

\$200 Million Campaign Announced for Appalachian

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A major fund-raising campaign for Appalachian State was announced by Chancellor Ken Peacock at last night's Kansas/ASU Symphony concert—seeking \$200 million to help ‘underserved populations’ who otherwise might not make it to the doors of a college. The “Campaign for Appalachian” was introduced as part of homecoming weekend

with most of the committee heading up the effort on stage, including Blue Cross of North Carolina CEO Brad Wilson and Bonnie and Jamie Schaefer of Westglow Spa in Blowing Rock. Chancellor Peacock announced that the ambitious campaign has a good start--\$115 million already committed—and in the same statement told the audience that the hall they were in—Farthing—would soon be renamed for the Schaefers. Appalachian is using Homecoming 2011 to launch the Campaign for Appalachian, their release calling it “a bold vision for the future that builds upon our solid foundation in academics, arts and athletics. This vision advances our strengths, focuses on what is authentic and will change the lives of students, and through them, the world.” The video that accompanied the announcement featured student Ivan Penaldo, who would have not had a college opportunity. The final statement of the release says Appalachian “fulfill its mission of making a difference in the world...one student at a time.”