

*This is*  
**THE RISING TIDE**

*Like single drops of water, we are each limited in what we can accomplish on our own. But as individual drops coalesce, we become a force strong enough to transform the landscape of the world around us.*



The University of Alabama has drawn us together, forming a forceful current. Caught in the momentum of each passing generation, we propel the University forward. This is a wave that begins deep within, a roar that resounds in us all, the “Roll Tide” that crescendos through time, the mighty voice of one body.

Alumni, students, faculty, staff, patrons and supporters have embarked on a watershed opportunity that will transcend anything the University has previously experienced. With a goal of \$1.5 billion, we will set the standard for transformative education as we pursue the most ambitious fundraising goal in the history of the state of Alabama.

For decades, The University of Alabama has attracted the best and brightest students from around the globe. With more than 700 National Merit Scholars currently enrolled, UA is consistently a top choice for many of our nation’s most academically distinguished students. They make their way to the Capstone to experience an unmatched campus environment, to engage with world-renowned faculty and to prepare for careers of service and leadership. This is why elite companies and organizations look to our flagship university each year to recruit the next wave of business developers, scientists, teachers, engineers and future leaders of every facet of modern society.

The impact of The Rising Tide Capital Campaign will allow The University of Alabama to further elevate its students as future legends; to dominate the fields of research and athletics; to lift its alumni to new heights; and to develop the potential within us to serve, support and lead communities near and far.

Reaching this goal will demand a commitment from each of us. The Rising Tide is a multi-year campaign that draws us together in unified purpose.

We are **THE RISING TIDE**



## From the **PRESIDENT**

As we pursue the largest fundraising campaign in state history, The University of Alabama is poised to further impact our state, nation and world in awe-inspiring ways. It is my privilege to invite you to partner with us in crafting a new chapter of our legacy.

Already known as the Capstone of higher education and the place Where Legends are Made, UA presently enrolls scholars from around the world. Our transformative Rising Tide Capital Campaign will serve as a catalyst for heightened enrollment and expanded opportunities with more students aspiring to benefit from the premier educational, leadership and research opportunities available as part of the Alabama experience.

UA will be known for its position at the forefront of innovation and for pioneering ways to creatively solve challenges such as water sustainability and rural health care needs. Our renowned athletic programs and beautiful campus will continue to spark memories for generations. The swell of pride we feel for the University’s impact on us personally will be matched by the ripple effects we see UA achieving globally.

Through the individual and collective efforts of our community, alumni and friends, there is no place we cannot go and no milestone we cannot achieve. This Campaign embodies the character of The University of Alabama—past, present and future—and positions us to attain unsurpassed success.

We are drawn together by purpose, and your active participation is essential to our success. Together, we will break barriers, raise new champions and create waves of transformational impact.

**WE ARE THE RISING TIDE.**

Stuart R. Bell  
President







# THE RISING TIDE™

aligns with the University's strategic plan and carries forward the tenets of excellence in teaching, research and service. To that end, four campaign pillars represent the University's most prominent strengths to leverage the greatest return on investment. Each of our students will benefit as all parts of our campus community will be touched by the flood of giving this campaign will unleash. Significant funds must be raised for The University of Alabama to continue as a superior public university, elevated further among national and international audiences.







*Increasing access, achievement  
and diversity through scholarships,  
fellowships and programming for*

## **UNDERGRADUATE & GRADUATE STUDENTS**

# PROMISE

**NEW ENDOWED SCHOLARSHIPS AND A FOCUS ON LEADERSHIP DEVELOPMENT AND EXPERIENTIAL LEARNING WILL PRODUCE THE NEXT GENERATION OF DYNAMIC LEADERS AND DETERMINED INNOVATORS.**

Students are at the very heart of our commitment to excellence. New endowed scholarships and fellowships heighten the promise of our next generation of dynamic leaders by alleviating financial obstacles and providing opportunities for leadership development and experiential learning. Each day the sun rises on Denny Chimes brings our students closer to a future in their chosen field and the opportunity to better the world around them. Scholarships and fellowships attract higher achieving students and elevate The University of Alabama's competitive standing among our peers.

As the University has attracted an increasing number of outstanding students from all points of the globe, our scholarship endowments have not kept pace. It is imperative to increase our donor-funded scholarship and fellowship offerings as we continue to compete for the best of the world's young minds. The University's purpose—our purpose—is to continue as a stalwart leader in higher education and to train our students to follow suit.



Leadership opportunities are necessary to develop UA's scholars into the formidable innovators, leaders and entrepreneurs of tomorrow. Combined with the value of experiential learning, students are offered a deeper level of understanding and a richer experience in their subject matter, bridging the gap between traditional lecture and real-world application of the principles learned in the classroom. These elements set our students above their rivals in selection for internships and professional success.

This excellence is strengthened by the diversity of our student body. In fulfillment of our commitment to an inclusive campus community, we pledge to provide greater access to scholarships and experiential learning for all students during their time at the Capstone.

The Rising Tide will further the promise to our students by adding 1,000 new endowed scholarships and fellowships, creating a stronger, more diverse alumni base that reinforces our gathering wave.

# PROMISE



# PROMISE

**ARIANNA KELLUM, A JUNIOR FROM COLUMBUS, OHIO, KNEW SHE WANTED TO GO FAR FROM HOME FOR COLLEGE TO CHALLENGE HERSELF. HOWEVER, FUNDING FOR HER FUTURE SOON BECAME A PRINCIPLE CONCERN FOR KELLUM AND HER FAMILY.**

"I did not get a full scholarship when I came to UA, so my family and I have had to take out lots of loans," Arianna said. "Being an involved nursing student, it's very difficult to find a job that's flexible."

The financial strain made it challenging for Arianna to truly enjoy her UA experience at first.

Determined to succeed, Arianna was awarded the Betty Johnson Snell Scholarship, lightening the cost burden of books and lab fees. With fewer financial constraints, Arianna became an active member in the Blackburn Institute, a civic engagement organization that fosters leadership skills among its students.

"I was really drawn to the fact that people wanted to help the community and wanted to better the state," she said. "I love Blackburn's mission and meeting people from different backgrounds, of different ages and with different interests."

The Blackburn Institute, where she is currently a chairperson for the 2020 class, fueled Arianna's desire to champion for people within the state of Alabama. Following several on-site service visits to clinics in rural Alabama, Arianna now hopes to transform and improve the health care standard of these struggling communities, specifically in Spanish-speaking areas.





"I minored in Spanish so I would love to bridge the gap between those communities in order to give people the health care they really need and deserve," she said.

Following her anticipated graduation in 2022, Arianna's ambition is to continue travel nursing around the United States to gain as much knowledge and experience with industry-leading technologies and practices as she can.

"We can all learn from each other, because everybody is doing something different to maintain their clinics," Arianna said. "I would love to get my practitioner license and open a clinic in a rural area or an area where there's not as many Spanish-speaking health care professionals."

Without the financial provision of the Betty Johnson Snell Scholarship, Arianna may not have risen to the heights of accomplishment for which UA students are known. Scholarships, fellowships and other programming allow students such as Arianna to achieve their aspirations of excellence and leadership at The University of Alabama. Providing donor-funded scholarships and fellowships to more students allow us to recruit and retain students who will go on to improve the world around them.

**THROUGH THE RISING TIDE CAPITAL CAMPAIGN, WE WILL ADD 1,000 NEW  
ENDOWED SCHOLARSHIPS AND FELLOWSHIPS FOR OUR STUDENTS.**







*Elevating UA's success through*


## **RESEARCH & ENDOWED FACULTY POSITIONS**

# **PROMINENCE**

**FACULTY DRIVE THE ACADEMIC SUCCESS OF OUR STUDENTS AND LEAD DISCOVERIES THAT WILL CHANGE THE WORLD.**

Where would our students be were it not for the exceptional faculty driving their academic success? Research and endowed faculty positions reinforce the University's rise to prominence as a world-class leader in higher education. A thought-provoking conversation with an engaged adviser while walking across the Quad and long hours spent searching for the answer together provide the mentoring relationships necessary to lead the discovery of transformational truths and technologies. Proud to be named a "Very High Research Activity" institution by the Carnegie Commission on Higher Education, The University of Alabama continues to launch bold ideas for transdisciplinary research that profoundly impact the state of Alabama, the nation and the world around us. Through the support of this Campaign, the University will advance its standing as a premier comprehensive research institution over the next five years, translating research productivity and innovation into economic and societal development.





While The University of Alabama has experienced marked growth in a number of areas, faculty endowments lag behind our peers. Increasing our endowed chairs and professorships provides a distinct advantage to our already prestigious status—it streamlines the path to attract and retain the type of top talent that drives learning both in and outside of the classroom.

UA will take an aggressive stance in the race for top faculty by adding 75 new faculty endowments through The Rising Tide.

# PROMINENCE



**KEYHAN GAVAHI, A SECOND-YEAR PHD CANDIDATE ORIGINALLY FROM IRAN, WAS SO DETERMINED ON WORKING WITH DR. HAMID MORADKHANI THAT HE DELAYED STARTING HIS DEGREE FOR AN ENTIRE YEAR TO SEE IF A POSITION WOULD BECOME AVAILABLE.**

In 2017, Hamid was working at Portland State University, but by the new year, he found himself as the Alton N. Scott Endowed Chair in the department of civil, construction and environmental engineering.

"He told me that he was going to join UA's faculty," Keyhan said, "but I didn't know anything about UA. I started to do some research about The University of Alabama, and I remember opening the web page for research. The amount of support UA had for research was incredible, as was the support it provides for its students and faculty, not just financially, but also by inspiring their students to act upon their innovative ideas."

Just one year after Hamid's arrival on campus in January 2018, Keyhan was also at the University.

"Dr. Moradkhani is very supportive," Keyhan said. "He helps you a lot during the research. He always tells us not to give up, and if we think something is right or we can work on it and do it better, he always gives us the confidence to do that."

Keyhan is one of several UA students who currently works alongside Hamid studying drought environments across the continental United States.

"He's very knowledgeable in his field; he's truly an expert," Keyhan said. "The insight he gives to us is very valuable."





Hamid's team is utilizing leading-edge technologies to predict and monitor drought conditions in order to mitigate economic risk and loss, particularly in the agricultural and public health industries.

"One of the crucial resources I'm currently using is The University of Alabama's high-performance computing center," Keyhan said. "I think it is one of the best high-performance computing centers in the nation. The amount of data that we are processing sometimes surpasses 30 terabytes, and we need tools to analyze this data."

When their team is not crunching numbers or transforming the landscape of water technology, Hamid's influence frequently extends beyond the classroom.

"As a mentor, he cares for us a lot," Keyhan said. "He wants to know if we are doing well in life. Especially during the pandemic, he was always supportive by checking on us through email or calling us."

Keyhan, who is planning on completing his PhD in 2023, said he doesn't have any concrete plans so early in his program, but would like to remain a researcher focusing on drought and other natural disasters, such as hurricanes.

"Hopefully, one day I may also become a faculty member, who knows!"

Endowed faculty positions reinforce the University's rise to prominence as a world-class leader in higher education.

**THROUGH THE RISING TIDE CAPITAL CAMPAIGN, WE WILL TAKE AN AGGRESSIVE STANCE IN THE RACE FOR TOP FACULTY BY ADDING 75 NEW FACULTY ENDOWMENTS ENSURING THAT STUDENTS SUCH AS KEYHAN HAVE ACCESS TO INFLUENTIAL FACULTY.**







*Enhancing the campus with*  
**NEW & UPGRADED  
FACILITIES**

# PRIDE


**A CONTINUED INVESTMENT IN THE NATION'S MOST BEAUTIFUL CAMPUS WILL ENSURE A WORLD-CLASS EXPERIENCE FOR THE NEXT GENERATION OF UA STUDENTS.**

The Rising Tide will honor the grounds that bring our faculty and students together. The University of Alabama boasts one of the most recognizably beautiful campuses in the country, serving as a point of pride for our students and our state. As sure as the iconic ringing of Denny Chimes marks the passing of time, every corner of our campus relies on exceptional facilities to provide a stellar environment for our students, faculty, staff and alumni. Whether our students are taking to the stage in the new Performing Arts Academic Center, to the community workspace in The Cube or to the field of Bryant-Denny Stadium, cutting-edge facilities elevate each facet of the UA experience. The University's labs, studios and classrooms provide the greatest collection of industry-leading tools and technologies, granting the space for creative innovation that drives our research standing and winning school rankings. These spaces offer more than a backdrop for learning; they are the canvas where knowledge and innovation thrive.



The success of the Hewson Hall Building Campaign is a prime example of what we can accomplish through the generosity and steadfastness of our donors. The campaign exceeded its goal of \$30 million committed for the project within an accelerated timeframe of just over a year. And this effort will pay significant dividends. With 22 classrooms, 31 team collaboration rooms and ample conference rooms and gathering spaces, this dynamic facility is a transformative addition to the Culverhouse College of Business—it is a gathering place that allows students the space to create and collaborate and faculty the room to conduct innovative research.

The Rising Tide will impact more than 500,000 square feet of space across campus, thus perpetuating the wave of tradition and excellence in the UA experience.



PRIIDE



**FOR SULLIVAN IRVINE, A SOPHOMORE FROM MOBILE, ALABAMA, ATTENDING THE UNIVERSITY OF ALABAMA HAS BECOME A FAMILY TRADITION.**

"My brother was here, my dad went here," Sullivan said. "I was looking at other colleges, including some Ivy League schools, but when I came to Alabama, I just had a great feeling about it."

Part of the draw for Sullivan was UA's prestigious Culverhouse College of Business.

"I've always loved business," he said. "The business school provided more opportunities than any of the other colleges I toured."

One of the most recent and transformative opportunities for the business school is the construction of Hewson Hall. With dozens of new classrooms, team collaboration rooms and conference rooms, Hewson Hall will provide students with the spaces they need to position themselves at the top of learning and career prospects.

Sullivan said that currently, there aren't many large classrooms to accommodate team collaboration in Alston or Bidgood Halls.

"Twenty-two extra classrooms will help the students within the business school tremendously," he said.

Furthermore, limited space to work together has been an additional challenge for students during the coronavirus pandemic.





"With social distancing, it's hard to collaborate with anybody in terms of student-on-student communication or with academic studies," Sullivan said. "For one of my classes, we had to have a real estate contract negotiation in a Zoom breakout room. It ended up taking three-and-a-half hours because we couldn't meet in person."

Sullivan, who serves as a Culverhouse Ambassador and a senator for the business school in the Student Government Association, said his campus involvement has allowed him to team up with other students across campus.

"I like the ability to have influence on campus to make UA better for myself and all those around me," he said.

Upon his anticipated graduation in May 2023, Sullivan hopes to work in investment banking or asset management.

"That's the focus right now, so I'm trying to lay the foundation to make those goals possible," he said.

For students such as Sullivan, Hewson Hall serves as a prime example of what we can accomplish through the generosity and steadfastness of our donors. Building enhancements and renovations poise our students above their peers.

**THROUGH THE RISING TIDE CAPITAL CAMPAIGN, MORE THAN  
500,000 SQUARE FEET OF SPACE ACROSS CAMPUS WILL BE TOUCHED  
BY THE WAVE OF TRADITION AND EXCELLENCE IN THE UA EXPERIENCE.**







*Extending our dominance in  
college athletics through*

**A | THE CRIMSON STANDARD**  
A CAPITAL INITIATIVE FOR ALABAMA ATHLETICS

# PASSION

**THE CRIMSON TIDE WILL REMAIN AT THE FOREFRONT OF COLLEGE ATHLETICS BY REINVESTING IN OUR SUCCESS AND ENHANCING OUR FACILITIES AND PRIVATELY FUNDED STUDENT-ATHLETE SCHOLARSHIPS.**

There is no greater place on campus with the power to unleash the passion of our community and fans than our athletic facilities. We rise as one when the crack of a bat sends the ball soaring over the outfield wall. We wait with bated breath for the swoosh of net as the buzzer blares. With every touchdown, strangers become family as they celebrate each win in the pursuit of championships. Each venue holds memories of grit and victory that cascade through the generations. There is a flood of new experiences yet to come as Crimson Tide teams continue to dominate the landscape of college athletics.

Through The Crimson Standard, the glory of Coleman Coliseum will be renewed. The renovations will honor the building's legacy and establish Coleman Coliseum as the most intimate, intimidating arena in the SEC.

We swell with pride knowing that the expansion of the Mal M. Moore Athletic Facility and creation of the Sports Science Center leverages the latest in sports science technology to provide our more than 600 student-athletes with the best available medical and mental health care.



The stadium that has been home to more championship football teams than any other in the nation is filled on home-game Saturdays with the thunderous echo of fans cheering on our beloved Crimson Tide. As such, all phases of The Crimson Standard will bring additional accommodations to Bryant-Denny Stadium. Through this campaign, brand-new premium seating areas and skyboxes, expanded concourses, upgraded concessions and dazzling new recruiting amenities will ensure Bryant-Denny Stadium continues to thrill fans, impress recruits and sustain the home-field advantage Alabama Football needs to succeed for decades to come.

The facility improvements funded by The Crimson Standard will provide an enhanced game-day experience for our students, alumni and supporters and ensure Alabama Athletics continues attracting the nation's best and brightest recruits. Additionally, program support and student-athlete scholarships funded by The Crimson Standard assure our students an immersive college experience that lays the foundation for an even stronger future.

The Crimson Standard component of The Rising Tide will raise \$600 million for athletic facility enhancements, program support and scholarships, bolstering our competitive edge in recruiting while heightening excitement for the Crimson Tide game-day experience.





# PASSION

**MONTANA FOUTS, A PITCHER FROM GRAYSON, KENTUCKY, WAS ONLY 14 YEARS OLD WHEN SHE COMMITTED TO PLAY SOFTBALL AT THE UNIVERSITY OF ALABAMA.**

"Alabama was my last school to visit," Montana said. "After UA, I decided not to tour any more campuses. It was a feeling of being here, seeing the team with each other and the person-over-athlete mindset that made the difference."

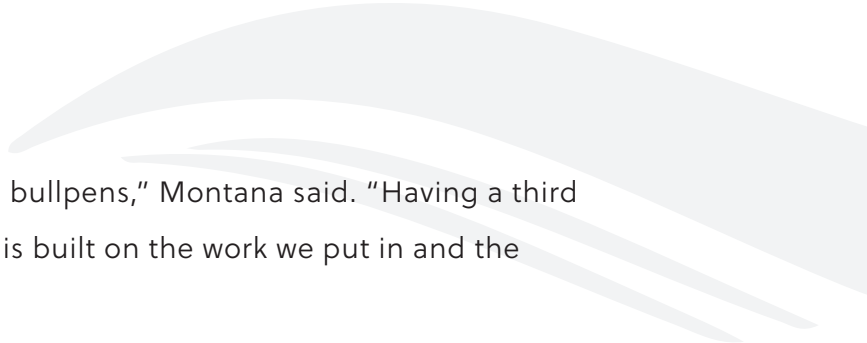
Montana grew up on the softball field with her father, watching him play from her perch in his bat bag in the dugout. Now, she feels just as at home on campus as she does on the ballfields in Kentucky.

"I go back for breaks, and I come back to another home," Montana said. "They care about you as a person here, and I think that's what shapes me."

An integral component of UA's winning atmosphere for the two-time All-American and 2021 NFCA Pitcher of the Year is Rhoads Stadium, which underwent a \$3 million renovation in 2019 as part of The Crimson Standard portion of the Capital Campaign. The First Base Plaza was expanded and new concession stands, restrooms and ticket windows were added to improve the game-day experience for the more than 3,000 fans who regularly pack Rhoads Stadium. Additionally, the team's locker room and clubhouse were renovated and a third pitching lane was added to the bullpen.







“We’ve got quite a few pitchers, and we do a lot of work in the bullpens,” Montana said. “Having a third pitching lane is allowing us more time to practice. My success is built on the work we put in and the time we spend up there.”


The clubhouse is a frequent gathering spot for Montana and her teammates.

“We were up there all the time,” Montana said. “We’d be up there studying until 11:00 at night and be back at 8:00 the next morning, eating together and hanging out.”

Montana, who led her team to an SEC Tournament Championship and Women’s College World Series appearance in 2021, is expected to graduate in December 2021 with a bachelor’s in psychology and a minor in sport management. She will begin her graduate studies in Spring 2022. She would love to continue playing softball and hopes to earn a place on the Team USA roster. In the meantime, she plans to remain at the University to pursue a master’s degree while continuing to teach softball camps.

“Everyone at UA is so willing to help in every situation,” Montana said. “Your goals come first. I’m really thankful for everybody who made the renovations possible. We love being in our new space, and our fans love it. It means a lot to us to make them happy.”

As The Crimson Standard component of The Rising Tide Capital Campaign continues to flood over UA Athletics, a wave of enhancements is coming to our athletic venues that will lay the foundation for future success.



**THE CRIMSON STANDARD COMPONENT OF THE RISING TIDE CAPITAL CAMPAIGN WILL RAISE \$600 MILLION FOR ATHLETIC FACILITY ENHANCEMENTS, PROGRAM SUPPORT AND SCHOLARSHIPS, REINFORCING OUR TRADITION OF DOMINANCE IN COLLEGE ATHLETICS.**