

BOLDLY BUFFALO

THE CAMPAIGN FOR UB

THE INSIDE SCOOP

Campaigns are about more than just money.



What is the purpose of the Boldly Buffalo Campaign?

- Support students, faculty and our world
- Raise \$650 million for scholarships, research, and the community

Currently at 77% of goal

- The largest fundraising campaign in UB—and SUNY—history

UB has had only one other fundraising campaign in the last 40 years

It is more than fundraising

- A bold vision of the future
 - Builds on our past and present
 - Energizes our community
 - Fuels our future
- To achieve these we need everybody

Our Place

UB is a part of Buffalo, and the city is part of the university.

Boldly Buffalo is a commitment to achieving all we can, to driving change, to charging forward.

It's a commitment that is reflected every day in every stadium, every office, and in every classroom.

This is UB. This is Our Place.

[CLICK HERE TO
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Our Way

UB is not just a place, it is a way of seeing and shaping the world.

Inspiring action and defying expectations. With people from all over, lifting each other up, and accomplishing what was thought impossible.

Here, ambition is a virtue. Tenacity is a given. Discovery happens in the lab and in the lecture hall.

THIS is UB. THIS is Our Way.

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Our Future

Throughout Buffalo, you will see UB's impact

From the construction of new buildings and the creation of jobs to programs and initiatives that ensure a healthier future for families throughout the region.

This is UB. This is Our Future.

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Impact on our students

- Increase the quality and availability of internships, study-abroad programs and other experiential learning programs
- Significantly increase both merit and need-based scholarships
- Expand undergraduate research opportunities
- Enhance the student experience by modernizing studios, labs and classrooms as well as spaces for recreation, health services, advising and athletics

Impact on our faculty

- Recruit, retain and reward teachers by creating and endowing faculty positions
- Increase number of faculty to improve student access
- Transform medical discoveries into new treatments by increasing our capabilities for clinical and translational research
- Expand support for cross-disciplinary initiatives and collaborative study

Impact on our world

- Play a critical role in Buffalo's urban growth and development that lead to economic prosperity.
- Support businesses by matching talented student interns and capable graduate with placements where they can make a meaningful difference
- Improve community health care by expanding our free dental clinic
- Contribute to clean, high-tech jobs and a healthier environment by providing access to experts and facilities

Have you noticed?

- Murchie Fieldhouse
- Stephen Still Institute for Sustainable Transportation and Logistics
- Experiential Learning trips abroad
- Training the next generation of doctors

We Are Boldly Buffalo

At UB, we seek to change the world for the better.

We can only do this by coming together as a community in support of a common vision and common goal—one that will have an enduring legacy here and beyond.

The UB of tomorrow is in our hands today.

This is **Boldly Buffalo**.

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How can you be Boldly Buffalo?

- Follow us on Facebook to view and share information
- Talk it up – wear your button
- Submit a Bold Moment
- Remember being Boldly Buffalo is as much about pride and community in our region, in our university as it is about building its future.