Philantropy and the Department of Agronomy

Scholarships / The Bindley Life Sciences Scholarship Challenge

Last fall Purdue University unveiled "The Campaign for Purdue" a seven year $1.3 billion fund – raising effort to advance Purdue toward our goal of preeminence. Thanks to the generosity of those people who believe in Purdue, we have raised over $600 million and are well on our way to reaching our goal. One of our main priorities in this endeavor is to provide more opportunities for education by increasing our scholarship endowments. The importance of scholarships is ever present because too many talented young people lack the financial means to further their education. This dilemma is compounded by the current economic instability.

Our quest in the Agronomy Department is to grow our endowed scholarships in order to attract the most talented students, augment graduate student support and enhance the cultural diversity in our department. By establishing endowments both the department and the donor are provided many benefits. The donor is given the opportunity to leave a lasting legacy and honor an individual, friend, loved one or colleague as well as the ability to influence the character of the department. The Agronomy Department is provided the means to help strengthen and secure its financial destiny. I cannot think of a better example of an endowment than the recently established Dr. John Axtell Memorial Endowment in Plant Breeding and Genetics. Through the generous contributions from family, friends, colleagues, alumni and corporations the Axtell endowment will help support graduate students working in plant breeding and genetics. Through their research at Purdue and their subsequent careers, these students will help to carry on Dr. Axtell's profound legacy.

Through a generous gift from Bill and Mary Ann Bindley we are provided with a unique and tremendous opportunity during the campaign for Purdue. The Bindley family has established a deferred gift that will be used to match endowments of $20,000 or more for academic scholarships in the life sciences. The minimum cost to endow a scholarship at Purdue is $20,000 and this investment can be pledged and made through installments over a 5 year period. By establishing an endowed scholarship in Agronomy, a matching scholarship endowment from the Bindley Life Sciences Scholarship Challenge will be established in Agronomy at a later date using the same criteria. Another exciting feature of the Bindley challenge is that the match will also be eligible for multiple cash donors who would like to pool their money and establish a scholarship. This provides a great opportunity to leverage your investment in the future of Agronomy at Purdue University.

If you, your family or your business would like to help support academic scholarships or any other initiative in the Department of Agronomy please contact me. I would be delighted to visit with you and answer your questions and assist you in any way. Thank you for your support *Bret Rush, Director of Development, Department of Agronomy, 800 / 718 – 0094, 765 / 494 – 4785, rushb@purdue.edu*

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