

PURDUE

BOILERMAKERS

Boilermakers,

As we move into the new academic and athletic year, the Purdue Boilermakers would like to share our fundraising goals and objectives with you. But first, it's fitting to recognize what you helped us accomplish in 2021-22. A record \$83 million of pledged commitments and cash was raised in support of Purdue Athletics, allowing us to achieve milestone advancements, such as:

- Paid the entire \$12.5-plus million cost of scholarship aid solely with fundraising dollars for the first time in school history.
- Finalized the planning for the first phase of a critical modernization and renovation effort at Ross-Ade Stadium to begin immediately following the 2022 Purdue Football season. Key elements include a much-needed student-athlete nutrition/dining facility, an access tunnel that enhances player safety and the game day atmosphere, and the long-awaited addition of permanent seating and other amenities in the south end zone.
- Received approval to construct a best-in-class golf clubhouse – one that complements our nationally renowned courses and positions us to become a prominent destination for golfers and both amateur and professional golf tournaments.
- Renovated locker room facilities in Mackey Arena that serve as the home base for both storied Boilermaker basketball programs.

We're also proud to report that our student-athletes registered yet another outstanding year of academic success, along with 99% placement of our graduates. From a competitive perspective, we had eight teams ranked in the Top 25 at one time or another during the year, and we fully intend to continue building on that success.

As Purdue Athletics looks to the future, we are navigating uniquely unpredictable times. The college athletics landscape, particularly at our level, is rapidly evolving, and that evolution will present both challenges and opportunities. The one certainty is that while the future may look and feel different, we will remain relentlessly focused on representing Purdue with integrity and a continued emphasis on academic success, personal growth and competitive excellence. To sustain momentum and thrive in the new world of college athletics, it's imperative that we do it collectively. Your support is an essential component. With that in mind, Purdue Athletics and the John Purdue Club would like to present our fundraising objectives for the upcoming year.

Purdue Athletics Next Moves: 2022-23

- **\$13.5 million John Purdue Club Membership/Annual Fund Goal:** After paying the entire scholarship bill in 2021-22, we believe this should be the standard for the future. While tuition and fees have remained consistent for the past 10 years, new scholarship expenses have arisen. Beginning this fall, student-athletes will be granted financial assistance following changes to NCAA and Big Ten Conference legislation. In response to these changes, Purdue Athletics has created the Boilermaker Educational Benefit (BEB), which is an educational achievement award with an annual maximum value of \$5,980 per student-athlete. Scholarships and the lifetime benefit they provide to our student-athletes will always be the highest priority for the Boilermakers.



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- **\$40 million for Ross-Ade Stadium Phase 2:** The second phase of Ross-Ade Stadium improvements and renovations will be announced later this fall and will be critical as we continue to position Purdue Football for sustained success. Prior to our home opener, an announcement with renderings will be made in regard to Phase 1 construction.
- **\$15 million for projects and endowments for all sports:** It's essential that we continue to provide the necessary support to each of our sport programs in the form of facilities, coaching and training, travel and tournament opportunities, nutrition enhancements, academic advancements and more. The John Purdue Club will announce these opportunities and other emerging priorities on a continual basis throughout the year.

In addition to Purdue Athletics Next Moves, the Boilermaker Alliance is an opportunity to support Purdue student-athletes above and beyond, with the endeavor working to ensure the success of our sport programs:

- **\$6 million for the Boilermaker Alliance:** Although all fundraising for name-image-likeness (NIL)-related activities must be external to the University and the athletics department, we would like to offer our endorsement of the considerable work done by many highly successful and engaged Purdue alumni to form the Boilermaker Alliance. [Their announced annual goal of \\$6 million](#) is representative of what we believe is necessary to provide our highest-profile programs and student-athletes with a competitive level of support. While we know this element of fundraising is new to our fans and all of college athletics, we believe in this trusted group of alumni and appreciate the thoughtful and deliberate approach they've taken to craft a program that reflects the mission and values of what it means to be a Boilermaker.
- Purdue has also implemented the Boilermaker Marketplace Exchange (BMP). The BMP is a student-athlete NIL business registry, custom-designed for businesses, donors, alumni and any other individual interested in connecting with Purdue student-athletes for NIL opportunities. To engage directly with Purdue student-athletes, [sign up here](#).

Our ongoing mission is to succeed in every measurable aspect at the highest levels of college athletics. We will do so in a way that brings honor and recognition to Purdue and that attracts the next generation of talented individuals to our great University. If you walk through the Kozuch Football Performance Complex, which is next door to Ross-Ade, you will see one of Drew Brees' memorable quotes prominently displayed: **"It is a privilege to be a Boilermaker."** We believe those words unconditionally and intend to make sure the whole world knows it also. Thank you in advance for your support.

Boiler Up!

Mike Bobinski

Vice President and Director of Intercollegiate Athletics, Purdue University

Matt Folk

President and CEO, Purdue for Life Foundation

Vice President for University Advancement and Alumni Engagement, Purdue University

