



Forging the Future

The Campaign for Hood College

Campaign Update
Summer 2021



We start with gratitude.

In June 2019, we embarked on Hood College's first fundraising campaign in more than a quarter-century. With critical leadership from the Board of Trustees, we set out to raise \$50 million to increase access to our exceptional liberal arts education, increase accessibility and scholarships, create innovative new degree programs and state-of-the-art facilities to support them, and grow our endowment.

Less than a year into *Forging the Future: The Campaign for Hood College*, the world changed overnight. The COVID-19 pandemic shuttered our campus—but faculty quickly pioneered new ways to teach and engage students. Recession struck the nation and the world—but you, the Hood community, never hesitated. During a time of profound global uncertainty, you came forward with immense generosity.

Your passion and affection have translated into what seemed unimaginable: Hood College has surpassed its \$50 million campaign aspiration two full years ahead of schedule. Gifts are already making a difference in the lives of students and faculty, in a campus undergoing renewal, and in partnerships with our community that advance the common good.

We cut the ribbon on our newly renovated Learning Commons earlier this year. Students flocked to the new light-filled spaces and study pods. Philanthropy funded nearly 100 percent of construction costs. The building reimagines our library for the current era—still a hub for educational resources but also a vibrant home for student services such as tutoring, the writing center and advising. New scholarships and high-impact learning experiences are opening Hood's doors wider to talented, students and increasing access to internships, summer research with faculty, and study abroad. A pace-setting gift from George B. Delaplaine Jr. is launching new business degree programs and significant projects in the newly established George B. Delaplaine Jr. School of Business.

The passion and generosity of the Hood family has inspired us and ignited our ambition. This spring, the Board voted to increase our campaign goal to \$65 million. We seek to use today's momentum for lasting impact. We intend to establish a School of Health and Behavioral Sciences with exciting new professional degree programs centered in the liberal arts and sciences, to meet society's needs. By revitalizing the Hodson Science and Technology Center, we will create dynamic labs for high-demand programs in cybersecurity, bioinformatics, and sustainability studies and establish a Biomedical Research and Training Laboratory. And we will increase our strength in perpetuity through additional funds for Hood's endowment to support scholarships, faculty research and academic programs, reducing our dependence on tuition.

Through this campaign, you are proving what Hood College can accomplish. Our momentum is clear. Please join us on our quest to create a vibrant future for generations to come.

Andrea E. Chapdelaine, Ph.D.
President

Judith E. Messina '66
Chair, Board of Trustees

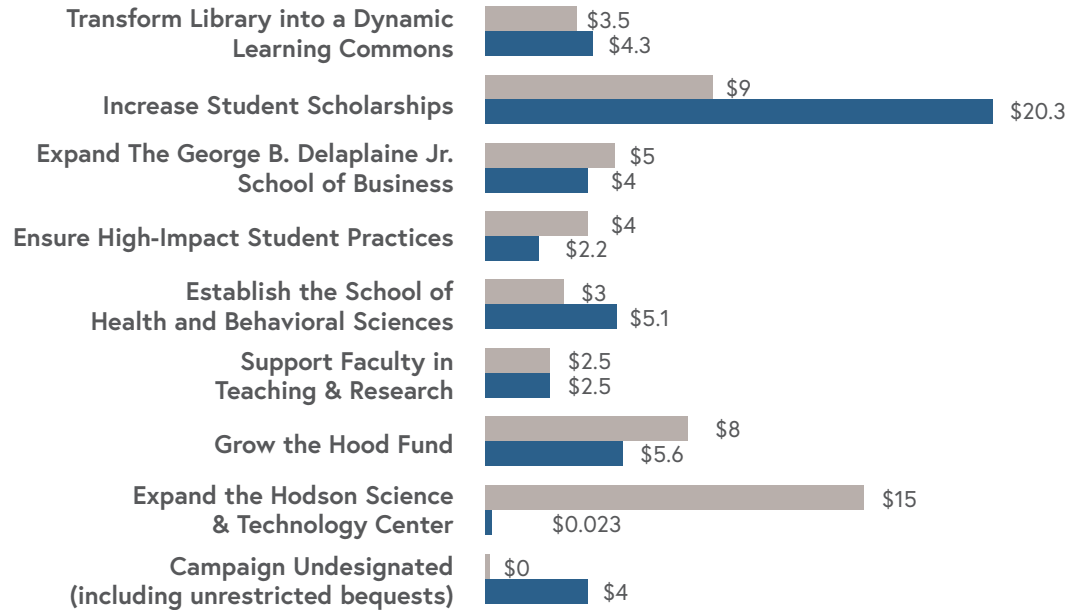
Forging the Future

\$65 Million Comprehensive Campaign

\$51.2 Million Raised to Date

Progress Report on the Eight Priorities (as of June 2021)

■ Goal (in \$MM) ■ Progress (in \$MM)



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ANNOUNCEMENT OF THE
GEORGE B. DELAPLAINE JR.
SCHOOL OF BUSINESS



«
RIBBON CUTTING OF THE
RENOVATED BENEFICIAL-HODSON
LIBRARY & LEARNING COMMONS



MARLENE GROSSNICKLE
YOUNG '76, P'09, H'14

CAMPAIGN CO-CHAIR
AND TRUSTEE

*"We want business
leaders to be good
civic leaders too.
And that's exactly
why it was so fitting
for Hood to rename
the business school
as The George B.
Delaplaine Jr. School
of Business."*

Creating Shared Thriving

For more than 125 years, the city of Frederick and Hood College have grown and prospered as one. The ethos of interdependence has been fostered by generations of community and College leaders who know that we are strongest together. President Andrea Chapdelaine serves as chair of the Frederick County Chamber of Commerce, and area businesses and agencies warmly welcome Hood students as interns, research partners and employees.

"The College is viewed as a local treasure," says Marlene Grossnickle Young '76, P'09, H'14. A native of Frederick County and recognized as one of the community's and state's most prominent business leaders, Marlene notes that "it is well understood that the College contributes to Frederick's financial, social and cultural thriving."

In 2018, one of Frederick's most iconic business leaders—with long ties to Hood—made a transformational gift to Hood's business and economics department. George B. Delaplaine Jr.'s mother, sister and many relatives graduated from Hood College, and his family has been a powerful force in the community since before Hood was founded. For many, he defines the ideal of a business leader: a person with an entrepreneurial vision who is thoroughly devoted to community wellbeing.

"Through his remarkable gift to Hood, George Delaplaine set a standard for what a leadership gift looks like," says President Chapdelaine. "His gift makes a meaningful contribution to the College's academic mission. It is a significant point of pride for faculty and students, and it elevates the brand of the institution. Delaplaine's gift established The George B. Delaplaine Jr. School of Business, has enabled the launch of a new degree in finance, will spur social entrepreneurship, and broaden economic development with the launch of Data Driven Frederick. This comprehensive community data center will be a centralized source of information about the region's health, economy, social welfare, land use and infrastructure. The data center will increase opportunities for students and faculty to partner with area leaders to conduct research, analyze data and assist with strategic planning.

All of these innovations, Marlene explains, illustrate the power of combining a liberal arts core with an exceptional business education. "All business is global now, and we need to understand the diversity of people, perspectives, religions, social and economic systems, as well as cultures."

"We want business leaders to be good civic leaders too," she continues. "And that's exactly why it was so fitting for Hood to rename the business school as The George B. Delaplaine Jr. School of Business."

Because of George Delaplaine's profound role in Frederick and the region, his gift to the College rippled even further. Others in the community stepped forward to join their philanthropy with his—to honor his service and to drive economic growth through Hood.

The catalyst at the center of this extraordinary gift was Marlene, who not only serves on the Hood College Board of Trustees, chairs the board's institutional advancement committee and is co-chair of the *Forging the Future* comprehensive campaign, but is also president and trustee of the Delaplaine Foundation. "The heart of success in any business," she says, "is relationships." I have had the privilege of working with George for four decades, and during that time I have cultivated a broad network of relationships within the Frederick community and beyond. I am honored to have played a role in bringing this to fruition at Hood College."

Marlene and her husband, Mike, have made their own generous campaign gift to Hood for the benefit of launching Data Driven Frederick at the Delaplaine School of Business, in addition to establishing two scholarships several years ago. "Hood College is a place that makes bold visions come true," she notes. "For me, giving is about making a lasting difference that impacts the lives of others."

The *Forging the Future* Campaign includes gift opportunities for donors to help bring new bachelor's and master's degree programs to life in business, health sciences and other areas.

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GEORGE B. DELAPLAINE JR., H'08 WITH
PRESIDENT ANDREA CHAPDELAINE DURING
THE ANNOUNCEMENT OF THE GEORGE B.
DELAPLAINE JR. SCHOOL OF BUSINESS.



«
THE VIRGINIA MUNSON HAMMELL
'67 TRADING ROOM



SUSAN WHALEY '74, J.D.
CAMPAIGN CO-CHAIR
AND TRUSTEE

"Global experiences and perspectives are essential for personal and professional success. My gift is meant to provide opportunity and to help level the playing field."

Enabling Growth and Opportunity through Challenge

In the summer of 1974, just after graduating from Hood College, Sue Whaley set off into the world. Her Hood College courses—in history, astronomy, philosophy, religion, art history and more—ignited a curiosity that led to a lifelong quest for knowledge. Together with classmate Ann Williams DeMers '74, Sue went in search of on-the-ground learning.

Their trip began with work in Switzerland through a service program. Soon enough, the pair went exploring, hitchhiking their way to Paris then to London. The joy of adventure was spectacular. But it was the struggles, and overcoming them, that left an indelible imprint. Finding a reasonably priced place to sleep, reading a menu, buying a train ticket—every facet of navigating life was upended in countries where she didn't speak the language.

"I think you need to fail to learn," says Sue. "You get a lot of insights in the classroom, but to get the full range of emotional growth, you've got to put yourself out there in the world in new ways."

For a first-generation, full-scholarship college graduate who had never left the country, the experience abroad shaped Sue's life, emboldened her and fueled her drive for continuous learning. That confidence building took Sue from serving as president of the Student Government Association at Hood to serving as president and owner of the Mid-Atlantic Realty Company.

A Hood College trustee and co-chair of the *Forging the Future* campaign, to ensure students have those same life-changing opportunities, Sue made a transformational commitment to support study abroad scholarships.

During the past several decades, the importance of high-impact learning experiences—study abroad, internships, service learning and research with faculty—has become increasingly clear. Regardless of a student's major, high-impact experiences increase graduation rates, improve job opportunities and admission to advanced degree programs. Research shows that while these educational experiences benefit all students, they have an outsized impact for first-generation students and those from historically underrepresented communities.

The problem—and another motivating factor behind Sue's campaign gift—is that these experiences are costly. For many students, participation comes with "double" costs from not earning money through summer jobs. Hood offers scholarships and grants



«
HOOD STUDENTS DURING THEIR
TRAVEL ABROAD EXPERIENCE

»
SUSAN WHALEY '74 DURING HER
ACTIVISM DAYS ON CAMPUS



to defray costs, but student and faculty interest in these programs outpaces available funding. The result? The very students who might benefit most from internships and study abroad are also the students who can least afford to participate.

"Global experiences and perspectives are essential for personal and professional success," says Sue. "My gift is meant to provide opportunity and to help level the playing field."

President Andrea Chapdelaine believes "to achieve academic excellence requires connecting student's whole self, one that connects thinking, feeling and doing through high-impact experiential learning opportunities. Sue Whaley's passion, her gift and all donors that support this priority will change lives forever."

Sue's support for the College began years ago. In 2007, she established a scholarship in memory of her freshman roommate, Marycatherine Anthony '74, who died in a car accident during their first year on campus. In 2018, she created a study abroad development grant to support faculty members' travel with students.

Sue credits her service on Hood College's board with deepening her understanding of higher education. Sue believes the best way to help others and our future is by supporting education. Expanding individual opportunity—

the "ladder that people can use to pull themselves up and achieve their dreams," as she says—is motivation for her gifts. But individual opportunity is only part of the story. As Charles Kolb said, "the heart of a vibrant democracy is educated, engaged citizens who are able to make choices for themselves, their families, their communities and their country."

Through *the Forging the Future* campaign, Hood College seeks to ensure that every student has at least one high-impact learning experience. We welcome gifts of all sizes to help make these opportunities available.



"I am honored to serve as a co-chair of *Forging the Future*. I know what Hood gave to me, and I am excited to play a role in giving back. My husband and I have made a significant gift to the campaign because we believe in Hood, and we know our gift will help strengthen Hood for years to come."

TONYA THOMAS FINTON '78,
CAMPAIGN CO-CHAIR AND VICE-CHAIR, BOARD OF TRUSTEES

List of Donors (as of June 30, 2021)

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George B. Delaplaine Jr., H'08
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*deceased







"I was the first and only member of my family to graduate college, and obviously that resulted in a huge change to my life story. It created opportunities for a successful career and meaningful life. In today's world, educational attainment plays an even more significant role in people's lives – it increases opportunity, creates financial stability, improves overall quality of life and longevity. I give back to Hood to give others, especially first generation college students, the opportunity to achieve their dreams. Higher education changes outcomes for individuals, their families and the U.S. economy."

MARK E. FRIIS, M.A.'82
CAMPAIGN CO-CHAIR AND TRUSTEE

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Other donors who have made meaningful gifts up to \$25,000 will be recognized in a future Campaign update.

*deceased



Forging the Future

The Campaign for Hood College

Forging the Future: The Campaign for Hood College invites alumni, friends and supporters who believe in the College's future to invest in it. We seek \$65 million in philanthropic support to provide more scholarships, ensure that every student graduates world- and work-ready and increase future support for our faculty. We will develop new degree programs that meet emerging needs and create new spaces in which to deliver them. By growing our endowment, we will strengthen Hood College for generations to come.

For additional information about the *Forging the Future* comprehensive campaign, please visit

hood.edu/forging-future