

EMPOWER



THE CAMPAIGN FOR MARYWOOD

Marywood

In 1915, the Congregation of the Sisters, Servants of the Immaculate Heart of Mary in Scranton, Pennsylvania, were inspired by the bold belief that they could empower the daughters of coal miners and factory workers with the best tool they had—education.

Starting in a one-building school that stood on a hill, their ambitious new enterprise became the first Catholic institution of higher education for women in the Commonwealth of Pennsylvania. Over the next 100 years, the Sisters' early vision expanded into a co-educational 21st-century university offering over 85 programs in 34 specialized buildings.





Empowerment through education ... fosters confidence, creates positive ripple effects, and makes a difference in the world.



Today, under the leadership of Sister Mary Persico, IHM, a new strategic plan for Marywood's future builds on this early theme of empowerment through education, setting forth a wider vision that embraces the University's motto—*Sanctitas, Scientia, Sanitas*—Holiness, Knowledge, Health—supporting the concept of developing a life that is holistic and authentic.

Practicum, internship, student teaching, clinical, and service opportunities are built into all programs, including Physician Assistant, Nursing, Music and Art Therapies, Education, Counseling, Business, and others, by working deliberately with the intergenerational entities found right on campus. These include, but are not limited to, Perry's Academy of Learning at the Fricchione Center, NativityMiguel (Intermediate) School of Scranton, and Marywood Heights University-

based Retirement Community. These experiences demonstrate the idea that universities should be the hubs of society, not stand-alone entities separated from the community.

By interacting within these entities, intergenerational experiences and cultures are shared, and hands-on, real-world situations are mutually exchanged between students and the populations in each of these organizations. This fosters confidence in our students to use those skills to make a positive difference in the world.

Our students graduate with these experiences and create positive ripple effects in their communities, nurturing and serving others with the same values that Marywood instilled in them.

**Our vision
for the future
is to expand
on recent
successes
and empower
students to
live more
meaningful
lives.**



To support our mission, we launched a comprehensive fundraising campaign targeting three areas of need critical to our growth:

1

CREATE

opportunities to provide scholarships for students with financial need who would best benefit from a Marywood education.

2

REIMAGINE

the construction, renovation, and renewal of buildings and spaces to support growing programs and next-gen learning.

3

ENHANCE

the student experience through annual and endowed philanthropic support to allow Marywood to continue to maintain its position at the forefront of innovative education.

Donor support is the central impetus to the achievement of this goal. Together, we will further define Marywood's core mission of empowerment as a place that starts with education, but expands to community and moves forward in a way that mutually empowers our students and our community, consistent with our mission.





CREATE

Access to education »»

Marywood holds its mission as a standard for everything done here. **One source of pride for the University is the ability to provide financial support to all eligible students who seek a Marywood education.** In concert with its original mission, Marywood strives to make education affordable to worthy students who otherwise would not have access to the education provided at the University. In the 2022-23 academic year, 99 percent of the more than 400 first-time, full-time undergraduate students who matriculated received some form of financial aid. Even so, **the average unmet need of students receiving aid was still \$8,000.** This trend is expected to continue into the foreseeable future. Campaign gifts help fill the gap of unmet financial need and provide educational opportunities to deserving students.

Scholarships represent more than just financial assistance; they are instruments of empowerment. They enable students with diverse backgrounds, varying life experiences, and unique perspectives to pursue their dreams and attain an education that equips them with the knowledge, skills, and values needed to effect positive change.

The growing population of Northeast Pennsylvania provides an opportunity for Marywood to respond to the educational needs of our region. In the 20th century, the founding Sisters empowered the daughters of coal miners and factory workers through education. In the 21st century, Marywood has the opportunity to ensure our newest neighbors will be among the next generation of Marywood alumni. **Not only will scholarships impact students, but access to education will allow all students to empower their communities.**



“Scholarship support not only gives me the opportunity to pursue my education at Marywood, but also to grow personally. I have been able to join many organizations where I was given leadership opportunities. I have also taken advantage of many of the service events on campus. All of these opportunities have helped me grow my confidence, meet amazing people, and have countless learning experiences along the way.”

Carly DeMaria '24
Communication Sciences and Disorders



REIMAGINE

Spaces that inspire students to exceed their goals >>>



» Shields Center for Visual Arts

The campaign will allow us to refresh and renew several buildings on campus, including the Keith J. O'Neill Center for Healthy Families, the Michael and Dolores Insalaco Center for Studio Arts, the Shields Center for the Visual Arts, and the Liberal Arts Center.

The College of Health and Human Services recognizes two realities: the **Keith J. O'Neill Center for Healthy Families** building is bursting at the seams with students, and the Nursing Program, housed in a separate building across campus, has experienced increased enrollment. We envision a place where all health professions students can work together, sharing state-of-the-art labs, classrooms, conference areas, the latest technological equipment, and space to learn and grow together. This will replicate the interprofessional, clinical teams on which they will work in the future. In order to accomplish this strategic goal, Marywood will construct a 15,000-square-foot addition, the **Pascucci Family Health Sciences Pavilion**, where the Nursing Program can join their counterparts, and where additional space for the expansion of the Physician Assistant program will enhance this facility. This building will become a showcase for those who study the health sciences on Marywood's campus and will highlight the University's innovative spirit throughout Northeast Pennsylvania, while helping to address our community's ever-growing need for compassionate healthcare professionals.



» Pascucci Family Health Sciences Pavilion

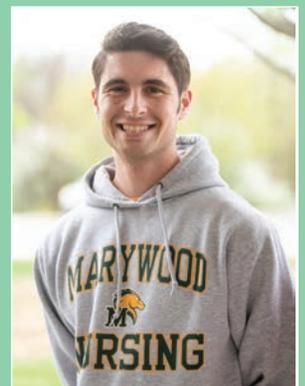
Additionally, the **Michael and Dolores Insalaco Center for Studio Arts** and the **Shields Center for Visual Arts** need facility upgrades to support Marywood's growing programs. The Insalaco Center needs computer lab space and classrooms for the expanding Graphic Arts program and a larger observation area for the Art Therapy program. To support the flourishing School of Business and Global Innovation and the School of Architecture, we will repurpose space in the Shields Center for both the School of Business and the new Sordoni Construction Management Program within the School of Architecture. This will include the addition of student workspaces and studio spaces to enable students to thrive and benefit from interdisciplinary collaboration.

Lastly, the **Liberal Arts Center**, fondly known as the LAC, includes the iconic and beautiful Rotunda, the artistic centerpiece of campus. Updates will include transitioning the classrooms from the traditional desks-and-chalkboard model to the look and feel of multimedia centers for learning. New technologies will transform the spaces into classrooms with virtual learning capabilities, so clusters of students can then engage simultaneously in multimedia learning exchanges.

Transforming our campus facilities will enhance the programs they house. Campaign gifts to capital projects will allow us to renovate and make changes to these buildings and other facilities on campus. Not only will this enhance the student experience, but it will support the expansion of our growing programs.

Upgrading the program's environment will provide a new energy to the development as a whole, in the Marywood community. The Nursing Program expansion will bring in a whole new generation of students who will have a bigger and better facility to practice in with state-of-the-art advancement. This will be great for future students!

Ricky Stains '26
Nursing





ENHANCE

Student experiences that ignite innovation »»

Annual giving is one of the most important aspects of philanthropic support. Marywood counts on the yearly generosity of her benefactors to “bridge the gap” between expenses needed to enhance the overall student experience. Often, annual contributions allow Marywood to focus on innovative and entrepreneurial initiatives that make this University stand tall among our peers.

While annual giving allows the President to be nimble in terms of responding quickly to new ideas or urgent needs of students, endowments give the President financial stability to ensure programs and positions endure in perpetuity. The principal of the fund is invested to produce income, which supports a specific area of the University and can be recognized as a named gift. For example, an endowed professorship helps Marywood recruit and retain outstanding teacher-scholars, remaining competitive with our peers. An endowment gift to a program or department creates reliability in funding every year, allows for new ideas to be implemented, and provides flexibility when needs arise.

Annual and endowed funds support Marywood’s most critical needs in areas such as:

- » **Academic Support**
- » **Athletic Programs**
- » **Campus Life**
- » **Career Development**
- » **Library Resources**
- » **Service Opportunities**
- » **Technology**

Like the North Star, campaign gifts to annual or endowed funds guide us through storms and lead us to the fulfillment of dreams. Both types of gifts provide meaningful support for our students, our community, and our campus.



I have had several leadership opportunities and service experiences in my time at Marywood. My latest achievement was spending a week in San Lucas, Guatemala, on the Campus Ministry Alternative Break Medical Mission trip. The greatest lesson I've learned since attending Marywood has been to say yes. Incredible things can happen when you move out of your comfort zone and accept all of the opportunities that come your way.

Carrie Kraynak '24
Pre-Physician Assistant



Your Investment = An Empowered Community

Marywood University prepares students for success and purpose throughout their lives. The knowledge and values they learn here are the foundation of all they will do. The generosity of our community is what allows us to prepare and equip our students.

It is not only our students who will benefit from a Marywood education, but also our community. Our region, like others, needs compassionate and highly skilled nurses, physicians, business owners, architects, and teachers. Marywood University is not an isolated institution, but rather a living, breathing part of the community we all share.

The future of higher education has come calling, and together, we will answer the call with the boldness, bravery, and generosity of the Marywood spirit. Your commitment to Marywood University's comprehensive campaign can change a life, build on our rich legacy, drive us in an exciting new direction, and help us realize our dream of empowering students and serving our community. We invite you, our alumni, neighbors and friends, near and far, to be the force behind a brilliant future.

Please join us as supporters of the **EMPOWER** campaign!

Gratefully,



Sister Mary Persico, IHM, Ed.D. '69
President of Marywood University



Lisa Lori, Esq. '93
EMPOWER Campaign Co-Chair
Chair, Board of Trustees



Robert Tamburro
EMPOWER Campaign Co-Chair
Director, Board of Trustees





Marywood's Campaign Steering Committee has been the guiding force behind the campaign. We are deeply grateful for the invaluable contributions and tireless dedication of our Committee members, who have been instrumental in propelling Marywood forward.

Lisa Lori, Esq. '93, Co-Chair
Robert Tamburro, Co-Chair

Col. (Ret.) Lorraine Rupp Breen '78
Michael E. Bugno '98
Susan Cognetti
Maria C. Gogal '04
Bernadette Gray-Little, Ph.D. '66
Flora Keating Karam
Sister Kathleen Lunsman, IHM '85
Dan Santaniello '90

