

MAHARISHI INTERNATIONAL UNIVERSITY

ANNUAL GIVING CAMPAIGN 2020



EDUCATION FOR ENLIGHTENMENT

As MIU nears its 50th anniversary, we can take great pride in looking back at the University's historic achievements over the last half century.

MIU is the first and foremost University in the world to offer Consciousness-Based education. Education that has, at its very core, the experience of our infinite Self—the eternal field of Consciousness. Our education uniquely fulfills the ancient exhortation of the oracle at Delphi, “Know Thy Self.” It is education rooted in the eternal Vedic wisdom.

Through all these 50 years, MIU's cherished benefactors have shown heroic, unwavering support. We honor you, and thank you, for contributing to this noble institution offering

Education for Enlightenment—which stands as a model university for all time and for every nation.

Today, MIU is in a phase of tremendous, unprecedented growth. Especially in those core programs that uniquely feature Maharishi's precious knowledge, like our Bachelors and Masters in Maharishi AyurVedaSM, with nearly 300 students, and more than 400 expected in the coming year.

And yet, during this challenging time of the coronavirus pandemic, our immediate needs are particularly acute. Hence our Annual Giving Campaign holds unique and special urgency.

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This year's Annual Giving Campaign has three vital objectives:

- 1. Annual Fund: Ensures our ability to function**
- 2. Matching Endowment Campaign: ensures our ability to endure**
- 3. Capital Campaign: Supports the continuing upliftment of our campus**

The next pages provide a compelling case—and a special appeal—for each of these Campaigns. The choice is yours.

To make a gift online please use one of these links:

Annual Fund giving.miu.edu/annual-fund/

Endowment giving.miu.edu/endowment/

Capital Campaign giving.miu.edu/capital-campaign/



OUR ANNUAL FUND GOAL IS \$2.25 MILLION

Our *Annual Fund* is the life-blood of our University. It supplements MIU's tuition revenues in supporting **all the operations of the University**—from faculty research to food service, from new curricular innovations to road maintenance.

All colleges and universities, like most non-profits, rely on gifts to supplement tuition revenues, which are inadequate to cover even our basic operations. MIU is fortunate in its ability to operate more cost-efficiently than

other institutions, due in part to the volunteer spirit of its devoted faculty and staff.

Thus, only 20% of MIU's operating income comes from gifts. But that 20% is absolutely crucial—and *never more so than today*. The coronavirus has placed a temporary hold on the hiring of our Computer Science Professionals program (ComPro) graduates. **And those ComPro hires constitute 100% of MIU's tuition revenues during this current stretch between January and August.**

The coronavirus has placed a temporary hold on the hiring of our Computer Professionals program graduates. Those hires constitute 100% of MIU's tuition revenues during this current stretch between January and August. During this temporary suspension of tuition revenues, those funds must come entirely from your donations.

Please give now—and give generously!

So MIU needs funds to continue operations, more than ever before. And, during this temporary suspension of tuition revenues, **those funds depend entirely on your donations.**

Your support is **CRUCIAL**. From \$5 to \$50,000, every gift and every dollar is absolutely vital.

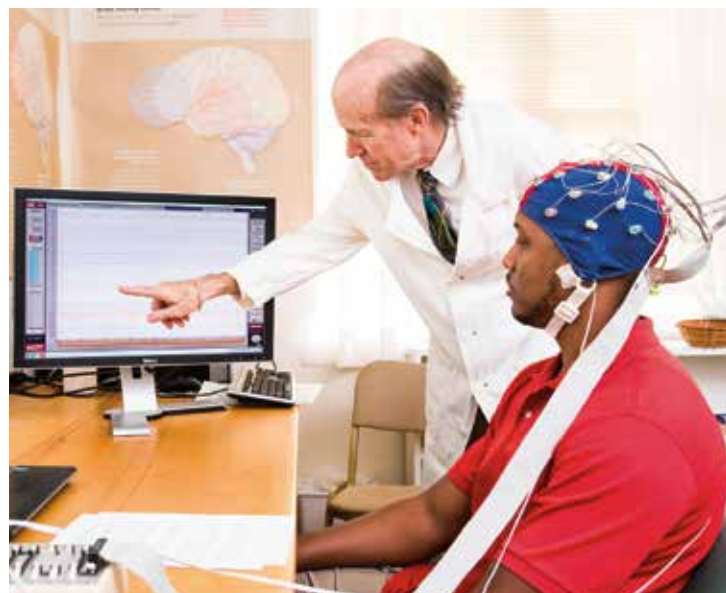
Our Annual Fund goal is \$2.25 Million. And we're half-way there. Last year, with your help, we succeeded in raising \$2,250,147... *we made it by a hair*. This year, we have farther to go.

And it is far more crucial.

If you have ever given before, or ever had a thought to support MIU, now is that time. *Our hour of need is now.*

Once we get through this COVID pandemic, our ComPro graduates will be hired and our revenues will rebound.

Many of you are facing uncertainties and challenges now. Whatever your situation may be, just know that your gift is crucial. It is foundational to MIU's success and security.



ENDOWMENT MATCHING CHALLENGE

MIU was just blessed with a remarkable gift: a golden opportunity to build our permanent Endowment.

A magnanimous donor offered to match, dollar-for-dollar, donations totaling \$1 million. And thanks to the support of our generous donors, that matching challenge has been achieved—resulting in a \$2 million boost to

our Endowment!

This Matching Challenge has just been extended by another \$½ million. If we can fulfill this match, *it will bring another \$1 million to our crucial Endowment reserves.*

Why an endowment?

Every private college and university in America relies on an endowment as a permanent bedrock that supports their critical operations—and provides precious fuel for expansion.

Most important, an endowment helps ensure MIU's long-term viability by providing crucial economic stability in a downturn. During the great recession of 2008, hundreds of our ComPro graduates could not find jobs for a period of 6-9 months, causing a major shortfall in MIU's cash flow. While these ComPro graduates were ultimately placed in high-paying jobs, substantial cash reserves were needed to weather that storm. The exact situation confronts us today.

An endowment fulfills this critical need. With the donor's and trustees' permission, the University can borrow temporarily against its Endowment to survive the coronavirus pandemic—as well as any future catastrophe.

A Golden Opportunity for our Golden Anniversary!

It is thrilling, as we gear up to celebrate MIU's Golden Anniversary in 2021, that we are blessed with this golden opportunity to build our

Endowment by \$3 million by June 30. And we are already two-thirds of the way there!

\$500,000 raised now will complete this \$3 million Endowment giant step—so we can easily weather this current pandemic—and all future crises.

Please partner with our matching endowment donor to secure MIU's future!

Having the financial reserves to safely weather the coronavirus storm takes special leadership: *It takes all of us!*

With ComPro hiring at a standstill, now is the time to fortify and protect ourselves—to secure our present and our future.

Bequests and legacy gifts are always deeply cherished, but MIU's need is *now*. And fortunately, with our generous one-for-one matching gift, it's an easy lift.

Let us not leave this to someone else. *We* have to do it. Each of us.

Let us be counted among those who secured Maharishi's precious University—now, and for all times.

Please give generously!



THE CAPITAL CAMPAIGN

The Capital Campaign funds key initiatives that are not included in MIU's annual operating budget. These are funded solely through donor-designated gifts. They include launching new academic programs, new campus construction and renovations, student scholarships, key

faculty research initiatives, and much more. In recent years, through the Capital Campaign, we have made truly unprecedented progress in both major campus renovation and in launching new successful academic programs.

This year, due to the special COVID-19-driven urgency of our Annual Fund and our Endowment Matching Challenge, we are limiting our Capital Campaign to two very key projects. All others will be pushed back to the next calendar year.

Recent successful capital projects



1. The LIBRARY – A deep clean and refresh

We want to restore the library into a vibrant hub that students continuously use for meeting, study, research, classes, and social engagement.

While our MIU Library could use a complete revisioning and overhaul, *for now, we wish to:*

- Open up space in the main east entry wing and remove the long row of books blocking the rooms on the west side of the library.
- Re-furbish and re-carpet the east entry wing and furnish it with beautiful tables, chairs, and sofas.

- Transform the rooms on the west side into cozy classrooms, study spaces, and meeting spaces. This includes new light fixtures, new carpet, fresh paint, and new furnishings.

This long-overdue refreshing will delight our students—and will be much appreciated by our visiting accreditation team. (They care about libraries! And so do we.)

TOTAL COST: \$45,000



Artist's rendering of a new east entrance on the Library

2. Student Scholarships

Every year hundreds of deserving students from the US and abroad apply to MIU.

We offer a generous scholarship program, but sometimes students require a bit more assistance than the US Department of Education will provide and that we can offer in the form of institutional aid.

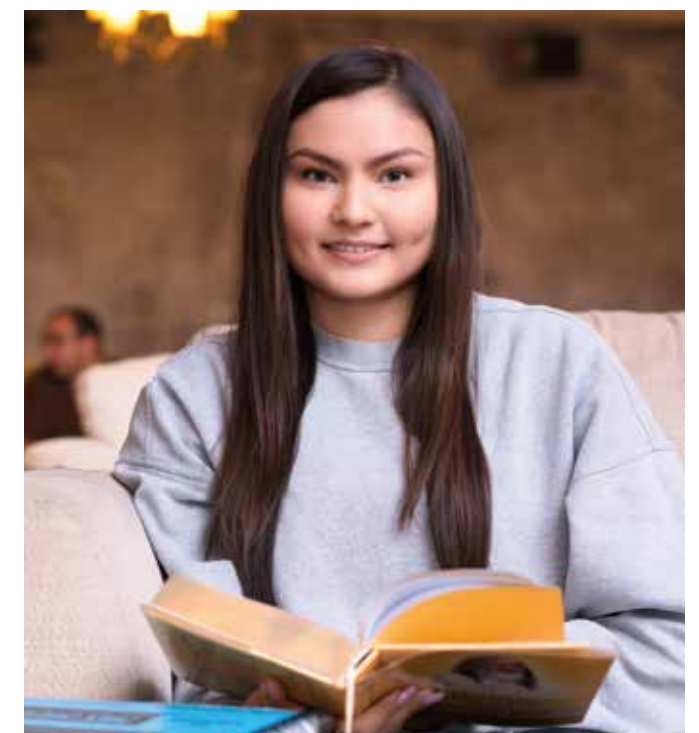
Often there's just a small gap between what students can afford and what they need to enroll—typically less than \$3,000 per year. A

scholarship fund to bridge this gap would allow many more quality students to attend MIU.

A high-leverage donation: This not only enables many more deserving students to enroll, it allows us to capture precious tuition funds (including federal aid funds) that these students will bring. *These gifts multiply themselves manifold.*

OUR GOAL: \$200,000

\$200,000 would allow up to 60 students to enroll who otherwise will have to be turned away due to insufficient funding.





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Help Us Weather the Storm

And protect and preserve our University—now and forever!

Having the financial reserves to weather
the Coronavirus storm takes special leadership:
It takes all of us!

NOW is the time to fortify and protect
ourselves—to secure our present and our future.

And fortunately, with our
Matching Endowment Challenge Pledge,
this most vital task is easy.

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but MIU's need is *now*.

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