This is a transformational time for Duke Athletics. College athletics programs are competing for the best student-athletes and coaches. Conference realignment is real. The best keep getting better, and the rest are getting left behind.

As the university embarks on a comprehensive fundraising campaign, investment in Duke Athletics is a priority. To continue on our trajectory of excellence in both athletics and academics, Duke must have resources to recruit the very best student-athletes and retain gifted coaches able to guide them to greatness. We must also bring key facilities up to the modern standards of an elite athletics program without compromising our history and tradition.
A WINNER WHO MAKES A DIFFERENCE

As a star player on France's national team for athletes under 18, Allison Vernerey wanted to continue playing competitive basketball. But her native country does not offer college athletics. So she came to Duke, where she had been recruited by women’s basketball coach Joanne P. McCallie.

During her first three years as a member of the Duke women’s basketball team, the 6-foot-5 center played in every game, helping the Blue Devils advance to three straight Elite Eight appearances in the NCAA Tournament and three straight ACC regular-season titles. She’s also made a mark in the broader Duke community, helping to create Blue Devils vs. Cancer, a student organization that provides resources and information to students affected by cancer. It also promotes Duke Cancer Institute fundraising and volunteer opportunities to undergraduate students across campus. “Playing basketball here is great,” Allison says, “but I’m also glad that Duke provides so many opportunities for us to be well-rounded individuals and to serve the world in a variety of meaningful ways.”

Building Champions

It is time to make the investments that will drive our future success and enhance athletics’ ability to serve as a major point of pride and connection for the entire Duke community. Duke has developed a facilities plan that will transform the heart of our athletics complex—without altering the “indoor” of Cameron Indoor—and will make the Blue Devil experience even more exciting for players and fans alike. Naming opportunities are available for donors whose support of any of our 26 varsity sports helps us move our athletics programs forward.

The WALLACE WADE project calls for dramatic entryways and a sharper identity for the stadium, along with increased seating capacity and new and updated amenities to enhance the Duke football experience.

The plan for CAMERON will bring expanded and modern amenities to our historic basketball venue while maintaining the intimate atmosphere that students and other fans love.

A dedicated TRACK AND FIELD STADIUM northwest of Wallace Wade will provide a world-class facility that will meet the needs of an elite track and field program.

The addition of a PAVILION AND ATHLETICS CENTER to our Murray Building will provide new training facilities for our 23 teams in Olympic sports.

A new BLUE DEVIL PEDESTRIAN PLAZA connecting football and basketball will serve as a hub of activity for student-athletes and fans.

“This will elevate all of our sports programs and enable each of us to compete at the highest level possible in regards to facilities.”

Coach K
An endowment gift is one of the most powerful ways to help Duke Athletics. The assets are invested by Duke and produce a steady source of funding that can be spent annually in accord with the wishes of the donor. Endowments can be established to sustain coaching positions, scholarships, or the operating needs of any of our 26 varsity sports.

Named scholarships are a particularly urgent need as they lessen the burden on the operating budget. Only a small fraction of our 255 athletic scholarships are fully endowed at this time. The balance must be funded with operating resources that might otherwise be directed to our programs, coaches, recruitment efforts, and facilities. Growing our endowment designated to scholarships is vital to advancing all of our priorities in Duke Athletics, and we invite named scholarship donors to campus each year to meet their student-athletes at our scholarship celebration.

**YOUR GIFT OF $100,000 OR MORE**
can establish a named scholarship endowment, while a gift of $250,000 or more can establish a scholarship for student-athletes participating in a specific sport.

**YOUR GIFT OF $100,000 OR MORE**
can establish a named endowment to support the operating needs of any of our 26 varsity sports.

**YOUR GIFT OF $2 MILLION**
can endow a head coaching position for an Olympic sport, while your gift of $5 million can endow a head coaching position in football or basketball.
Annual gifts to the Iron Dukes afford outstanding student-athletes the opportunity to pursue a Duke education while competing at the highest level. At nearly $60,000 each, Duke’s athletic scholarship expenditures add up quickly. Because we lack sufficient endowment to cover this cost, gifts to the Iron Dukes Annual Fund help make up the difference with vital operating support. Meanwhile, annual contributions to the Iron Dukes Varsity Club provide essential resources for Duke’s 26 varsity sports.

Even as we raise support for endowment and our ambitious facility plans, we encourage all athletics donors to make annual giving a priority. Annual support from every Duke fan will strengthen the heart of one of the premier academic and athletic institutions in the country.

“Athletics is an essential part of Duke University—past, present, and future.”

Richard H. Brodhead
President

2011-12 ATHLETICS HIGHLIGHTS
› 2 INDIVIDUAL NATIONAL CHAMPIONS
› 8 ACC CHAMPIONSHIPS
› 4 ACC COACHES OF THE YEAR
› 16TH IN LEARFIELD SPORTS DIRECTORS’ CUP
› 29 ALL-AMERICA HONORS
› 140 ALL-ACC ACADEMIC HONORS

Iron Dukes Priority Points

We look forward to thanking you for your campaign gift. Donors may receive Iron Dukes Priority Points for basketball and football tickets and seating based on the level of their Iron Dukes annual fund gifts and cumulative giving. Our benefits program is explained in detail online at irondukes.net.