

impact | 2020

*Campaign for
Wayland Baptist University*

The Final Push

You are Needed Now,
More Than Ever!

"Give, and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you." Luke 6:38

Table of Contents

2 Impact 2020 Case Statement

- 2 Now, More than Ever!
- 5 Building a Legacy
- 7 Building a Better Wayland
- 8 Meet the Challenge
- 9 Operating in New World
- 10 Together, We Win!
- 12 An Exciting Future!

13 Impacting Students Lives

- 15 Morgan Bennett
- 16 Joshua Wynn
- 17 Kyle Rickman
- 18 Morgan McIntosh
- 19 Krista Epley

20 Give to Impact 2020

- 21 Every Gift Matters
- 22 Contact Us

Now, More Than Ever!

COVID-19 has had a significant and serious impact on universities – especially private schools like Wayland that do not benefit from state funding. Our operational funds come from tuition, fees and donations. With refunds issued to students who were forced to leave campus mid semester, and the enrollment downturn expected next fall, Wayland is looking at a significant budgetary shortfall.

Like something from a dream, 2020 hit universities hard. Classrooms were left empty. Chemistry labs — untouched. Games were left unplayed and the lights turned out in venues. We lost to an opponent we never saw coming.

Now, More Than Ever!

It's a desolate feeling for a college campus and its students. The spring semester was like nothing ever seen before. The invasion of a virus sent students home where they adapted to a new style of delivery for education. And while the knowledge still passed from professor to student — students missed out on those extra-curricular and hands-on opportunities that are so important to their experience and education.

Wayland needs you now, more than ever as we try to recover from a broken world that left higher education in turmoil. We must prepare for the future. With your help, we will be ready. Together, we will develop a new, better Wayland where students succeed.

Now, More Than Ever

By donating now to the Impact 2020 campaign. You will give students the opportunity to return to something new, something exciting, a campus and school that will prepare them for the future.

Impact 2020 is a campaign for a better Wayland, and every gift makes a difference.

Please support Wayland today. You are critical to our mission. You can make a huge Impact on the lives of students — our future.

Building a Legacy

Wayland has been providing education to the men and women of West Texas since 1908. Thanks to a progressive vision and donors and friends like you, our message is reaching the world.

Wayland alumni are making a difference — in their offices, in their communities, in their families, and in the Kingdom of God. Thanks to you, Wayland continues to provide students with a world-class education grounded in faith.

Building a Legacy

Most recently, Wayland alumni have been instrumental in the fight against COVID-19. Alumni like physician Dr. Kenneth Mattox, Chief of Staff at Ben Taub Hospital in Houston, and Dr. Emily Smith, an epidemiologist and United Nations contributor, have been following developments with the virus and offering helpful insights into how to battle the disease.

The School of Math and Sciences has turned out numerous doctors and medical technicians who are serving as front-line defenders in their hometowns, and more are on the way. We are proud of them all.

Building a Better Wayland



Our most pressing need is to complete the building project that provides a safe, secure, state of the art environment to foster learning in mathematics and the sciences. We also need to construct a training facility for our highly decorated student athletes.

Our students need updated facilities, more classroom space, and state of the art science labs where they can explore, experiment, create, and learn.

Students studying the sciences will be instrumental to the future of us all. They are going on to do important work in a number of fields. You can influence their lives and education with a gift to Impact 2020.

Meeting the Challenge



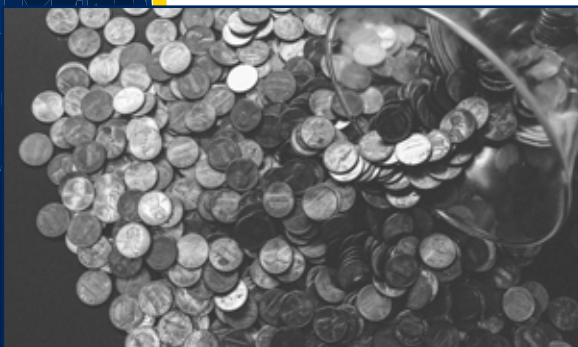
You have the power to change life on campus. Wayland has been issued a challenge grant from the J.E. & L.E. Mabee Foundation. If we raise our portion of the challenge, the foundation will donate an additional \$2 million to the Impact 2020 campaign. All of this money will go toward our building campaign. This is a huge opportunity for Wayland to benefit.

When you help us raise the money we need to meet our portion of the challenge, you unlock an additional \$2 million to be added to the building campaign. You make this possible by supporting Impact 2020. Find out more about this exciting opportunity at ImpactWayland.com.

Operating in a New World

You can also help Wayland meet its projected budget shortfall for the upcoming year. School's across the nation expect to see a decrease in enrollment due to the fallout from COVID-19. This means universities are not collecting tuition dollars and fees that pay for vital university needs and services.

Wayland does not benefit from state funding. We rely solely on tuition and the generosity of donors. You can make a difference with your gift to Impact 2020.



Together, We Win!

Impact 2020 is a \$40 million campaign that benefits student scholarships, the general fund, academic programs, and building projects. The largest building project is the new wing to the School of Math and Sciences that will provide much-needed classroom space and new, state-of-the-art chemistry labs.

Dr. Mattox has pledged \$2 million to the project and in his honor, the school will be named the Dr. Kenneth Mattox School of Mathematics and Sciences.

The campaign will also provide for repairs to the iconic Gates Hall and a new workout and training facility for student-athletes.

Together, We Win!

We have already secured a number of gifts for the training facility, you will hear more about those soon. These gifts prove the power of teamwork. And together we will succeed — Together, we win!

Along with ensuring the additional \$2 million in funding from the Mabee foundation, your gift impacts the lives of students all across campus! Every student will benefit from the Impact 2020 campaign. Join us in making Wayland better than it has ever been.

An Exciting Future!

Looking to the future, Wayland and the education we provide is more important than ever.

Take part in this exciting opportunity to transform Wayland into something better, something brighter, something that will meet the challenges of a new world. Make today better for our students, so they can make tomorrow better for us all.

The goal is to complete Impact 2020 by the end of the year. You can help us achieve that goal and make Wayland better than it has ever been before.

Join us. Give to Impact 2020 to build the new addition to the math and science building and construct a training facility for our championship student athletes.

impact | 2020
Campaign for
Wayland Baptist University

Impacting Students' Lives

You are Needed Now,
More Than Ever!

"And if anyone gives even a cup of cold water to one of these little ones who is my disciple, truly I tell you, that person will certainly not lose their reward."
Matthew 10:42

Impacting Students' Lives

Your gift does so much for the university, but it is no secret the biggest impact you have is on the lives of students.

Wayland students are impressive. They are intelligent. They are game changers in their chosen fields. They deserve the best we can offer. With your help, we will be able to provide a world-class education. In turn, they will carry the Wayland story with them as they make a difference in our world.

As we look to complete the addition to math and sciences, on the next few pages are just a few examples of what our students are doing.



Morgan Bennett

Morgan Bennett made a name for herself on the basketball court at Wayland, setting a new school record for career assists and leading the Flying Queens to four NAIA national tournament appearances, reaching the quarterfinals her sophomore season.

What many people don't know, however, is that Morgan also flourished in the classroom. An animal lover, Bennett conducted personal research on the Painted Bunting — a colorful bird that can be found in Caprock Canyons State Park.

Morgan managed to balance athletics and the classroom, graduating in four years with a biology degree. She is enrolled in a doctoral program for veterinary medicine at Colorado State University. Morgan's dream is to be a veterinarian for race horses.



Joshua Wynn

When Joshua Wynn first set foot on campus, he wasn't sure what he wanted to study. He was visiting Wayland during a preview day and didn't have much time to preview academics prior to heading home to San Antonio.

While standing in line at one academic table, waiting his turn, Joshua's mother encouraged him to change lines and talk to the science professors at the geology table. The rest was, as they say, history — or maybe sediment.

At Wayland, Joshua was a cornerstone of the geology program, earning numerous research grants and presenting his research at state and national conferences.

Joshua graduated with a double major in geology and mathematics with a perfect 4.0 grade point average. He was the highest ranking graduate in May 2020, and will continue his education, earning a full scholarship to Texas A&M to pursue a master's degree.



Kyle Rickman

Kyle originally came to Wayland to play football for the Pioneers, but was sidelined by injury. The offensive lineman stayed in the game, however, as a student athletic trainer.

He also made the most of his education, majoring in both chemistry and mathematics. Rickman conducted research on knot theory which he presented at various conferences. While a student, Kyle landed an internship where his work impressed his bosses so much that they hired him.

After graduating in December 2019, Kyle started work as an analytical nuclear chemist for URENCO USA, a global energy company.



Morgan McIntosh

Morgan was involved in all aspects of student life at Wayland. She was a student athletic trainer and a member of Alpha Chi National Honor society. She participated in Baptist Student Ministries and the Fellowship of Christian Athletes. Morgan was a student worker in the registrar's office, participated in the Miss Wayland scholarship pageant and served as a President's Ambassador.

Morgan completed her bachelor's degree in May 2020, graduating Summa Cum Laude. She will continue her education in the Doctor of Physical Therapy program at Hardin-Simmons University where she will learn from another Wayland alum, Dr. Jacob Brewer.



Krista Epley

Krista came to Wayland to play volleyball. Her career on the court was short, however, as injury prevented her from completing her first season. But she stayed at Wayland, focusing on academics and earning a degree in biology.

Krista was a member of the Texas Academy of Sciences, American Chemical Society and the Gamer's Guild. She also conducted and presented student research.

She graduated Summa Cum Laude with a perfect 4.0 grade point average in December 2019. She was the highest ranking graduate in her class. Krista is enrolled in Physical Therapy School at Angelo State University.

impact | 2020
Campaign for
Wayland Baptist University

Give to Impact 2020

You are Needed Now,
More Than Ever!

"But when you give to the needy, do not let your left hand know what your right hand is doing, so that your giving may be in secret. Then your Father, who sees what is done in secret, will reward you." Matthew 6:3-4

Every Gift Matters

Students are the life of any university — and you are the life blood that feeds them.

Your gift to Impact 2020 is more important now than ever as we welcome students back to campus. A campus that is better than it was before.

Give to Impact 2020. Be part of this exciting opportunity to share in the joys, successes and accomplishments of students who will make a difference in the Kingdom of God.

Make your gift at ImpactWayland.com, today, or contact one of our advancement officers today.

Contact Us



Mike Melcher
806-291-3431
melcherp@wbu.edu



Teresa Young
806-291-3600
teresa.young@wbu.edu



Amber McCloud
806-291-3430
amber.mccloud@wbu.edu



Dr. Kevin Ludlum
8086-291-3428
ludlumk@wbu.edu



Gary Zacher
806-291-3427
zacherg@wbu.edu