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University of Lethbridge to launch Shine On: U of L 50th Anniversary Fund in support of student scholarships

The University of Lethbridge is excited to come together to celebrate all it has accomplished over the past 50 years, and, with a keen eye on the future, has established the Shine On: U of L 50th Anniversary Fund to help the students of today become the leaders of tomorrow.

Created as a scholarship fund, all money raised for the Shine On: U of L 50th Anniversary Fund goes directly to support student scholarships, providing greater opportunities for student success.

“For some students, scholarships are the very reason they can continue their academic journeys. For others, scholarships allow them to focus on their studies rather than working part-time jobs,” says Chris Horbachewski, vice-president, University Advancement. “Scholarships help build confidence, they send a message to students that others believe in them enough to support their academic journeys.”

Blair Yoxall, a fourth-year English major, says that scholarship support has meant a world of difference in his studies.

“I have been extremely fortunate to receive many scholarships while at the U of L. These scholarships have truly given me the opportunity to focus on my schooling as my job so that I can devote more time to my studies and less time panicking about paying rent or school fees,” he says. “Scholarships have also made me so much more confident in my abilities and make me want to succeed for the donors who generously funded the scholarships I received.”

The Shine On: U of L 50th Anniversary Fund will launch at the kick-off event to the University’s Founders’ Day Weekend. In addition to giving online, a 50 Hours of Giving campaign that begins at noon on Friday, January 13 will allow, for the first time ever, supporters of the University to show their support through a text-to-give initiative.

“As we set the campaign in motion, the 50 Hours of Giving will allow everyone the opportunity to participate by texting their support,” says Barry Knapp, director of the

Development Office in University Advancement. “This gives everyone a chance to get involved and help support the Shine On fund and our students. Every donation to this fund will go directly to student scholarships, and it will be exciting to watch the support grow throughout the weekend as we track the texts and online gifts coming in.”

To participate in the 50 Hours of Giving event and donate \$25, text SHINEON plus your full name and email address to 45678 beginning at noon on Friday. Gifts in other amounts can be made online over the course of the weekend as well at www.uleth.ca/giving/make-gift.

“Our connection to southern Albertans and the communities we serve is both unique and enduring,” adds Horbachewski. “We’re extremely grateful for the support the U of L has received over the years – these contributions have made a tangible impact on the lives of our students and the now more than 41,000 alumni who represent the University throughout the world.”

To view online: <http://www.uleth.ca/unews/article/shine-u-l-50th-anniversary-fund-created-support-student-scholarships>

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