

Leading. Public. University.

Two adjectives. One noun. And one of the boldest ideas ever expressed in the life of this University.

Today we kick off the Carolina First campaign, an unprecedented effort to obtain private support in five key areas: faculty, students, strategic initiatives, research and facilities.

Carolina First will also build our endowment, providing a permanent source of funding for the University's highest priorities. Every person, every program, will benefit.

The result? Nothing less than making UNC the nation's leading public university.

To reach the goal, we need the investment of everyone. We need you.

Read the Carolina First case statement on the web at carolinafirst.unc.edu. To request a printed copy call 962-2336 or send an email to development@unc.edu



CAROLINA FIRST

The Campaign for
The UNIVERSITY of NORTH CAROLINA
at CHAPEL HILL

carolinafirst.unc.edu

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