

**BENNETT AND DAVIELLE KEISER
SCHOLARSHIP CHALLENGE**
Arts, Sciences & Engineering



Student support is among the highest priorities of *The Meliora Challenge: The Campaign for the University of Rochester*. The Keiser Family, including alumni Bennett Keiser '75 and Davielle Keiser '08, has established a generous endowed scholarships challenge that will provide significant support to the University's \$225 million Student Support goal for the Campaign. The Bennett and Davielle Keiser Scholarship Challenge is designed to encourage alumni, parents, and friends to create an endowed scholarship in any discipline within Arts, Sciences & Engineering.

Beginning July 1, 2013, for the first eight new endowed scholarship pledges of at least \$100,000 to Arts, Sciences & Engineering, the Keiser Family will contribute an additional \$25,000 to each new endowment.

Education is more crucial to a student's future success than ever before. Endowed scholarships help attract high-performing students, offer a diverse learning community, and ensure that all deserving and talented students have access to a University of Rochester education. An endowed scholarship provides opportunities to those in great need and those with great talent. Maximize the impact of your gift by taking advantage of this generous challenge and create a legacy of tuition support that continues in perpetuity.

- Multi-year pledges are accepted. Deferred gifts are not eligible.
- All pledges made before June 30, 2016 count toward *The Meliora Challenge*, a University-wide comprehensive Campaign that was launched in October 2011.

**FOR MORE INFORMATION call 585-273-5916 or email
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The
MELIORA
CHALLENGE