A Challenge TO CHANGE LIVES
A Challenge to Change Lives

The recently announced Darden Scholarship Challenge boldly proclaims the School’s intention to land top students. But at Darden, which seeks to improve the world by inspiring and developing responsible leaders, a top student is identified by more than test scores.

The outstanding students Darden works to attract are closely vetted for their strong character, leadership skills, academic merit, diversity of perspectives and experiences, and entrepreneurial spirit. These individuals show potential as future business leaders who will energize the Darden classroom and, in the future, make a difference for companies, communities and society. When, through its admissions process, the Darden School identifies a student who demonstrates these qualities, it must be able to act and attract them to the Darden community.

Evidence shows that talented MBA candidates often select the school that offers them the most generous financial aid package. At Darden, tuition has risen four-fold since 2000 to about $63,000 per year, in line with market rates at other top B-schools, while scholarship funding as a percentage of tuition has fallen substantially. For the new entering class, tuition, room, board, books and a global experience will cost more than $85,000 per year, even for in-state students. Only one-third of Darden students currently receive financial aid, compared to half or more at peer schools. The business school website Poets & Quants noted in a November 2014 report on MBA scholarships and rankings that “schools are literally buying high GMATs and GPAs, to better position their MBA programs in rankings.” There is clearly a global arms race for top student and faculty talent, rankings and reputation among the top business schools.

“Education is the great equalizer. Putting rankings aside, Darden has always been mission driven, and historically, been an institution where any outstanding student from any socioeconomic background could afford to come and get a preeminent business education. Today, students are entering Darden with undergraduate debt loads at historic levels. To bring the best students to Darden, we must increase our scholarship offering, which triggers a virtuous cycle that helps Darden rise in every dimension. Offering scholarship support to the most deserving candidates is simply the right thing to do,” — Dean Scott Beardsley

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Although it has historically been an institution where any outstanding student could afford to come to Darden, the School never has had the resources to attract the highest quality students; the best students did not believe Darden could afford to offer them a scholarship. Now, Darden has the ability to offer the most promising students a scholarship to attend the School. Darden leadership believes $10 million in additional scholarship funding per year will make Darden more financially accessible, close the competitive gap and draw in the most qualified students. “Darden has a lot going for it. We are climbing in the MBA rankings. We have the best education experience and Grounds in an amazing location. We have top faculty and the top-rated general management curriculum. We are part of one of the world’s great research universities, the University of Virginia. We have a dynamic network,” Dean Beardsley said. “If we combine that momentum with the generous support of our alumni and friends, we will attract the top students, and Darden will be unstoppable.”

In other words, the Darden community can achieve a big, ambitious goal like the Darden Scholarship Challenge. And when the challenge is met, the most talented students with exceptional promise as future business leaders will be able to realize their dreams to improve the world thanks to how serious the Darden community is about helping students and the School reach their full potential.

How Darden Compares

(\% of students receiving scholarship support in 2014–15 academic year)

<table>
<thead>
<tr>
<th>School</th>
<th>% Scholarship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Darden School of Business</td>
<td>34%</td>
</tr>
<tr>
<td>Harvard Business School</td>
<td>47%</td>
</tr>
<tr>
<td>Berkeley Haas School of Business</td>
<td>50%</td>
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</tbody>
</table>

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Lives Transformed: SCHOLARSHIP RECIPIENTS TELL THEIR STORIES

Christine Davies: Global Bridge Builder
Growing up outside of Washington, D.C., Christine Davies moved to London at the age of 18 and developed a passion for the global seat of power, as well as a string of exceptional social studies teachers, convinced her early that she wanted to engage with public policy in some fashion during her career. A first job working at the Office of the U.S. Trade Representative reinforced her interests, while also demonstrating certain appeal of the public sector. “I worked closely with business leaders while there and developed a strong sense that, in the game of life, government generates opportunities and referees the games, but business and the private sector are calling the plays and running the ball,” said Davies. “I wanted to do the latter!”

With a pivot to the private sector in mind, Davies knew an MBA would be critical to honing the business and management skills that would complement her policy background. She applied to the Darden School, where she received the Robert E. Lamb II Dean’s Scholarship.

The impact of the scholarship was significant. “It was meant I entered business school with two things: confidence, because I was honored that the Darden School thought I was worthy enough MBA candidate to invest in me; and, it awarded me a wonderful incentive to attend, and also reduced pressure, because I knew my student loan debt wouldn’t be so severe.”

After a first stop at Microsoft, Davies has fully melded her government interests and private sector acumen at the Asia Society, where she serves as vice president of global partnerships and development, managing a staff of 15 in New York City.

The nonprofit organization seeks to build global cultural bridges as it educates citizens about Asia and its enormous influence in the world. Davies’ team works with the Asia Society centers across the globe as they seek to raise funds for a public policy institute, a museum and an Asian cultural institute, and a center for global competency education. “I was brought in by the president to provide a different and business-like approach to nonprofit fundraising and development,” Davies said. “My Darden education has absolutely been essential to the successes I have had in this role.”

The incentive that Davies received to attend Darden helped engender an instant bond with the School, one that continues to this day. “I loved the approach of the School to groom leaders in the world of business and practical affairs,” said Davies. “I feel a real loyalty and a drive to support Darden because Darden provided such a positive, life-changing experience as I sought to pivot in my career.”

“It enabled me to stay focused on my original aspirations and at the same time, enjoy the entire process.”

Cindy Tang: From Shanghai to Charlottesville
Cindy Tang’s (Class of 2016) desire to seek out a global worldview led her from Shanghai, China, to the Charlottesville, where a generous scholarship preserved some of her family’s life savings.

Born and raised in China’s largest city, Tang took a job as a tax adviser at Deloitte after earning her degree in economics from Fudan University. Tang said she found creating value for clients to be satisfying work, but wanted to expand beyond the confines of the tax field — and beyond the city she had ever known.

Although the cost to attend Darden seemed “astronomical,” Tang said her teacher parents valued education and insisted on tapping their life savings to make Darden financially feasible. “I am really grateful for their support, but also felt I would owe my parents way too much,” Tang said.

Fortunately, Tang received the Frank E. Genovese First Year Scholarship, established in 2007 by Frank Genovese (MBA ’74). “The scholarship has taken the majority of the financial burden off me,” Tang said. “It enabled me to stay focused on my original aspirations and, at the same time, enjoy the entire process.”

Tang said the scholarship gave her the confidence and sense of security to pursue investment banking, where placement on a future in consulting, but knew the best opportunities would come after earning an MBA.

“I was attracted by the fact that my entrepreneurship background is more valued at Darden.”

Stephen Ryu: Entrepreneur in Action
Stephen Ryu (Class of 2016) always had a passion for technology. After graduating from a top engineering program at Seoul National University, the South Korea native and two friends started a successful app offering membership services to retailers and restaurants in South Korea. “The startup turned profitable, but I wanted to gain a firm strategic framework to approach business and engage in global tech scenes,” Ryu said. “That is why I decided to pursue my MBA, and Darden, with its well-known teaching method and valuable network, was the best option for it.”

Despite the inclination toward Darden, Ryu said he was also considering two other top business schools. The dilemma was solved, however, when he learned that he had been offered a Batten Scholarship earmarked for students with entrepreneurial histories and aspirations. “Beyond the financial support that the scholarship awards, I was attracted by the fact that my entrepreneurship background is more valued at Darden,” Ryu said.

The scholarship support has also broadened him closer to the School, and Ryu says he feels a commitment to support his peers and Darden. “Ryu has an eventful 2016 ahead of him. After graduation, he plans to both get married and begin work as a strategy consultant at Samsung Fire and Marine Insurance.

“It’s not about knowing everything. It’s about why. I stopped trying to grow in skills and tried to grow in understanding of the world.”

Jaime Preusche: Embracing a Community
Jaime Preusche (Class of 2016) says he has always craved new forms of knowledge, and has a tendency to grow bored when he feels that he has maxed out the potential for learning in any given situation.

After graduating from college in Argentina with a business degree, Preusche worked for political campaigns and in various government agencies. When he hit the “learning curve plateau,” Preusche decided on a future in consulting, but knew the best opportunities would come after earning an MBA.

Preusche knew he wanted a school with a tight-knit community — a place, he said, where “everybody was in the same boat.”

At Darden, Preusche said he found that community and then some — a place where professors literally welcome him into their homes and busy peers drop what they’re doing to walk him through the thornier aspects of decision analysis.

When Preusche received a Daniel Kerr Stewart Scholarship and then a William Michael Shermet Award on the basis of his Darden performance, it served as a validation that he was serving himself and the School well.

Preusche said the financial award allowed him to take on Second Year with less weight on his shoulders and an attitude for achievement that would eventually help him land a post-Darden consulting position with McKinsey & Co.

“One of the things that changed in me is I used to think that I needed to know everything about something to be able to go into that particular arena,” Preusche said. “It’s not about knowing everything. It’s about why. I stopped trying to grow in skills and tried to grow in understanding of the world.”

More Michael Sturm: Naval Leader Switches Career
Although he spent part of his post-collegiate career commanding nuclear reactor vessels and landing a job in the Persian Gulf, Michael Sturm (Class of 2016) says it was actually Darden that helped open his eyes to the wider world.

Following college at Cornell, Sturm joined the U.S. Navy, serving as a division officer commanding an anti-aircraft team off the coast of Somalia and eventually running a nuclear plant onboard an aircraft carrier. Interested in making a career change after completing his service, Sturm saw an MBA as the best path forward, even though he was skeptical that a “science guy” would actually enjoy the experience.

The Philadelphia native narrowed his choices to two campuses focused Harvard and Darden — both schools, Sturm reasoned, that would force him to actively engage and go to class every day knowing the material. Sturm’s decision to come to Darden was influenced by the Stewart Scholarship, an award that Sturm called a “huge help” to the School well.

“Coming in without having [the financial burden] allowed me to explore opportunities that I otherwise wouldn’t have.”

“My Darden education has absolutely been essential to the successes I have had in this role.”

Christine Davies (MBA ’09)

“I feel a real loyalty and a drive to support Darden because Darden provided such a positive, life-changing experience as I sought to pivot in my career.”
Darden Executive MBA Formats Come to U.S. Capital

The Darden MBA program has an official arrival date in the Washington, D.C., area.

In August 2016, the doors will open for the MBA for Executives (EMBA) and Global MBA for Executives (GEMBA) Class of 2018 to begin their Darden MBA experience at a new, state-of-the-art facility in Rosslyn, Virginia.

The School announced in February that executives who wish to pursue Darden’s MBA degree while working or pursuing other interests full time can do so at the new location, just across the Potomac River from the Jefferson and Lincoln memorials.

“Washington, D.C., is a global gateway, where business and government intersect,” said Dean Scott Beardsley. “For 60 years, the Darden School has developed business, government and military leaders through its MBA and Executive Education programs. The capital region was an obvious choice for our new location, since Virginia has always had close ties to the nation’s capital.”

The new location’s proximity to Union Station and Washington, D.C., area airports and the once-a-month residencies from Friday to Sunday make the program easily accessible to executives commuting in from most U.S. metropolitan areas or international gateway cities.

The new convenient format is also ideal for international students who wish to move to the United States and pursue diverse interests like entrepreneurship or nonprofit work while studying.

GEMBA and EMBA students will be able to choose the Darden Grounds in Charlottesville, Virginia, as their home location, too. That choice is just one of the many enhancements Darden has rolled out to its renowned executive MBA formats in order to improve the flexibility, increase the number of global education opportunities and grow the prospective student market for each format.

Business leaders accepted into the program will be given the choice of the two base learning locations and the two program formats — EMBA or the intensive global option, GEMBA. EMBA students will experience one or more global residencies in either Brazil, China, Europe or India. GEMBA students will experience global residencies in all four locations.

In addition to job treks to locations such as New York, Hong Kong, London and Silicon Valley, students will further increase their global exposure and experience by choosing from additional globally delivered electives in places such as Cuba, Uganda, France, South Africa, Japan and Mexico.

Regardless of their base learning location, the formats are designed so that all students will spend time on Darden Grounds in Charlottesville and in Washington, D.C.

All told, the executive MBA formats will prepare leaders for high performance through weekend residencies, global residencies and Darden’s cutting-edge distance learning capabilities.

“Our goal here is to bring forth the best of Darden’s EMBA and GEMBA, to build on our natural ties to the Washington, D.C., area, and to shape the next generation of leaders.”

— Professor Sankaran “Venkat” Venkataraman, senior associate dean for faculty and research. “Over the past decade, we have learned a great deal about how executives learn — what works and where and why — and what they need and want,” said Professor Sankaran “Venkat” Venkataraman, senior associate dean for faculty and research. “Our goal here is to bring forth the best of Darden’s EMBA and GEMBA, to build on our natural ties to the Washington, D.C., area, and to shape the next generation of leaders.”

TO SUPPORT CONTINUED INNOVATION AND ENHANCEMENT OF DARDEN’S MBA FORMATS, PLEASE CONSIDER A GIFT TO THE DARDEN ANNUAL FUND AND VISIT ALUMNI.DARDEN.EDU/WAYS-TO-GIVE.

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A Closer Look at Darden’s Executive MBA Formats

Students will choose:

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>LOCATION</th>
<th>GLOBAL RESIDENCIES</th>
<th>ELECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMBA</td>
<td>The Darden Grounds in Charlottesville</td>
<td>Brazil, China, India, Europe</td>
<td>Including Global Business Experiences and Global Consulting Projects in countries around the world</td>
</tr>
<tr>
<td>GEMBA</td>
<td>A state-of-the-art facility in the Washington, D.C., area</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Integrated executive format has global offerings available in 27 locations across 17 countries.

WAYs You Can Help

REFER COLLEAGUES OR PEERS TO THE PROGRAM
SHARE THE NEWS WITH YOUR SOCIAL NETWORKS
GIVE TO THE DARDEN ANNUAL FUND TO SUPPORT GLOBAL EDUCATION OPPORTUNITIES

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Global Experiences Get New Twist

EXPERIENTIAL LEARNING

Darden Fans Entrepreneurial Spark in Uganda

Students from the residential MBA and MBA for Executives (EMBA) engaged in a Global Business Experience (GBE). The GEMBA cohort, which divided its Indian residencies between Mumbai and Delhi, immersed themselves in the business and cultural life of the country in a number of ways, meeting with corporate executives such as private equity leader Rajan Mehra (MBA ’93), touring factories and taking in some of the country’s best-known sites.

GBEMA student David Maruna (Class of 2016) said the cohort saw more of India than he would have thought possible during their two-week residency.

“India, we were exposed to many lumps that exist in global business,” Maruna said. “The maze of local vendors, miles of traffic, complicated distribution networks and cultural disparities in everything from housing to financial inclusion create memories that underscore everything you study in the distance classroom. Similar to how the case study method forces you to think differently, and thereby deepen your learning, adding in the sights, sounds and smells of a foreign land becomes part of the glue that makes insights about global business really stick with you.”

The GBE, led by Professor Casey Lichtenfeld, focused on “Big Data & Technology” in India. The GBE group spent the first four days of their trip in Bangalore, which is commonly referred to as the “Silicon Valley of India,” meeting with executives from technology firms such as Amazon, Flipkart and Ola before traveling on to Delhi.

In Delhi, the GBE students met up with the GEMBA cohort for select joint sessions, marking the rare occasion which students from all GBE formats are together on the same international program. The combined group also met up for a social event welcoming alumni, faculty, admitted students and current students at the family home of businessman VN Dalmia (MBA ’94).

“It was energizing to have students from all three MBA formats together for India—learning together—sharing important insights from dialogue with key business leaders, developing new shared understanding of this important country, and engaging with our alumni and global Darden community,” said Marc Johnson, executive director for global affairs at Darden.

Students from all MBA formats converge on India

Darden students and faculty dug deep into Indian business culture in January, as students from all three MBA formats came together in India to learn more about one of the world’s fastest-growing economies.

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Design Thinking Helps Students and Professor Reach Full Potential

Jeanne Liedtka, United Technologies Professor of Business Administration, is regarded as one of the world’s foremost experts in the field of design thinking — an alternative way of solving problems borrowed from designers and based on the premise that to create value for people through a new offering, you must first understand their needs deeply.

But it wasn’t always that way.

Liedtka joined the Darden faculty with a focus on business strategy, but when her research brought design thinking to her attention and she realized its power as a tool to enable innovation, she saw an opportunity to redirect her career. The only problem was that, for an established professor such as Liedtka, such a change of direction is almost unheard of.

“I’ve been a strategist my whole life, and relatively late in my career I discovered design thinking,” Liedtka said. “I don’t think there’s any other major business school on earth that would have supported me as a faculty member shifting the whole focus of my work at the stage in which I made that shift. That’s what’s remarkable about Darden.”

The Darden Annual Fund provides critical funding for faculty research, technology and curriculum development so that professors, like Liedtka, can pursue research and develop courses that energize them. This investment pays off in the classroom. When faculty members are fulfilled by their research work, they’re able to connect with and develop students in an authentic and inspiring way.

The connection is a clear one for Liedtka. “Darden helps faculty members reach their full potential so that we can help students reach their full potential today, not only has Liedtka taught hundreds of Darden MBA students design thinking through her courses ‘Corporate Innovation and Design Experience’ and ‘Strategic Thinking’ as well as the ‘Strategy as Design’ Global Business Experience in Barcelona, Spain, she’s also extended her reach to more than 100,000 people through her on-demand massive open online course (MOOC) as well as online and in-person Darden Executive Education programming.

In 2015, her MOOC ‘Design Thinking for Innovation’ debuted on Coursera, which was then followed in 2014 with a more high-touch design thinking course offered through Darden Executive Education. Following the success of the Executive Education course, Liedtka spearheaded the design of the offering into the four-course Design Thinking and Innovation Specialization. She’s also trained high-level staff from the likes of NASA and many other government agencies as well as executives from companies like Corning and Anheuser-Busch InBev in the fundamentals of design thinking through custom Executive Education programming.

“At Darden, there’s always been this wonderful support for faculty to just go where their interests were, to discover new things and, evoking Jefferson, to pursue truth wherever we find it. And, for me, that was design thinking.”

Whether she’s teaching Darden MBA students or participants from around the world through her online courses, Liedtka believes design thinking has been adopted so broadly because it brings a new approach to problem-solving to business education. Perhaps, design thinking also owes some of its popularity to the fact it empowers managers to be something the world has always told them they can’t be.

“Design thinking is a particularly powerful way for our students to reach their full potential,” Liedtka said. “I say that because so many of us have believed a message that artists, designers, writers — they’re the creative people. We’re just the ones who do the numbers, do the finance, do the marketing plans. And that’s so not true. We know, from now having taught thousands and thousands of managers these techniques, that we all have the capability to be creative thinkers, we just need some help.”

TO VIEW WAYS TO GIVE TO THE DARDEN ANNUAL FUND, VISIT ALUMNI.DARDEN.EDU/WAYS-TO-GIVE. FOR MORE INFORMATION, CONTACT SAMANTHA HARTOG, DIRECTOR, DARDEN ANNUAL FUND, AT +1-434-982-2151 OR HARTOGS@DARDEN.VIRGINIA.EDU.

SHOW YOUR DARDEN PRIDE

Tune in on #GivingToHoosDay

As UVA prepares for its third century, the University will host a 24-hour online day of giving on Tuesday, 12 April 2016 — called GivingToHoosDay.

Alumni, students, parents, faculty, staff and friends from around the world will come together with a common purpose: to celebrate the University through social media sharing and to make gifts to support their favorite areas of UVA.

#GivingToHoosDay is a prime opportunity for Darden’s 15,000 alumni to share their support of the Darden School. Darden has set a goal for 50% alumni participation in its Annual Fund drive this year, and GivingToHoosDay can fuel momentum to achieve it.

Ways to participate include:

- Use the hashtag #GivingToHoosDay on Facebook, Twitter and Instagram on 12 April. Share photos and messages to highlight your connection to Darden and explain why giving to Darden matters to you.
- Visit the Darden GivingToHoosDay website (alumni.darden.virginia.edu/givingtohoosday) to view and share progress toward a donor goal and participation by class year.
- Attend a Darden-sponsored GivingToHoosDay First Coffee with Darden coffee mug giveaways, arranged through alumni chapters and organizations that participate in the Companies@Darden program.
- Give online at alumni.darden.edu/givingtohoosday.
- Participate in a Darden-sponsored Facebook Live event with Samantha Hartog, director of the Darden Annual Fund.

Those who give to Darden during the day will receive unique opportunities to connect with their classmates and professors. From 1–3 p.m. EDT, several faculty members will participate in online faculty cold call sessions, answering questions on any topic from alumni and supporters. Darden will also share videos through-out the day on social media from a special GivingToHoosDay Filming Day First Coffee, the faculty cold call sessions and other events around Grounds.

Every gift, in any amount, makes a difference on GivingToHoosDay,” said Samantha Hartog, director of the Darden Annual Fund. “It’s about engaging with Darden and celebrating what the School means to you with fellow alumni and friends.

PARTICIPATION IS A MAJOR THEME FOR DARDEN THIS YEAR, AS THE DARDEN ANNUAL FUND SETS AN ASPIRATIONAL GOAL OF 50 PERCENT ALUMNI GIVING PARTICIPATION.

Mark your calendar for 12 April and visit alumni.darden.edu/givingtohoosday for more details!
Reunion Year Classes Set the Bar for 2016 Reunion Giving

In 2015, alumni in 14 classes celebrating their milestone reunions at Darden Reunion Weekend raised more than $7.2 million as part of their Reunion giving campaign.

As 2016 reunion year fundraising efforts intensify, several classes have tapped into the Darden competitive spirit by challenging their classmates to increase their giving through matching gifts and creative new ideas.

Class of 1986 Aims to Complete Memorial Scholarship

On 15 March 1986, two months before Peter J. Niehaus (Class of 1986) was to graduate from Darden, he was killed in a Florida car crash.

“Peter was our class, he was part of us,” said G. Ruffner Page Jr. (MBA ’86), Niehaus’ classmate. “He was a wild, larger-than-life kind of a guy. If you asked for help, he’d always say, ‘Sure,’ even if he didn’t know the answer.”

To honor Niehaus’ generous spirit and their time together at Darden, Page and his classmates created the Class of 1986 Peter J. Niehaus Memorial Scholarship Fund. The scholarship is intended to honor a Second Year student who, throughout his or her first year, was distinguished by an ability to promote a supportive, relaxed and amiable atmosphere at Darden while still achieving excellence. They began fundraising in 1986, and by 1988, they awarded the first Second Year student scholarship.

To date, more than 200 members of the Class of 1986, members of Niehaus’ family and friends have contributed to the scholarship endowment, which is currently just over the $1 million mark. In honor of his class’ impending 30-year reunion, Page challenged his classmates to complete the scholarship through a $250,000 matching grant.

“We are within striking distance of a self-sustaining scholarship,” said Page. “The class can be satisfied — we will have completed it for the benefit of future generations.”

Page hopes his matching grant will inspire his classmates and others to broaden their involvement in the scholarship and the School. “More alumni need to experience the students,” he said, and “get to know the next generation we are supporting.”

Class of 2011 Doubles Down for Darden

When classmates Ian Thomas, John Sherman and Whit Wall (all MBA ’11) were brainstorming about how their five-year reunion giving could have more impact, they stumbled upon a clever idea.

“Although a few of us are able to give $2,500 this year to hit the increased leadership level of giving for the Darden Society, that isn’t feasible for many of our classmates,” said Thomas. “We didn’t want to discourage them from increasing their gifts because they couldn’t make that jump.”

“Thus, the idea to ‘Double Down for Darden’ was born. ‘We figured if our classmates doubled their past gifts — whether the gift was $100, $250 or $500 — it would make a significant difference in what we were collectively able to give back to the School,’” Thomas said.

If the trio’s challenge motivates other classes to creatively inspire giving, all the better. Said Thomas, “We want to change behavior from a giving perspective so that everyone, regardless of the size of their gifts, knows they’re making an impact.”
NEW EXECUTIVE DIRECTOR OF ADVANCEMENT SEEKS POTENTIAL IN PASSIONATE ALUMNI BASE

Dean Scott Beardsley’s vision for Darden and the expectations for the new executive director of Advancement are ambitious and exciting. I’m delighted to join such a talented team and am certain that my years of successful fundraising experience, effective team management, and campaign planning and implementation skills will be tremendous assets as we work to reach our goals.

How do you think about the unique challenges and opportunities in advancement in the realm of higher education?

The opportunities are endless, but for me it goes back again to people. Nurturing philanthropic engagement among students from the very beginning, creating a foundation for future fundraising success and generating lifelong supporters of Darden.

At Darden, we have the advantage of focusing on our unique programming and articulating both the importance of the School’s mission as well as our key differentiating strengths—strong, authentic relationships with students, the world’s leading MBA educational experience; the most effective and talented business school faculty, innovative new programs, a passionate, accomplished alumni network; and new investments in technology to enhance the core case-study method.

The advancement challenges aren’t unique to higher education—this is no different if our mission is health care, community services, arts and culture or higher education, fundraising is increasingly defined by the latest advancement trends and ongoing pressure on institutional budgets. Building personal relationships and stewarding a robust and loyal base of support from alumni and friends is what makes the difference.

Dean Beardsley has an ambitious goal to dramatically increase scholarship funding. Are you looking forward to helping lead that effort?

Absolutely! Dean Beardsley is passionate about dramatically increasing the funds raised for scholarship support, and he made this clear to me in our very first conversation. Darden is at a pivotal moment—we’re climbing in the rankings, but the competition among top business schools is intense and attracting top talent is a necessity. Not only do scholarships attract the best and the brightest students, but they transform lives in the process.

Dean Beardsley has the solution, and I’m looking forward to being a part of this critical effort.

FOR MORE INFORMATION ON DARDEN’S STRATEGIC FUNDRAISING PRIORITIES, CONTACT KARA MULLINS AT +1-434-243-0834 OR MULLINSK@DARDEN.VIRGINIA.EDU.