The General Studies Scholars Match

A Partnership Between Larry Lawrence ('69GS, '71BUS), the School of General Studies, and Other GS Alumni, Parents, and Friends

Increasing Your Gift’s Impact

Exceptional students are the defining strength of the School of General Studies, and The Columbia Campaign for Undergraduate Education is the largest effort ever taken on their behalf. By building endowment to provide for deserving students for generations to come, Campaign donors have an impact not just on students receiving aid, but also upon every other ambition we have for the School. The Columbia Campaign for Undergraduate Education has set prospective donors’ sights on $15 million in new giving to the General Studies financial aid endowment, an unprecedented goal that is now within reach.

Columbia, in partnership with GS alumni, is establishing a $3 million fund to match on a 1:1 basis new endowment gifts for scholarships in the School of General Studies. The inspiration for this matching program comes from two major commitments: a $1.5 million pledge from Larry Lawrence and a $1.5 million commitment from two anonymous donors as a part of their estate plan. If necessary, Columbia will also use its own resources to meet the needs of the matching program.

How the Match Works

Under the program, all donations of $100,000 or more to a new endowed scholarship fund or to an existing fund will receive a 1:1 match. All pledges made by December 31, 2011, are eligible, subject to availability of matching funds still uncommitted from the $3 million pool.

Alumnus A, for example, makes a five-year pledge of $250,000 to create an endowed scholarship fund at the School of General Studies in his name. If the matching funds are already in hand, Columbia will add the matching gift to this endowed fund right away, doubling the size and impact of the named scholarship fund. If the matching money will not be available until a later date, it will be added upon receipt. [If the matching gift does not become available within one year of the date of your gift, the School of General Studies will dedicate its own resources to provide the additional scholarships in your name until the matching gift is received and is added permanently to your fund.]

By adding $6 million in financial aid endowment, a successful matching program would increase the current endowment by over 30 percent. That will make a tangible difference in the lives of General Studies students and the vibrancy of the campus community. The General Studies Scholars Match will encourage a widening circle of alumni, parents, and friends to help extend the opportunity of a General Studies education to all deserving students, for generations to come.

A Critical Difference Now
A Columbia Legacy Forever