operational Excellence’ centers on
modernizing campus technology.
This focus aims to improve teaching and learning through innovative classrooms, remote access to course materials, and streamlined operational support.

3 | *Enhance*

A Circle of Spelman Sisters Leading the Way for Philanthropic Giving to Advance Campus Technology



Spelman strives to stay ahead in the race to ensure that our students have the latest and best technology.



The College received an alumnae-initiated appeal to boost those efforts with a 25@25 Technology Initiative spearheaded by Spelman Board of Trustees member Gena Hudgins Ashe, Esq., C'83 (pictured right), and former board member Celeste Watkins-Hayes, Ph.D., C'96 (pictured left).

The alumnae-fueled initiative, which to date has raised over \$2 million, has funded such critical areas as cybersecurity, a learning management system, a fiber optic upgrade and cross-registration automation.

“We are part of a unique circle of Spelmanites,” said Ashe. “We are raising funds to support Spelman’s technology and innovation objectives to help ensure that our students and faculty remain competitive with other top-tier higher education institutions.”

The initiative is changing how alumnae giving is understood at the College. More than 55 alumnae, each of whom donated between \$25,000 and \$75,000, have transitioned from simply giving to charity to engaging in philanthropy.

“This is yet another example of the deep love that Spelman alumnae have for the College,” added Watkins-Hayes. “We want people to know that it is possible to stretch and expand what we hope will be lifelong philanthropic relationships with Spelman.”

A testament to the initiative’s impact is the introduction of WiFi 6e, a cutting-edge cloud-based network platform set to be unveiled at the start of the 2023 – 2024 academic year. The Wi-Fi Upgrade Project, spanning all Spelman College buildings, will enhance wireless connectivity across campus.



**233% faster
Wifi speed**



**600 new wifi
access points**



**increased
network security**

Donor Spotlight: Giving Because Spelman Gave First



Arletta Brinson, Ph.D., thinks she may have missed one or two years donating to Spelman. That's perfectly understandable, considering that she has been a consistent donor to her alma mater for nearly 50 years.



After graduating in 1974 with a major in psychology, Brinson began her career as an elementary teacher. Along the way, she became the first African American director of Psychological Services for Fulton County Schools, and she retired in 2009 as executive director of Students Services and Programs for Atlanta Public Schools.

But, as she quipped, “Spelman women don’t retire.” After retirement, while a full-time caregiver for her mother and great aunt (that’s when she thinks she missed a donation), she continued to do consulting work and program evaluations. She is currently an adjunct professor at Clark Atlanta University’s School of Education.

Brinson said she knew early on that she would give back to Spelman, “because Spelman had given to me.”

She was awarded a full-tuition fellowship for her entire matriculation, but she said that constitutes only a drop in the bucket of all that Spelman has poured into her.

Because her mother was a 1946 graduate of Spelman, by extension, she gained a village of aunts from her mother’s class, “some of whom I am still in fellowship with.”

The College also gave her cultural exposure. She recalled seeing her first live play at Spelman and attending the yearly Spelman-Morehouse Christmas Carol Concert.

She also was exposed to Black history luminaries, including Marian Wright Edelman, founder and president of the Children’s Defense Fund and a 1960 Spelman graduate.

“Marian said, ‘Service is the rent we pay for living,’” said Brinson. “As a legacy child, I have an obligation to carry forth the Spelman legacy—in terms of service and giving my treasures as I can.”

“Alumnae donations enable Spelmanites to connect across generations. As a student in the arts, these donations have been particularly helpful in expanding academic opportunities at Spelman and motivating students to pursue their dreams.”

Samantha J. Porter, C’ 2024

Alumnae **HIGHLIGHTS**

12,161 Donors

\$25.6 million in Gifts



**76% of Campaign Donors
Have Given Less Than \$1,000**

**93% of Campaign Gifts
Are Under \$1,000**

**Every Penny Counts:
\$50 Median Gift Size**



Small Gifts from Many
BIG IMPACT

3 | Enhance

Spelman Strong

Rebranding and Rethinking the Annual Fund



In commemoration of Spelman's 140th birthday, the Annual Fund was renamed Spelman Strong—an apt reflection of the enduring nature of the College's legacy.



Spelman Strong funding ensures the College's financial stability, expansion and longevity for years to come. It is the crucial bridge between tuition revenue and the actual cost of running the College—supporting the College's operational expenses, including recruiting top-notch faculty, maintaining the campus grounds, repairing campus buildings and upgrading technology. Spelman has consistently exceeded its annual goal over the past several years.

Historically, the Annual Fund has received generous support from alumnae. While the name change to Spelman Strong is about rebranding, it is also about rethinking alumnae giving and building a case for support from non-alumnae.

"Philanthropists give to predominantly white institutions (PWIs) that they didn't attend, and Spelman students are absolutely worthy of those kinds of donations," said Susan Dunn, a member of the Spelman Board of Trustees spearheading the Spelman Strong Committee.

The committee has implemented ways of working with the Division of Institutional Advancement to make a compelling case for people who were less familiar with the experience and impact of Spelman.

"We now have a larger audience by which to display our 'product,'" said Bonnie Carter, C'89, another Spelman Strong Committee member. "We have such a powerful story. Spelman competes with the best, period—not just amongst HBCUs."

Spelman Strong Committee Co-Chairs

Bonnie Carter, C'89

Child Advocate, Community Volunteer, Angel Investor

Susan Dunn

Retired Teacher, Volunteer and Philanthropic Supporter

Carmen D. Harris, C'2002

Co-Founder & Managing Partner, Magnus on Water

Lovette Twyman Russell, C'83

Community Advocate & Volunteer

Pauletta Washington

American Actress



Promote **ACADEMIC INNOVATIONS**

4

**Enrich Spelman College Museum
of Fine Art**

**Building Center for Innovation
& the Arts**

Renovate Rockefeller Fine Arts

Funds Raised \$123.5 million

**Supports scholarly and creative excellence
of the College, expands signature
academic programs, and promotes art
and technology integration.**

4 | **Promote**

DONORS AT A GLANCE

Thank you to all of the donors who contributed to the *Promote Academic Innovations* pillar of the campaign. We want to specifically acknowledge those who contributed \$100k and above.

\$1,000,000+

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Theodore & Barbara Aronson
The Arthur M. Blank Family Foundation
Bank of America
Mary R. Brock & John F. Brock
Janine Brown & Alexander J. Simmons
John & Rosemary Brown
The Charles and Lucille King
Family Foundation
Delta Air Lines Foundation
Susan & Thomas Dunn
LaTanya Richardson Jackson, C'71
& Samuel L. Jackson
Jonathan Logan Family Foundation
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Celeste Watkins-Hayes, C'96
& Reiji P. Hayes
Wish Foundation Inc.

**“We are pleased to support
the Center for Innovation
& the Arts with a grant that
will allow Spelman to fulfill
its ambitions in arts, tech-
nology and innovation.”**

**Russ Hardin, president of the
Lettie Pate Evans Foundation**



**One of the most significant cornerstones of the
Spelman Ascends Campaign's *Promote Academic
Innovations* pillar is the 84,000-square-foot **Mary
Schmidt Campbell, Ph.D., Center for Innovation &
the Arts**, scheduled to be completed by Spring 2025**

A \$30 million gift in 2018 from Spelman Board Trustee Ronda Stryker and her husband William Johnston made Spelman history on three fronts:



In addition to Stryker's contribution, the endeavor to create CI&A has garnered support from numerous generous partners who share the vision of fostering innovation, collaboration, and artistic exploration at Spelman including the Lettie Pate Evans Foundation (\$12 million), Arthur M. Blank Family Foundation (\$10 million), Rosemary K. and John W. Brown (\$10 million), Delta Airlines (\$2 million), and Leonard and Louise Riggio (\$1 million).

Chairman, The Arthur M. Blank
Family Foundation.

4 | *Promote*

The Jacksons' Integral Role in Creating a New Performing Arts Center at Spelman College



When LaTanya Richardson Jackson, C'71, first stepped on the Baldwin Burroughs Theatre stage in the John D. Rockefeller Fine Arts Building, she had no idea the role the modest venue would play in her career... and in her personal life.



Richardson Jackson honed her skills by performing with the Morehouse Spelman Players in several productions, including “The Sale” by Pearl Cleage, C'71. During her tutelage at Spelman College, she learned from Spelman drama professor Baldwin W. Burroughs, Ph.D., for whom the stage is named, as well as award-winning playwrights, Carlton W. Molette, Ph.D., and Barbara Molette, Ph.D. She also met and performed with her leading man and husband—iconic actor and Morehouse Man, Samuel L. Jackson.

From that unassuming beginning, Richardson Jackson has forged a remarkable career that has brought her to the world stage. She made history as the first Black woman to direct an August Wilson play on Broadway and received numerous nominations and awards, including a Lilly Award for theater excellence, a nomination for the Drama League's Distinguished Performance Award, and a Tony Award nomination for her role in the Broadway revival of Lorraine Hansberry's *A Raisin in the Sun*.

When the Rockefeller building needed renovating, Richardson Jackson and her husband donated \$5 million, the largest alumnae donation in Spelman's history. They also worked tirelessly to secure additional support for the renovation. Additional gifts were provided by the Hobson Lucas Family Foundation (\$10 million), Bank of America Foundation (\$2 million) and David and Susan Rockefeller (\$300,000)—bringing the total funds raised to \$17.3 million.

In recognition of the couple's remarkable careers and support for the renovation of the Rockefeller Fine Arts building, the theater, lobby, and dressing rooms will be named the LaTanya Richardson Jackson and Samuel L. Jackson Performing Arts Center upon reopening.

**“Everything I know,
all of my beginnings,
were in that building.”**

LaTanya Richardson Jackson, C'71



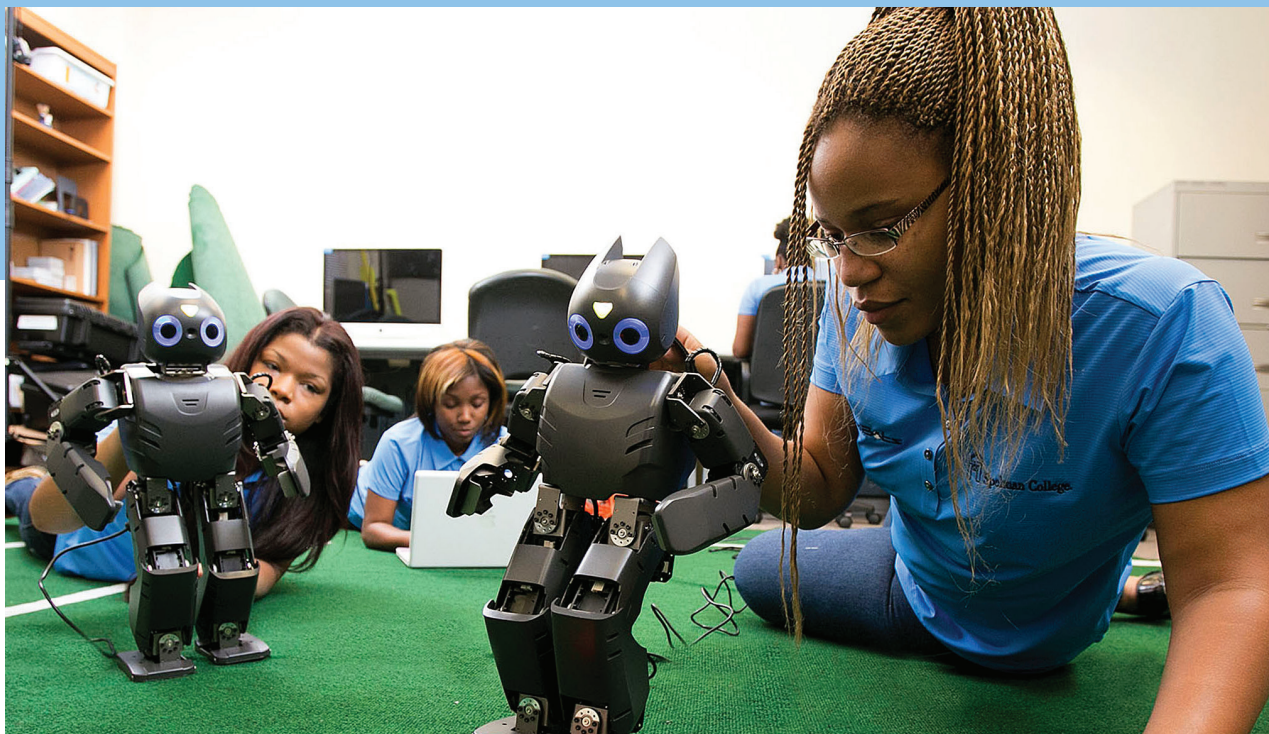
The Rockefeller Arts building is scheduled to open in Spring 2024.

4 | Promote

Building a Data Dashboard to Track Black Women's Impact on STEM



When Spelman wanted to make it easy to find information on the contributions of Black women in the STEM industries, Google.org and their Fellows responded.



Google.org, Google's philanthropic arm, awarded the College's Center of Excellence for Minority Women in STEM a \$5 million grant to develop the first of its kind comprehensive data dashboard that will provide information on the impact women of color (including Indigenous and Latina women) are having in science, technology, engineering and mathematics.

It is to date the largest single grant that Google.org has awarded to support a project focused on women of color in the United States. The Google.org Fellowship provides Spelman with a team of Google engineers, product managers, marketers, user experience (UX) researchers and designers to work with Spelman on a pro bono basis to help build the data dashboard. "Black women continue to play pivotal roles in various scientific disciplines," said Spelman President Helene Gayle, M.D., MPH. "Being able to effectively document those efforts will strengthen our ability to elevate and value the voices, research and intersectional experiences of these women."

Notably, this endeavor aligns seamlessly with Spelman College's enduring commitment to being the leading educator of Black women in STEM. Today, Spelman has solidified its reputation as the top producer of Black women earning doctoral degrees in STEM fields on a national scale.

"As a proud HBCU graduate, I have profound respect for the steadfast dedication of institutions like Spelman. They're ensuring that talent is not only cultivated, but visible, which is critically important for women from traditionally under-represented groups."

Melonie Parker

Chief Diversity Officer
at Google



Elevating Academic Excellence: **THE POWER OF SPELMAN'S EDUCATIONAL PARTNERSHIPS**

Spelman College and the University of Michigan School of Public Health have established a partnership that allows students to spend their first three years at Spelman earning a bachelor's degree. In the third year, they can apply for admission to the accelerated master's program in public health at the University of Michigan, choosing from departments such as Biostatistics, Environmental Health Sciences, or Nutritional Sciences.



Spelman College joined the IBM-HBCU Quantum, a multi-year investment by IBM designed to cultivate talent from HBCUs across diverse STEM fields for the quantum-oriented future.

OceanX's Young Explorers program partners with Spelman College to increase diversity in STEM education and bridge gaps in marine sciences by offering students the opportunity to learn about ocean exploration aboard the OceanXplorer vessel.



Penn Access Summer Scholars (PASS) at the University of Pennsylvania partners with Spelman College to provide research, shadowing, mentorship, and networking opportunities for students during their sophomore and junior year summers.

Spelman College is involved in the UnitedHealth Group-funded AUCC Data Science Initiative, which aims to equip students from the Atlanta University Center Consortium with data science skills to meet industry demand. The \$8.25 million investment over five years will support technical classes in data science and analysis for students across the consortium.



Spelman Ascends

THE CAPITAL CAMPAIGN *for* SPELMAN COLLEGE

JULY 2017 – DECEMBER 2022

“ I am incredibly grateful for the remarkable foundation we will be able to build upon because of the tireless work of the 10th president, Mary Schmidt Campbell, Chair Emerita Roz Brewer, and the entire Campaign Executive Committee. I extend my heartfelt thanks to everyone who supported this campaign. It is also important for us to remember that the needs of our students and College are ongoing, and therefore, continued support and collaboration are crucial. I invite you to sustain this momentum and continue this journey with us.

Helene D. Gayle, M.D., MPH,
11th President of Spelman

”



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