

**110%**  
**HOKIE**



# GREETINGS HOKIE CLUB

April 7, 2015

Dear Hokie Club Member,

We hope this letter finds you doing well and enjoying the warmer weather this spring – and also the success of your Hokie teams. Our baseball team swept the No. 1 team in the country, our softball team is off to a great start and our men's tennis team beat the No. 2 team in the nation. Thank you for supporting those programs and all of our Hokie student-athletes participating on 22 teams. They're doing so well in competition and in the classroom, where 232 of them made the ACC Honor Roll for the last academic year.

We're writing to let you know that we're launching a 110% HOKIE campaign, and we invite you to be a part of it. As a result of NCAA legislation passed in January, athletics departments can now pay the cost of attendance "gap" – a portion of athletes' scholarships that was previously being paid by the student-athletes themselves. This legislation will increase our investment in our student-athlete scholarships at Virginia Tech by approximately \$950,000 per year, and we need your help with this investment as we strive to become even more of an elite program in this new "Power 5" era.

With our 110% HOKIE campaign, we're asking every donor to increase his/her annual contribution to the Hokie Club by 10 percent over last year's gift, or new donors to give at a minimum of \$110. Our student-athletes are giving 110 percent in the classroom, on the field, on the court, on the course, in the pool, and on the track, and the results are strong. Will you, as a Tech fan and/or alum, please join them in giving 110 percent? We need you now more than ever.

For those of you willing to participate in our 110% campaign before July 1, you will be invited to an exclusive tour of our new indoor practice facility and participate in a team walk-through on Oct. 2. Campaign gifts will be accepted until Dec. 31.

For more information on the campaign, please read through this booklet. Our Hokie Club staff is always available and willing to answer any questions you may have when you call (540) 231-6618.

As always, we thank you for all your support. We never take for granted the role that you have played in our past accomplishments – and the role that you will play in our future successes!

Go Hokies!



**Whit Babcock**

Director of Athletics, Virginia Tech



**Lu Merritt**

Senior Director of Development  
For Intercollegiate Athletics

# WHAT IT MEANS TO BE ...

Every day Hokie coaches and student-athletes give a 110 percent. Whether it's in the classroom, community, or in competition, they are passionate about Virginia Tech. Now we are asking you, the heart and soul of our "team," to do the same by adding an extra 10 percent to your annual Hokie Club gift from last year! Your investment will directly impact all of our talented student-athletes who work tirelessly every day to bring academic success, ACC championships and national recognition to their team, the University and our fans. Now it's your chance to take the challenge ... and give 110 percent!!

# 110% HOKIE



**TARA  
NAHODIL**

CENTER  
PINE GROVE, PA  
MAJOR: HUMAN  
DEVELOPMENT

**KENDALL  
FULLER**

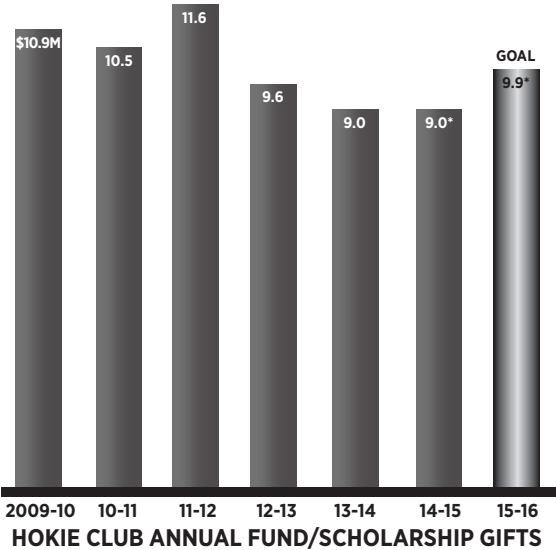
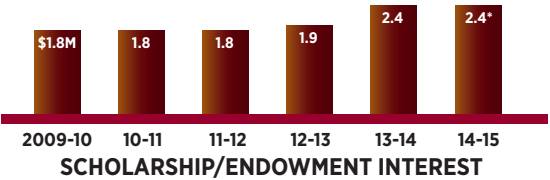
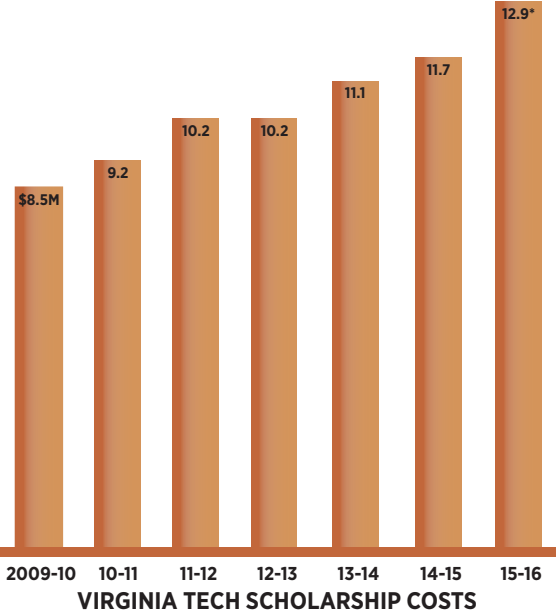
CORNERBACK  
BALTIMORE, MD  
MAJOR: FINANCE

# FUNDING TRENDS FOR VIRGINIA TECH ATHLETICS



- Scholarship costs at Virginia Tech are up 38% since 2009-10.
- Through wise investment and generous donors, the scholarship endowment interest is up 33% since 2009-10.<sup>†</sup>
- Hokie Club Annual Fund (outright scholarship gifts) are down 17% since 2011-12. We need your help.

*\* Projected*  
*† Endowment interest, which supplements annual scholarship costs, is earned through the generous support of Hokie Club donors who choose to create an endowed athletic scholarship. Endowed scholarships begin with a gift/pledge of \$50,000+ and exist in perpetuity.*



# WE GIVE 110% FOR THE HOKIES

## *Saige Jenco*

**Outfielder**  
**State College, Pa.**  
**Major: Multimedia Journalism**

Donors might not know us ... but there are a lot of great stories out there. I wouldn't be here without the opportunity I was given by the [Hokie Club] donors and the university itself. I want to thank those that support Virginia Tech and us as student-athletes. It's really changed my life and given me experiences I never thought I would have.



## *Lindsey Owens*

**Outside Hitter**  
**Orlando, Fla.**  
**Major: Biological Science**

Being the first in my family to get an athletic scholarship, really lifted the weight off my (parents') shoulders and they realized that paying for volleyball for eight years prior to college was worth it. I have a little brother who now will have an opportunity to go to college too as a result of my Hokie Club scholarship.



## *Sam Rogers*

**Fullback**  
**Mechanicsville, Va.**  
**Major: University Studies**

We are grateful beyond belief ... Getting a scholarship meant the world to me and my family and it just has helped us so much. Everything donors do, from the indoor facility, to Lane and all the academic things we have, it's just amazing what they do and we really appreciate it.



# COST OF ATTENDANCE

## WHAT IS IT?

For more than 40 years, the maximum allowable NCAA Division I athletics scholarship covered tuition, fees, room, board, and books but not the incidental, personal costs of attending college. Beginning August 1, 2015, that will change.

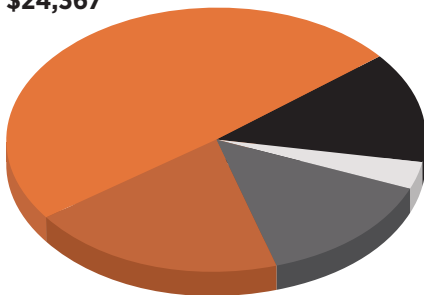
In January, the NCAA passed legislation allowing institutions to pay a student-athlete's full cost of attendance (COA), essentially covering the scholarship "gap." These scholarship enhancements (of \$3,280 for in-state and \$3,620 for out-of-state at Virginia Tech) will increase Tech's total scholarship bill by approximately \$950,000, to approximately \$12.9 million annually.

A student's cost of attendance is an estimate of expenses designed to represent his/her projected actual cost to attend a specific college or university. Each school's financial aid office determines COA, using broad federal guidelines originating from the Higher Education Act of 1965. The cost of attendance number serves as a maximum, and comprises only those expenses that are directly related to college attendance. Typical items include tuition, fees, room, board, books, and now, miscellaneous personal expenses, transportation home, etc.

### ***Full Grant-in-Aid***

IN-STATE UNDERGRADUATE

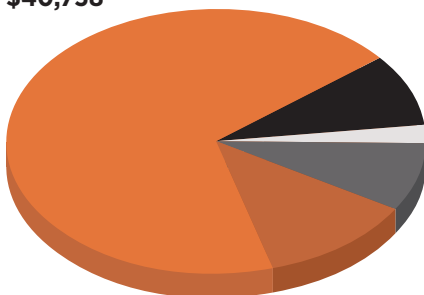
**\$24,367**



### ***Full Grant-in-Aid***

OUT-OF-STATE UNDERGRADUATE

**\$40,738**



The Virginia Tech Student-Athlete *Pylons of Promise* sets forth our commitment to student-athletes during their time at Virginia Tech and beyond. Further detailed information may be found on the Pylons website at

**[www.Hokiesports.com/Pylons](http://www.Hokiesports.com/Pylons)**

IN-STATE/OUT-OF-STATE

**Tuition & Fees**  
\$12,017/\$28,048

**Room**  
\$4,834/\$4,834

**Board**  
\$3,436/\$3,436

**Books**  
\$800/\$800

**COA "Gap"**  
\$3,280/\$3,620

**YES!  
I WANT  
TO BE**

**110%  
HOKIE**

*Please detach this panel and send with your gift.*

\_\_\_\_\_ I'm a Hokie Club member and I agree to increase my giving by 10 percent in support of the annual scholarship fund.

\_\_\_\_\_ I'm a first-time donor. I want to join the Hokie Club and become 110% HOKIE!

\$ \_\_\_\_\_ Total

Pledged \_\_\_\_\_  
(Signature)

Name \_\_\_\_\_  
(Print)

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

**TO GIVE  
CALL  
540.231.6618  
OR GO ONLINE  
HOKIECLUB.COM**

**ANNUAL GIVING LEVELS**

Diamond Hokie	-----	\$10,000 and up
Platinum Hokie	-----	\$5,000 to 9,999
Golden Hokie	-----	\$2,000 to 4,999
Silver Hokie	-----	\$1,000 to 1,999
Bronze Hokie	-----	\$500 to 999
O&M Hokie	-----	\$250 to 499
Hokie Club	-----	\$110 to 249

**Please make checks payable to VTAF**

**VIRGINIA TECH ATHLETIC FUND**



P.O. Box 10307  
Blacksburg, VA 24062-0307  
540.231.6618



@HokieClub

#110Hokie



