



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



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elped us see a virulent toxin as
therapeutic treatment.
And acres of barren gravel as
Fertile farmland.

WHAT MAKES US
WHAT MAKES



est.
1848





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1848

OPPOSITES IMPACT

—

We juxtapose what sets us apart
With everything we have in common.

And from that friction, a spark is born.
This tiny flame grows into a beacon
To light the way forward.

It's inspired chemists and cartoonists
Politicians and Pulitzer Prize winners
Olympic athletes and opera singers.

It helped us see a virulent toxin as
A therapeutic treatment.

And acres of barren gravel as
Fertile farmland.

**BECAUSE WHAT MAKES US
DIFFERENT IS WHAT MAKES
A DIFFERENCE.**



**WHEN WE'RE SNOWED IN,
WE DON'T GET RESTLESS.
WE GET CREATIVE.**

- We go out and start political parties, party bands, and bands of snowball warriors. We run drills, study plays, and get ourselves ready for the next game.
- We capture the heat that surrounds our campus and start movements, spark conversations, and make sure that every voice is heard.
- We head into the lab and make breakthroughs, head into the classroom to make the grades, and head out into the world to make a difference.

WE DON'T GET CABIN FEVER.



BASCOM HILL

Students have been climbing Bascom Hill since 1848. Yet it always has room for more ideas. So think a little bigger. Dream a little louder. There's plenty of space for you at the top.

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ALL WAYS
FORWARD

SUCH A GOOD
INVESTMENT
IT'S IRONIC THAT
WE'RE RED.

ALLWAYSFORWARD.ORG

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REGENCY

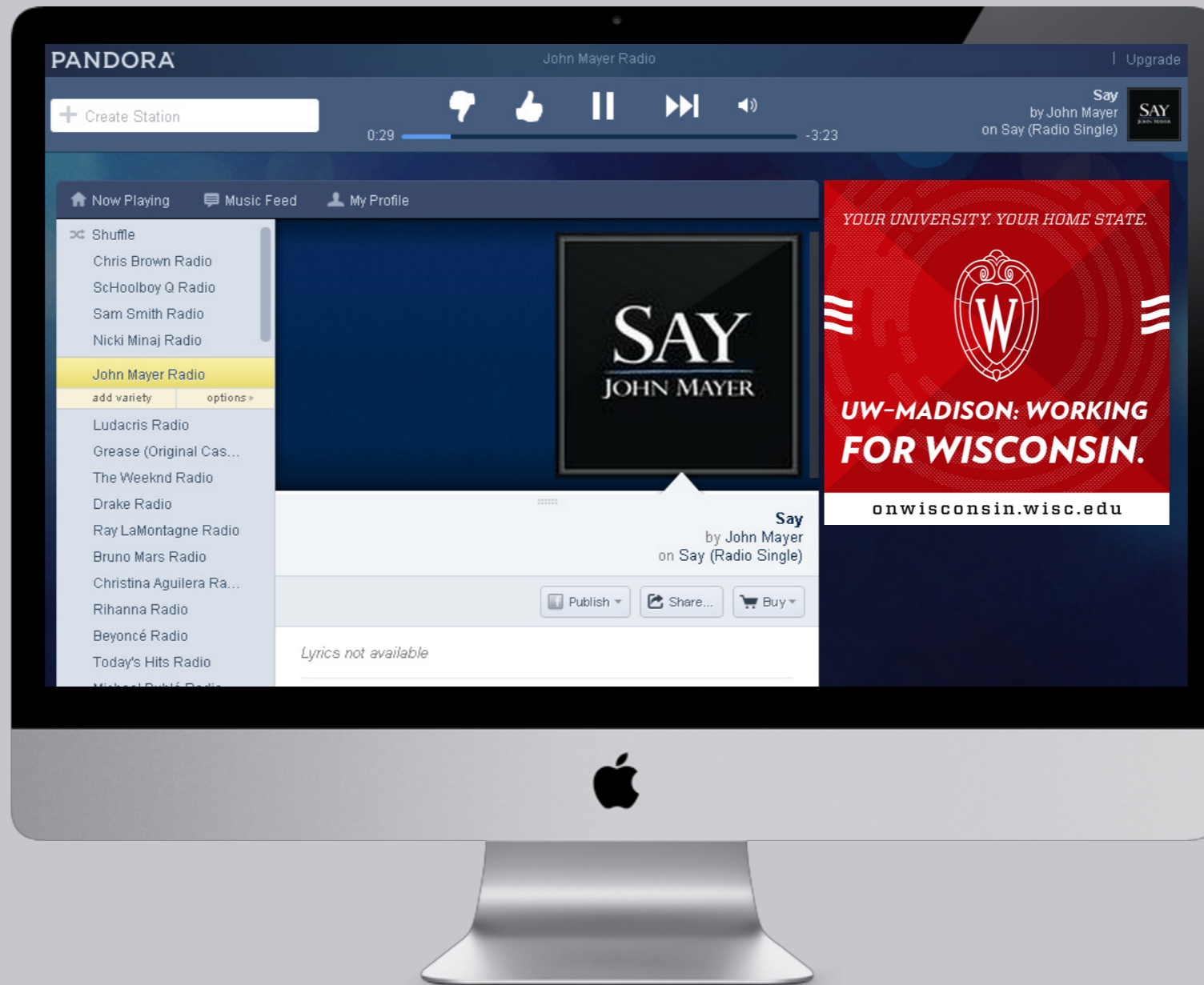
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ALL WAYS
FORWARD

WHAT DO OUR
TECH START-UPS
MAKE, ANYWAY?
JOBS.

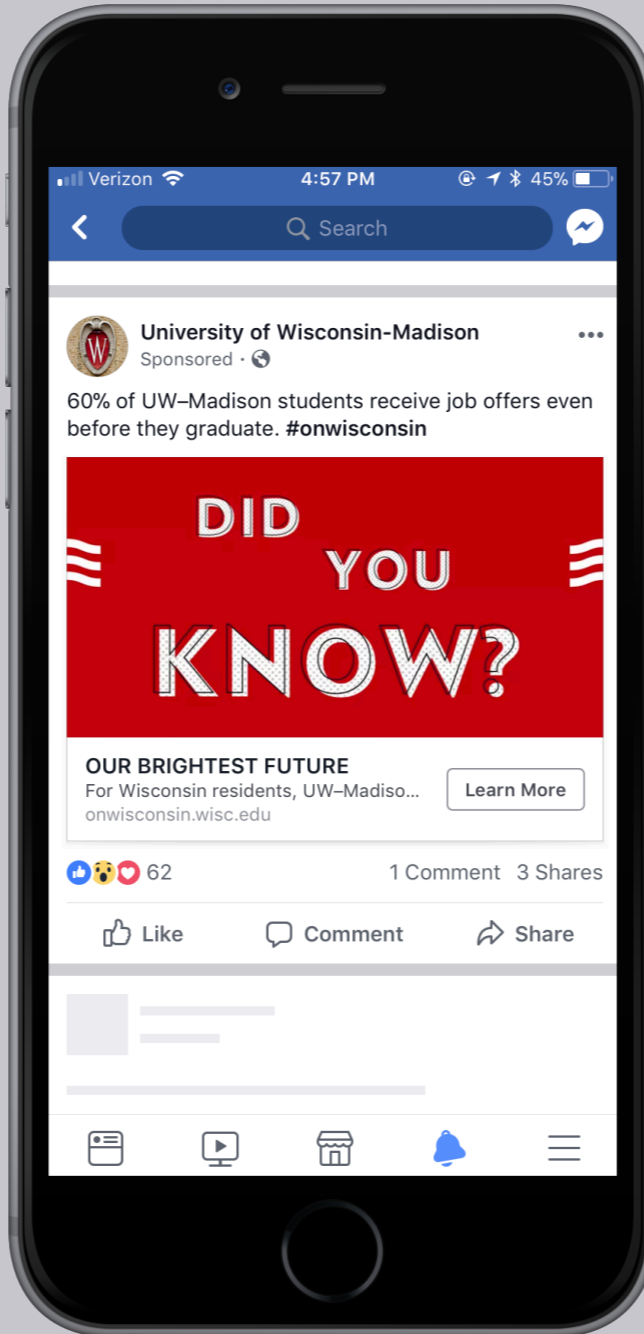
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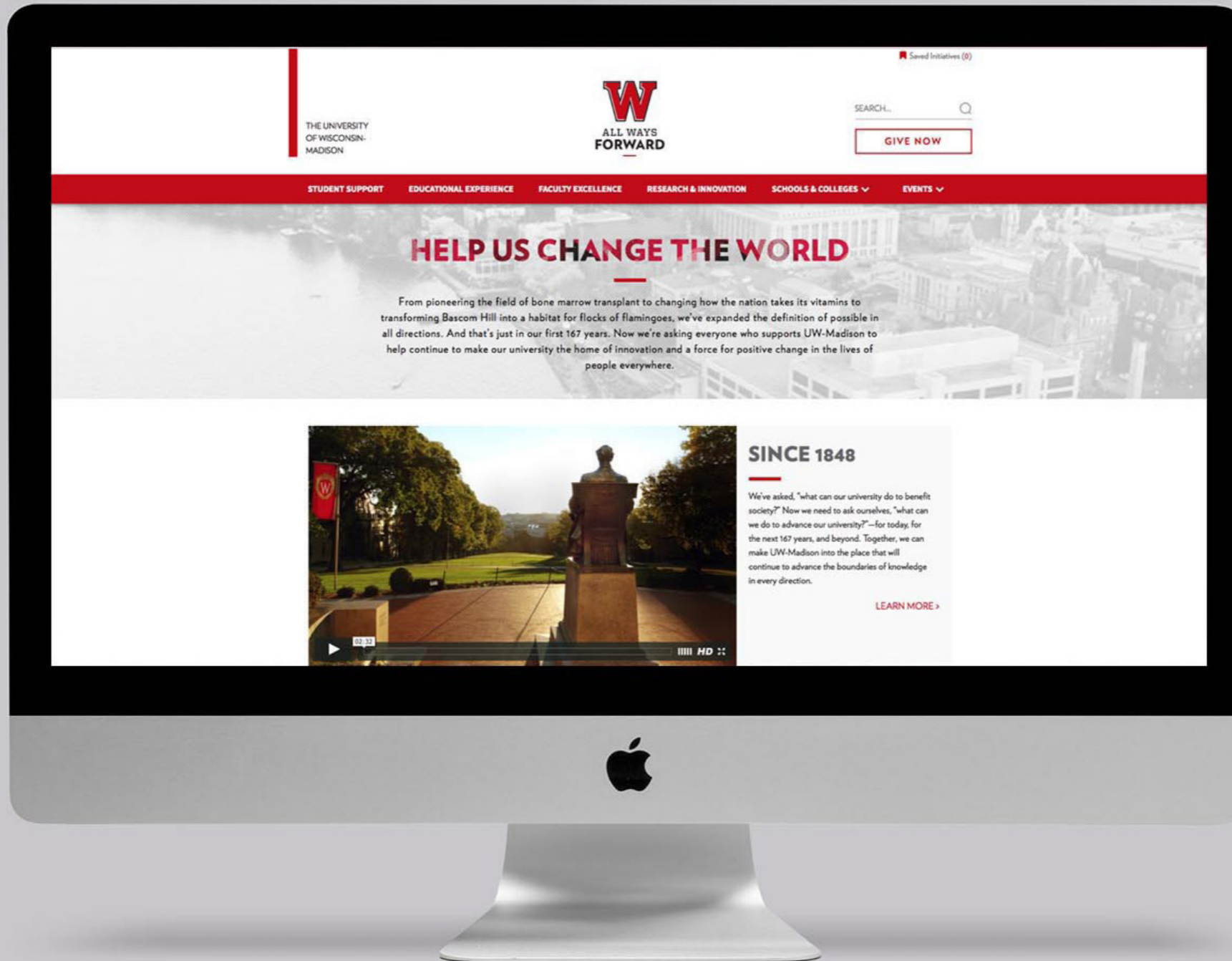


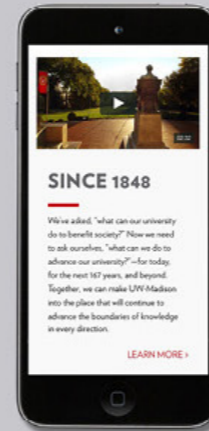
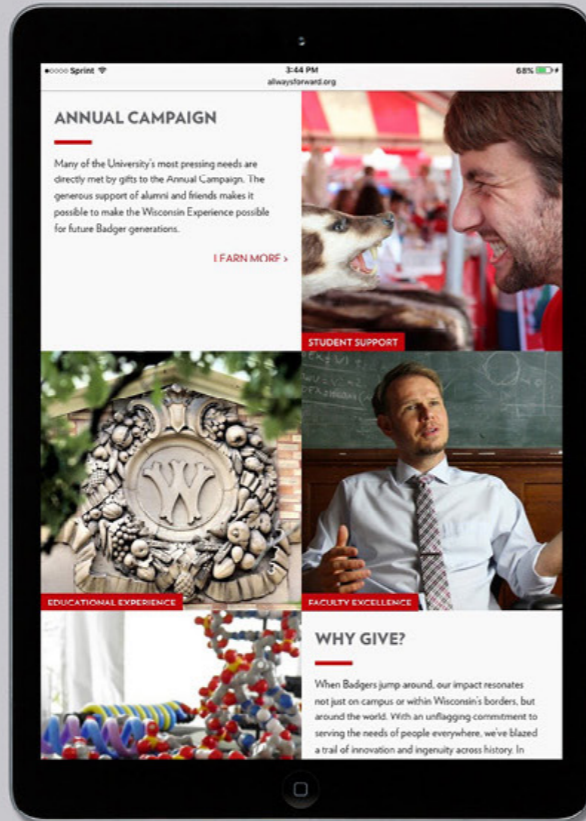
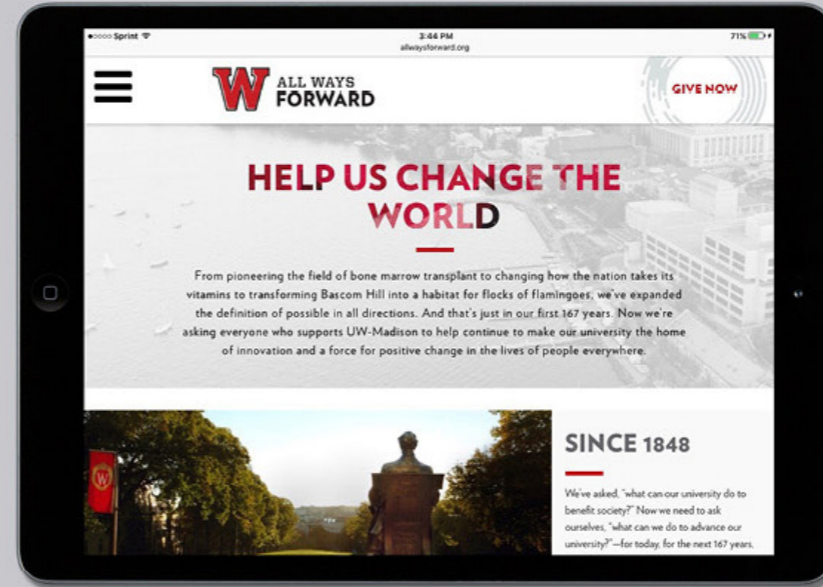


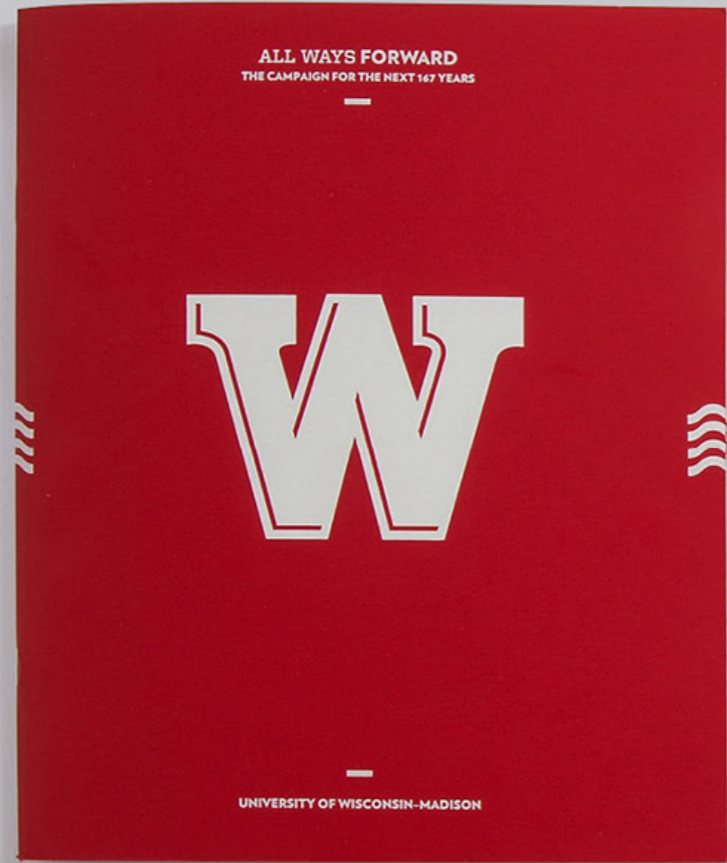


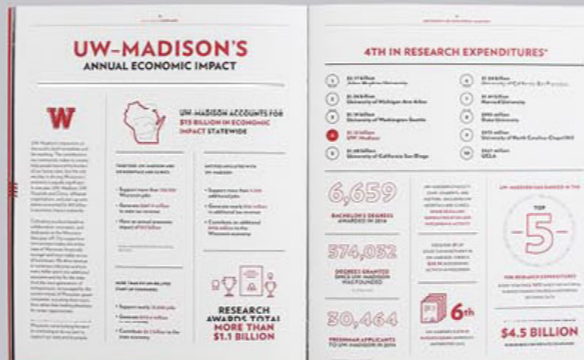
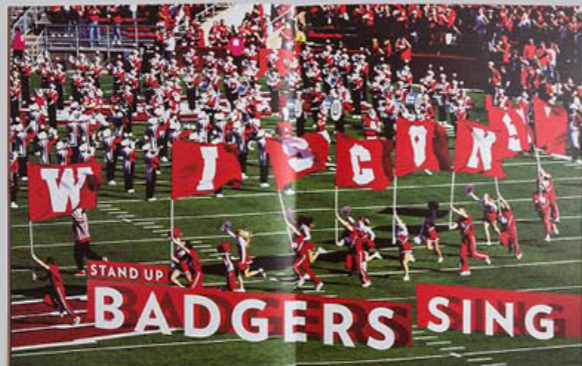














THEY'RE HERE TO

MOVE THE EARTH

WE GIVE THEM
A PLACE TO STAND

Those who are drawn here feel a pull. To do more. To do good. To do better. To just do. That pull inspires our entire university to push the boundaries of possible

FORWARD.



IMPROVING THE EDUCATIONAL EXPERIENCE

Nobody comes to UW-Madison to leave the world the way they found it.

We encourage our students, faculty, and staff to discover how their creativity can change the very shape of reality. Our campus community does incredible things because here, their ideas, their passions, and their pursuits become the leverage that tilts the world on its axis.

Our students need an education that will encourage more than their intellectual growth; they need opportunities to test their ideas in the lab on modern equipment, working with faculty on cutting-edge research, or through community engagement in student-run organizations and volunteer work. Both in and out of the classroom, our students thrive and flourish with career advice and mentorship from faculty, staff, and upperclassmen.

Our faculty and staff represent the brightest minds of today. They need facilities that will help them carry out groundbreaking research, create opportunities for collaboration across disciplines, and inspire the next generation of leaders and ground-shakers.

The experiences our Badgers have today will have a profound effect on the lives we all live tomorrow. They will triumph in the lab, on the stage, in the boardroom, and on the field. They will carry on the proud traditions of Badgers everywhere.

With your support, they will have the chance to see how everything they do at UW-Madison benefits the world beyond our campus.

WHY GIVE?

Since our founding in 1848, we've established a reputation as a community of exceptional—and unconventional—builders, doers, and makers.

We're proud of our history as a haven for people whose creativity changes the very shape of reality. But we didn't become a hotbed of ingenuity by dwelling on what we've already accomplished. It's our calling to look ahead for the next big questions to answer.

And now we stand at the crossroads of our past and our potential. In order to continue being an inspiration and a force for change, we need to move forward.

We have identified key areas in which you will have a significant effect on our success as a university. Your gift, no matter the size, will help us to continue to be the institution that has an impact that is felt throughout the state of Wisconsin—and around the world.

Your gift will fund scholarships to support the students who will become the next generation of thinkers, dreamers, and visionaries. We are proud of the contributions our graduates have made to society, and we need to continue to add to that legacy by attracting and encouraging the best and the brightest minds in the nation.

Your support will help us create experiences that support our students'

education beyond the classroom. Academic learning only goes so far. We plan programs and initiatives that give our students opportunities to see how the theories and ideas they come up with work in the world beyond the boundaries of our campus.

With your donation, we can recruit and retain the faculty and staff who will usher in our next golden age of innovation. Our esteemed professors are the keystone of our university. They are a major factor in attracting top students, and their ingenuity helps UW-Madison remain one of the most prolific research institutions in the world.

And with your help, we can continue to conduct groundbreaking research. Every day, our faculty, staff, and students explore new frontiers and find innovative solutions to the problems our world faces. As a state, a nation, and a planet, our health and happiness are a direct result of their work in every field. We need to continue to develop new centers and institutes and support existing teams in their efforts to improve the lives of people everywhere.

Your time at UW-Madison made you into the person you are today.

—
NOW IS THE TIME
TO HELP MOVE
UW-MADISON
INTO THE FUTURE.
—

FOR TOMORROW.



FOR THE NEXT 167 YEARS.
AND BEYOND.









—
**FROM
MILWAUKEE
TO THE
NORTHWOODS,
UW-MADISON
&
WISCONSIN
ARE WORKING
TOGETHER TO
CREATE JOBS.**



—
**UW-MADISON
&
WISCONSIN:
WORKING
TOGETHER TO
IMPROVE
QUALITY OF
LIFE IN ALL
72 COUNTIES.**



LEARN MORE AT
[BOUNDLESSTOGETHER.ORG](https://www.boundlesstogether.org)



