Transformational change has been underway in recent years up on the hill known in bygone days as Mount Alvernia! Shortly after beginning my tenure as Alvernia’s sixth president in 2005, with strong support and guidance from our Board of Trustees, I convened a large group of faculty, staff, and students to begin a strategic planning process. We drew on helpful feedback from the faculty and campus community, our alumni, fellow university presidents, and many friends in the local community to produce an ambitious strategic plan. Approved by our Board, this plan set the direction for Alvernia for the decade stretching from 2008-2018.

The plan framed a bold vision for Alvernia to become a “Distinctive Franciscan University.” A historically commuter school would become home to a large residential community; a predominantly local school would attract students from throughout the Mid-Atlantic region; a seemingly land-locked school would expand its campus dramatically; a once-tiny college would become a thriving university. And Alvernia would achieve well-deserved recognition for its contributions as a civic leader, for its emphases on leadership and ethics, and for its longtime commitment to being a place of opportunity—rooted in Franciscan values—for students of diverse backgrounds.

Much has been accomplished toward our shared vision. Exceptional leadership by trustees, a dedicated faculty and staff, and sound business practices have made this possible. But essential to Alvernia’s progress has been the unprecedented support of generous donors—many of them civic leaders and friends from the local community.

The priorities of the Values & Vision Campaign mirrored those of our strategic plan. Publically announced at our President’s Dinner in October 2008, when the country was on the brink of a serious economic collapse, this was the largest, most comprehensive campaign in Alvernia’s history. We, as faculty and staff, are confident in the commitment of longtime and new supporters. Few would have predicted that five years later we would exceed our aggressive $27 million goal and reach $32 million. Thank you for making this possible.

Alvernia is today recognized for combining the best qualities of a small college with many of the opportunities of a much larger university. We are a recognized leader in healthcare and human services programs. Our students gain invaluable “real world” experience through learning opportunities on and beyond the campus. They selflessly serve and make a positive impact on our local community. We, as faculty and staff, are confident they will become ethical leaders with moral courage. Like our alumni, they will meet the challenge I pose to them at the annual First-Year Convocation: to graduate from Alvernia prepared “To Do Well and To Do Good.”

Let me thank you by sharing that wonderful Franciscan blessing.

Peace and All Good,

Thomas F. Flynn
President
The Values & Vision Campaign was Alvernia’s largest and most comprehensive fundraising effort. The Campaign was approved by the Board of Trustees in 2007 and publically launched in 2008 with a goal of $27 million. The Campaign was comprehensive in two ways. First, it was divided into major areas of emphasis, which were key components of the University strategic plan: Identity, Educational Quality, Student Communities, and Community and External Engagement. Major campaign initiatives were grouped under this heading and are summarized on the following pages. The Campaign was also comprehensive in that it challenged donors to make commitments to the Alvernia Fund, to current campaign priorities (capital projects, current program needs, and endowment), and to future initiatives through deferred gifts.

This Campaign publication recognizes donors within Campaign categories as well as for their comprehensive commitments.

No campaign of this magnitude can succeed without committed leadership and energetic volunteers. The University owes a debt of thanks to those who served as volunteers, listed to the right.
The generosity of the following individuals has made Alvernia’s most ambitious and powerful fundraising effort—Values & Vision—an overwhelming success. With over 6,000 campaign supporters, 200 of whom made leadership gifts, our University will forge forward, shaping the lives of the students who shape our world.

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OUR NEW IDENTITY

The most recognizable and historic building on campus, Francis Hall, was built in 1925 as a home for orphans and for young women planning to enter the Franciscan religious community. This distinctive building, beloved by all, has undergone dramatic initial renovations to enhance its beauty, to improve fine and performing arts facilities, and to meet ADA standards. One of several capital projects in our master plan, the first stage of the Francis Hall renovation celebrates our Franciscan identity and mission by transforming our signature building and creating a beautiful outdoor plaza and new entrance.

Besides improving the physical symbols of our Franciscan identity, we created programs that deepen the faculty and staff’s understanding of our heritage and expand opportunities for students to engage in service programs—locally, nationally, and internationally. The Assisi Fund was established to provide opportunities for members of the community to experience the lives of St. Francis and St. Clare in places central to Franciscan history and spirituality.
The generosity of the following individuals has strengthened and enriched Alvernia’s Franciscan identity by providing us with a beautiful new gateway to our vibrant campus—Francis Hall. Along with our improved iconic learning space, new opportunities emerge for our students to gather, to learn, and to grow.

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EDUCATIONAL EXCELLENCE

Nothing is more important to academic excellence than support for those who teach and those who learn at Alvernia. Many donors made generous commitments to enhance our educational quality by providing current funds and creating endowments for professorships, faculty research fellowships, and other initiatives, which help attract and retain outstanding faculty members and help ensure teaching excellence. The Neag Professorships and the Faculty Grants Program are shining examples.

Creation of a “learning commons” in the Franco Library and renovation of teaching and learning spaces, especially in Bernardine Hall, have greatly improved the educational experience for faculty and students alike. Donors have provided support to expand need and merit-based scholarships to make an Alvernia education possible for talented students of diverse backgrounds. Expanded scholarship support for these deserving students ensures that Alvernia continues to be a place of significant educational opportunity.
The generosity of the following individuals and organizations has nurtured Alvernia’s longstanding ideal of “knowledge joined with love” by supporting the ever-growing educational needs of our faculty and students.

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Thomas & Helen Flynn  
Mr. & Mrs. William J. Foster ’77  
Miss Nicole F. Fox-Mower ’13  
Dr. Frank A. Franco  
Ms. Ashley M. Frankhouser ’13  
Mr. Harold E. Frye, Jr. ’77  
Mr. David M. Gabrielli ’80  
Ms. Elizabeth B. Gaul  
Miss Leanne L. Generella, Sr.  
William & Paula Glassmeyer  
The Honorable Thomas ’ & Mrs. Penny Golden  
Ms. Diane E. Grace ’03  
Mrs. Sarah B. Gregory ’05  
Ms. Kelsey C. Hall ’13  
Mr. Thomas K. Hall V ’13  
Mr. & Mrs. Robert D. Harrington  
Mr. Edgar & Dr. Peggy Hartung  
Mr. Richard A. Heffernan, Sr. ’76  
Ms. Shannon P. Heist ’13  
Dr. & Mrs. Thomas G. Helinek  
Mr. & Mrs. George C. Hemmens  
Carl & Kathleen ’95 Herbein  
Mr. & Mrs. Adam E. Hertz  
Miss Ashley M. Hertzog ’13  
Ms. Sara A. Hewitt ’13  
Miss Mary Ann Heydinger ’87  
Carol L. Hinds, Ph.D.  
Mrs. Donna Hinkle M’10  
Mr. Shawn Michael Hinkle  
Mr. Vincent A. Iannucci  
Miss Jennifer M. Iler  
Ms. Genevieve Jablonski  
Ms. Joan Avis Jepsen  
Mrs. Amber L. Johnson ’04  
Ms. Debra D. Johnson ’13  
Mr. Leroy C. Johnson ’13  
Joanne M. Judge, Esq. & Mr. Rick Oppenheimer  
Ms. Jennifer L. Kaucher ’13  
Ms. Beverly R. Kennedy  
Ms. Gloria Anne Keys ’13  
Miss Jennifer M. Kingman ’13  
Mrs. Donna J. Klinikowski  
Mr. Hugh W. Knox  
Mr. & Mrs. Burton F. Kominick  
Mr. Robert M. Kovacs ’02  
Mr. Daniel C. Kubacki  
Mr. Daniel T. Kwastowski ’13  
Mr. & Mrs. Jon Lavender  
Dr. & Mrs. Richard A. Lawler  
Miss Brittany J. Lawler  
Mr. Robert A. LeGrande  
Ms. Jenny A. Lehrman ’02  
Mrs. Stella Leoniti ’71  
Mr. & Mrs. Robert J. Longenecker  
Ms. Kellie E. Lorenz ’13  
Ms. Michelle Lovato ’12  
Mr. John W. Luvisi  
Dr. and Mrs. Paul Marr  
Mr. & Mrs. Wilbur Mathys  
Dr. & Mrs. Laurence W. Mazzeno III  
Jack † & Margaret Mccloskey, Sr.  
Ms. Megan A. McGuire ’13  
Ms. Bridget A. McFadden ’07  
Mr. Matthew J. McGinn ’11  
Mrs. Lori Ann McGovern M’11
STUDENT COMMUNITIES

The places where students congregate and the activities they participate in outside the classroom are essential dimensions of their educational experience and provide invaluable opportunities for personal growth and development. Important improvements have been made, supported by major gifts. The student center has been renovated, and the center of campus has been transformed from a parking lot to a beautiful campus green.

The new Campus Commons has provided a home for residents and commuters alike with the addition of a campus living room, dance studio, fitness facilities, and offices for student clubs and organizations and for our University Life and Campus Ministry staff. These campaign projects complement major improvements to our athletic and recreation facilities and the creation of Founders Village, the large residential complex built in recent years, which has more than doubled our residential capacity to over 1,000 students.
The generosity of the following individuals and organizations has made it possible for today and tomorrow’s Alvernia students to benefit from new and improved places and residences in which they can collaborate, participate, forge lasting friendships, and grow as engaged, ethical citizens.

**INDIVIDUALS**
- Mrs. Helen Takacs Baker ’80
- Drs. Charles F. M’01 & Mary Ph.D ’11 Barbera
- Frank & Jennifer Barwis
- Mr. & Mrs. Rick B. Burkey
- Jeffrey † & Jada Campbell
- Mr. & Mrs. Roberto Campitelli
- Mr. & Mrs. Kevin P. Clark
- Mr. & Mrs. Stephen R. Clark
- Mr. & Mrs. William H. Combs III
- Mr. & Mrs. Joseph S. Crafford
- Mr. & Mrs. Jerry Dittman
- Mr. & Mrs. Rudolph T. Edwards
- Mr. & Mrs. James S. Eichelberger
- Mr. & Mrs. James K. Finnegan
- Mr. & Mrs. Michael P. Fitzharris
- Mr. & Mrs. Jeffrey Helm
- Mr. Steven S. Keiser ’80
- Mr. & Mrs. William Knowles
- Mr. & Mrs. Gary Kopervas
- Ted & Lisa Lavender
- Mr. & Mrs. Edward MacNamee
- Mr. & Mrs. Thomas W. Martell
- Mr. Jack † & Margaret McCloskey, Sr.
- John R. ’94, M’01 & Kelly ’02 McCloskey, Jr.
- Mr. & Mrs. Michael J. McGlinn
- Mr. & Mrs. Thomas Michalowski
- Mr. & Mrs. Charles W. Miller
- Mr. & Mrs. Carmen A. Montone
- Mr. Joseph J. O’Connell
- Mr. & Mrs. Philip C. Ray
- Mr. & Mrs. Richard I. Ricciardi
- Mr. & Mrs. Joseph Rys
- Charles A. & Lynn Sakmann
- Mr. & Mrs. Thomas P. Schlagé
- Mr. & Mrs. Raymond R. Serafin
- Mr. Kent Sutton
- Mr. & Mrs. James C. Sweeney
- Mr. & Mrs. Alfred J. Weber

**ORGANIZATIONS**
- Aladdin Food Service Management, LLC
- Customers Bank
- Fidelity Charitable Gift Fund
- Follett Higher Education Group
- InHome Oxygen & Medical Supply, Inc.
- NYSE Euronext, Inc.
- Pagoda Electrical, Inc.
- NYSE Euronext Fo.
- Pagoda Electrical, Inc.
- NYSE Euronext Fo.
- Pagoda Electrical, Inc.
- NYSE Euronext Fo.
Two new Centers of excellence, the Holleran Center for Community Engagement and the O’Pake Institute for Ethics, Leadership and Public Service, have enabled Alvernia to advance its Franciscan identity and civic mission. With a reciprocal commitment to strengthening both student learning and the quality of life in the communities Alvernia serves, these Centers develop strategic partnerships that leverage campus talent and expertise in productive collaborations with community organizations.

The O’Pake Institute, generously endowed through a bequest from the late Sen. Michael A. O’Pake, builds on Alvernia’s strength in leadership programs and the teaching of ethics, while emphasizing the value of public service. The Holleran Center, made possible through the generous support of long-time Alvernia friends and emeritus trustees Jerry and Carolyn Holleran, is a catalyst for a wide array of campus-community initiatives. The Holleran Center coordinates Alvernia’s well-known service programs, such as the South Reading Youth Initiative, our four university-wide days of service, and the many other ways our students accumulate over 20,000 hours of service annually.
The generosity of the following individuals and organizations has fortified our Franciscan mission of cultivating a spirit of service at Alvernia by making it possible to strengthen our ties with communities near and far. Support for our new Centers of excellence further enhances our commitment to educate the mind, body, and soul.

**INDIVIDUALS**
- Mrs. Rosemary E. Bestwick
- Dr. & Mrs. Stuart S. Cohn
- T. Jerome & Carolyn Holleran
- Mr. John W. Luvisi
- Mr. Michael Mullen
- The Honorable Michael A. O’Pake
- Mrs. Penelope Proserpi
- Dr. Mary Ellen Symanski
- Mr. & Mrs. Robert T. Wright
- The Honorable Michael A. O’Pake

**ORGANIZATIONS**
- Berks County Community Foundation
- Commonwealth of Pennsylvania
- Cornell University
- Jewish Federation of Reading
- Michigan Nonprofit Association
- Notre Dame Club of Reading
- PA Campus Compact
- Southwest Berks County Chapter
- Thrivent Financial
- U.S. Department of Justice
- United Way of Berks County
- Waste Management of PA
- Youth Service America

† Deceased
DEFERRED GIFTS & ANNUAL FUND

As a young institution with the majority of its 11,000 alumni having graduated since the year 2000, Alvernia does not have a rich history of donors making estate provisions to benefit the University in the future. A major objective of Values & Vision was to highlight the importance of such gifts and to begin to secure additional commitments through bequests, trusts, annuities, and life insurance. Much progress has been made, and the following individuals have joined the St. Clare Society, which recognizes those who have made these important commitments to serve future generations of Alvernia students and faculty.

Another important goal of Values & Vision was to increase both the dollars and the donors to the Annual Fund – The Alvernia Fund. Over the course of the campaign, the amount of annual gifts has more than doubled, and the campaign goal of $2.8 million has been surpassed. The Alvernia Fund is an extremely important source of current support for student financial aid, competitive faculty salaries, technology upgrades, and other pressing needs. Gifts to the Annual Fund were counted toward the campaign’s $27 million goal. A complete list of donors to the Alvernia Fund during the campaign can be found at http://www.alvernia.edu/give/donor-report.html.
The individuals listed below have made commitments to provide future gifts to Alvernia through bequests, trusts, annuities, or life insurance. Their generosity will provide a transformative education for future generations of Alvernia students. All of these gifts successfully strengthen our vision for a better world.

**INDIVIDUALS**

Anonymous
Mrs. Helen Takacs Baker ’80
Mrs. Shirley Boscov
Mr. & Mrs. James S. Boscov
Mr. & Mrs. Kevin S. Calabria M’03
Mr. and Mrs. John Cenerazzo †
Richard K. Davis & Karen L. Ryalnder-Davis
Mrs. Anne Graf-Flansburg ‘65
Thomas & Helen Flynn
Dr. Frank A. Franco
Mr. & Mrs. Zane G. Gizzi
Dr. & Mrs. John W. Gruber
Dr. Robert C. & Susan Guay
Carl & Kathleen ’95 Herbein
Miss Mary Ann Heydinger ’97 †
T. Jerome & Carolyn Holleran
Mr. Steven S. Keiser ’80
Mrs. Meggan Kerber ’96, M’01
Trygve & Kathleen ’83 Kleppinger
Mrs. Esther Krasevac
Dr. & Mrs. Richard Law
Mr. John W. Luvisi
Mrs. Margaret McCloskey
Mr. Raymond H. Melcher, Jr. ’78
Rev. & Mrs. Glenn D. Miller
Thomas ’98, M’10 & Jamie ’98 Minick
Stephen and Helen Najarian
J. Michael & Catherine Pressimone
Mark & Deanna ’79 Reuben
Mrs. Susan Rohn
Jeffrey A. ’86 and Donna ’86 Smith, Sr.
Mary Ann & Robert Ullman
John D. Wanner ’82

† Deceased
The generosity of the following individuals supports the significant initiatives that were not a part of the original campaign plan—as well as unrestricted contributions to bolster our campaign—leaving it to the administration to direct their funds in the most beneficial ways. All of these gifts combined fortify Alvernia’s learning resources that inspire our future leaders.

**INDIVIDUALS**
Anonymous
Mrs. Lourdia Alcide
Mr. & Mrs. Carl G. Anderson, Jr.
Mr. & Mrs. William Barrett
Miss Jessica N. Beisswanger
Mrs. Julie A. Bering
Ms. Judy L. Bowman
Miss Jacklyn M. Capuano
Miss Nicole Ann Carfagno
Mr. & Mrs. William H. Combs III
Mr. & Mrs. James M. Connors
Mr. Robert Diaz, Jr.
Miss Emily A. Dietz
Mr. Thomas M. DiFilippo
Mrs. Jessica N. Dopke
Mr. Travis Adam Dorwart
Ms. Jenny Fabian
Miss Angela Fida
Ms. Alicia E. Fidler
Mrs. Karen L. Fischer
Thomas & Helen Flynn
Ms. Evelyn A. Gage
Mr. Joseph A. Gingrich
The Honorable Thomas & Mrs. Penny Golden
Terry & Virginia Hand
Mrs. Courtney N. Harting
Mr. Christopher A. Hartman
Mr. & Mrs. Jeffrey Helm
Ms. Maygan J. Henzie
Mr. Ronald William Herbst, Jr.
Ms. Michelle N. Hermanns
T. Jerome & Carolyn Holleran
Miss Alicia A. Hollingsworth
Ms. Joi Honer
Miss Kristy Lynn Jacoby
Ms. Sophia Jean-Louis
Ms. Paule E. Jeanty
Ms. Veronica L. Johnston
Joanne M. Judge, Esq.
& Mr. Rick Oppenheimer
Ms. Mariela Jurado-Figueroa
Ms. Irena Kaubak
Ms. Victoria L. Kearn
Ms. Kathy L. Kelsch
Ms. Danielle N. Kitchen
Mrs. Fran Klein
Miss Dawn Kelly Kula
Mr. Larry W. Lendo
Mr. Gregory & Dr. Joan Lewis
Miss Erica R. Light
Mr. & Mrs. Lawrence L. Lightner
Ms. Brenda J. Martin
Ms. Ellen M. McCallister
Dr. Michael J. McGovern
Ms. Susan Marie Moczylowski
Ms. Christina M. Nelson
Miss Julia Rayne Perez
Mrs. Latoya N. Procopio
Mr. & Mrs. Richard A. Purcell
Dr. & Mrs. James P. Restrepo
Mr. Brian K. Richardson
Mr. & Mrs. John Roegiers
Mrs. Zolla D. Rosario
Mr. Christian M. Schlegel
Mr. Cody J. Smith
Mrs. Greta L. Smith
Miss Nichol Smith
Mr. Korbin J. Spayd
Mrs. Maureen P. Spires
Ms. Lisa M. Stuebner
Dr. & Mrs. Ronald Szish
Ms. Nicole E. Truax
Mary Ann & Robert Ullman
Mr. & Mrs. Matthew Vrabel
Mr. Patrick F. Watson
Ms. Sharlene M. Yost

**ORGANIZATIONS**
Berks County Community Foundation
Commonwealth of Pennsylvania Lawrence R. Pugh/VF Corp. Fund of BCCF
Quaker Maid Meats, Inc.
The Holleran Donor-Advised Fund of BCCF

† Deceased
CAMPAIGN SUMMARY

TOTAL DOLLARS RAISED

GOAL: $31.5 MILLION
AMOUNT RAISED: $27 MILLION

TOTAL DOLLARS RAISED BY CAMPAIGN PRIORITIES

- Future: $8.6 MILLION
- Identity: $5.6 MILLION
- Educational Quality: $4.8 MILLION
- Community and External Engagement: $4.8 MILLION
- Other Projects and Unrestricted: $3.9 MILLION
- Annual Fund: $2.8 MILLION
- Student Communities: $1 MILLION

TOTAL DOLLARS BY PURPOSE

- Capital: $8.6 MILLION
- Deferred: $7.3 MILLION
- Endowment: $2.6 MILLION
- Annual Fund: $2.8 MILLION
- Other Projects and Unrestricted: $1 MILLION
- Student Communities: $0.7 MILLION
- Other: $0 MILLION