



COURAGEOUSLY CHRISTIAN

Preparing Leaders to Impact the World

We promise to empower servant leaders to bring
Christian values to places many of us can't go.



“Be strong and courageous. Do not be afraid or discouraged.”

1 Chronicles 22:13b (NIV)

WISCONSIN LUTHERAN COLLEGE





A LETTER FROM

President Johnson

Dear Alumni, Donors, and Friends,

This world is drifting further away from Christ, yet we need more authentic Christian servant leaders than ever. Every day, I look at our students and find hope knowing that they carry our Lord's light and love to a challenged world – to find what has been lost and restore what is broken.

There are many Christian colleges – some seem to apologize for their faith identity. While we are proud of being consistently ranked for the quality of our academics and educational experience, we know that our culture of courageous Christian vocation sets us apart. We are an outpost in a conflicted world – wise in its ways while grace-filled in our adherence to Biblical truth.

Our heartfelt and deep Christian values grounded in God's Word truly matter at Wisconsin Lutheran College. We treasure our opportunity to prepare our students to serve Christ in every facet of society.

As Wisconsin Lutheran College celebrates its 50-year legacy of Christian servant leadership, we invite you to help us embrace the next 50 years with ongoing courage. We prepare students in mind, heart, hand, and soul to step into history and seize the 'why' of their lives. We equip them for their God-created purpose – it is from this family of faith and mentors that we send Christian servant leaders to bring His light and love to a broken world.

I invite you to support Wisconsin Lutheran College by making a generous donation today. Help us prepare our students to go where most of us cannot go.

Serving Jesus with you,

A handwritten signature in cursive script that reads "Daniel Johnson".

Dr. Daniel W. Johnson
President, Wisconsin Lutheran College

THE WORLD KNOWS

The Tremendous Value We're Bringing

U.S. News & World Report

In 2022, *U.S. News & World Report* rated Wisconsin Lutheran College as one of the Top 20 Regional Colleges in the Midwest. Schools in this category focus almost entirely on the undergraduate experience and offer a broad range of programs in the liberal arts and fields such as business, nursing, and education. WLC also is included in the *U.S. News* rankings for Best Value Schools, ranked 14th among Regional Colleges in the Midwest.



Wall Street Journal/ Times Higher Education Rankings

Wisconsin Lutheran College is included in the 2022 *Wall Street Journal/Times Higher Education College Rankings*. The WSJ/THE College Rankings is a pioneering ranking of U.S. colleges and universities that focuses on student success and learning. The ranking values schools that focus their spending on classroom instruction and rewards both teaching and research excellence. It also emphasizes student outcomes.



Washington Monthly

Wisconsin Lutheran College is ranked 18th in the nation by *Washington Monthly* in the category of Bachelor's Colleges. The 2021 list ranks four-year institutions that award almost exclusively bachelor's degrees based on their contribution to the public good in three broad categories: social mobility, research, and promoting public service.



2020-2025



COURAGEOUSLY CHRISTIAN

Preparing Leaders to Impact the World

“Be on your guard; stand firm in the faith; be courageous; be strong.”

– 1 Corinthians 16:13 (NIV)

WLC is an outpost on a frontier. We’re preparing students in mind, heart, hand, and soul to step into history and seize the ‘why’ of their lives and the purpose for which they were created. From this family of faith and mentors, we’re sending Christian servant leaders to carry His light and love to a broken world. And we are not backing down from courageously sharing our Christian values. Our students and alumni don’t have to compromise their beliefs to impact our broken and hurting world.

To participate in this campaign – to become a donor – is to help Christian servant leaders discover God’s calling for their lives and prepare them to go where most of us cannot go.

CAMPAIGN GOAL: \$32,000,000

CAMPAIGN PROJECTS

\$22,000,000

Scholarships



\$4,000,000

Athletic Complex Updates



\$2,500,000

Endowment Growth



\$1,600,000

Campus Improvements



\$1,250,000

New Program Initiatives



\$400,000

Chapel Enhancements



\$250,000

Center for Christian Leadership

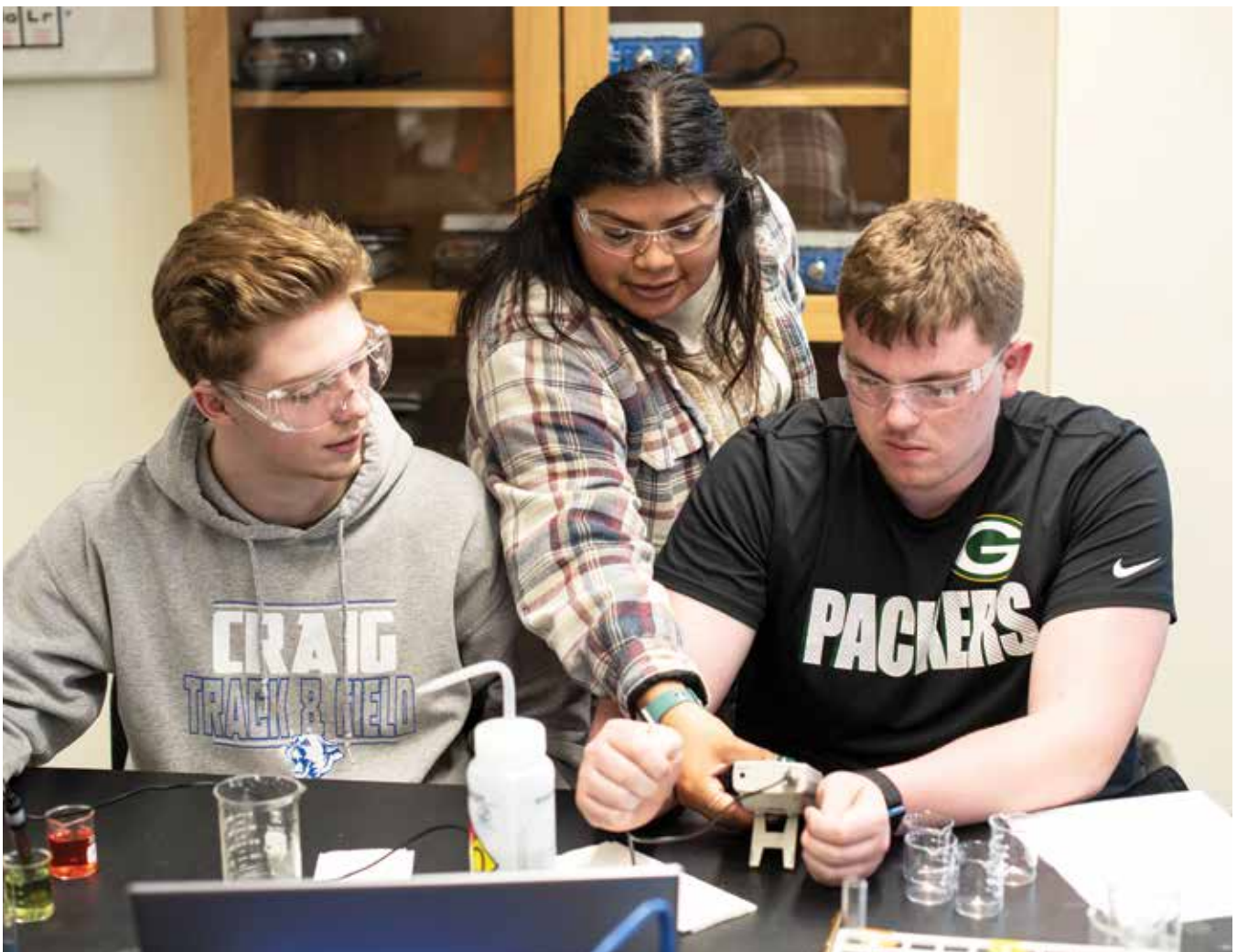


INVESTING IN

Student Scholarships

Here is our challenge: many families don't have the financial means to cover the cost of attending WLC. Students need significant scholarships to attend here as we are not a college of financial elites. Our students come from hard-working, middle-class families. In fact, nearly two-thirds of our students come from families with a combined household income of less than \$110,000. Knowing this, we work very hard to make WLC as affordable as possible!

WLC is an independent Christian college; a church body doesn't own us, nor do we receive any financial support from a synod. We exist because God's people – individuals like you – believe in and have trust and confidence in our mission. Your scholarship gifts will help transform our society by helping WLC prepare Christian leaders with a heart to serve. Far too many young people want to attend WLC, but they can't afford it due to their socio-economic realities. **You can be a difference-maker by giving a gift to scholarships.**







ENHANCING THE

Outdoor Athletic Complex

Did you know that more than 45% of WLC students participate in our NCAA Division III athletics programs? Our Outdoor Athletic Complex opened in 2004 and has served the college and community with excellent facilities. However, as the number of athletes has grown, we need to maximize and utilize existing spaces. Replacing the grass soccer field with a turf field will alleviate canceled games due to rain, allow for additional sports to practice, and expand our ability to rent the field to provide another source of revenue. Purchasing a seasonal dome to cover the new soccer turf field will give the student-athletes another indoor location to practice and train six months of the year. Adding turf to the infield of our baseball field and to our softball field will help alleviate weather cancellations. All WLC students would benefit from these enhancements due to the expansion of intramural sports offerings. In addition to these improvements, new revenue streams would be realized by expanding the use of our facilities through outside rentals. The unique location of our Outdoor Athletic Complex attracts many community events, bringing thousands of visitors and prospective students to experience athletics at WLC.





GROWING THE **Endowment**

Securing the future funding needs for WLC is on the minds of many supporters. Endowed scholarships, faculty chairs, professorships, and programs provide a legacy for donors as well as a permanent source of future funds for student scholarships and faculty growth.

WLC seeks to be debt-free by 2032, allowing for more resources to be directed to student and faculty needs. The Endowed Legacy Fund is a restricted fund and a unique opportunity for donors to help pay off the capital debt of the college in full before the debt is due in 2032. This fund is managed separately from the traditional endowment fund.

The current traditional endowment balance is more than \$28,000,000, and the Endowed Legacy Fund balance is more than \$16,000,000. **A growing endowment fund will significantly impact our young institution and provide for a secure financial future.**



IMPROVING CAMPUS

Facilities & Technology

Niche.com has consistently ranked WLC campus facilities and student residences in the top five in the state of Wisconsin. Having a campus that is well kept and up to date helps attract students. Under the leadership of our first full-time president Dr. Gary J. Greenfield, a majority of our campus buildings were built. Twenty-plus years later, we need to continue investing in remodeling and updating facilities and technology. Dr. Greenfield's legacy was creating a space that Christian students would enjoy and appreciate. In honor of former President Greenfield, a campus improvement fund has been established to help keep WLC looking great for the next generation of students. Improvements will include updating student residences and teaching spaces, replacing infrastructure, and enhancing the technology available to students, faculty, and staff.

INTRODUCING NEW

Program Initiatives

The Board of Regents approved the college's new strategic plan in October 2021, including several initiatives to help grow enrollment. Programs under consideration range from Esports to new undergraduate and graduate majors. Any new program requires start-up capital and human resources before it draws an adequate number of students to pay for itself. Over the last decade, WLC has invested in new strategic majors and programs that paved the way for record freshman classes during that same time frame. In addition to new programs, we will seek ways to grow current programs through new initiatives and pathways. **Your investment in this area could help attract students who never considered attending WLC.**

PRIORITIZING

Chapel Enhancements

Worship is an essential component of WLC's mission and is integrated throughout the student experience. Our Chapel is used nearly every day of the week, and its last significant improvement was in 1998. **Updating the original Chapel, built in 1927, demonstrates our commitment to student worship opportunities.** We seek to provide a comfortable and aesthetically pleasing space for one of our most important activities. Aspects of the project include painting, replacing chapel chairs and carpeting, and installing new acoustic treatment and HVAC systems.

EXPANDING THE INFLUENCE OF

Christian Servant Leadership

Founded in 2010, the Center for Christian Leadership intentionally inspires leadership development through educational opportunities and service on the campus and beyond. We seek to fund ongoing leadership training, coaching, and programming to expand the influence of Christian servant leadership. **Your gifts to this area impact all of our students and will bring more Christian leadership principles to the community.**







THANK YOU!

Thank you for considering an investment in Wisconsin Lutheran College through the Courageously Christian campaign. The time to act is now. The need is great. Our world needs Christian servant leaders who are fully alive, having discovered the purpose for which they were created.





WISCONSIN

LUTHERAN COLLEGE



Help us prepare courageous Christian leaders to change the world
by visiting **WLC.EDU/CAMPAIGN** or scanning the QR code above.

For more information about the campaign, please contact:

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