

THE CAMPAIGN FOR BENI AMERICAN UNIVERSITY

BUILDING THE IDEAL



www.bau.edu.ng





Building *The Ideal*

The Building the Ideal Campaign for Beni American University is about creating and establishing an ideal collegiate learning environment where innovation, learning, and collaboration flourish.

Technology today is redefining education and access to information and knowledge. Nations and institutions such as universities must engage with these changes by preparing their citizens and students to anticipate and respond to the needs of the global environment. We are building a world-class learning space where students, from across the continent and beyond, have unrestricted access to quality learning from seasoned educators, who engage them and prepare them to respond to domestic and global needs, socially and economically.

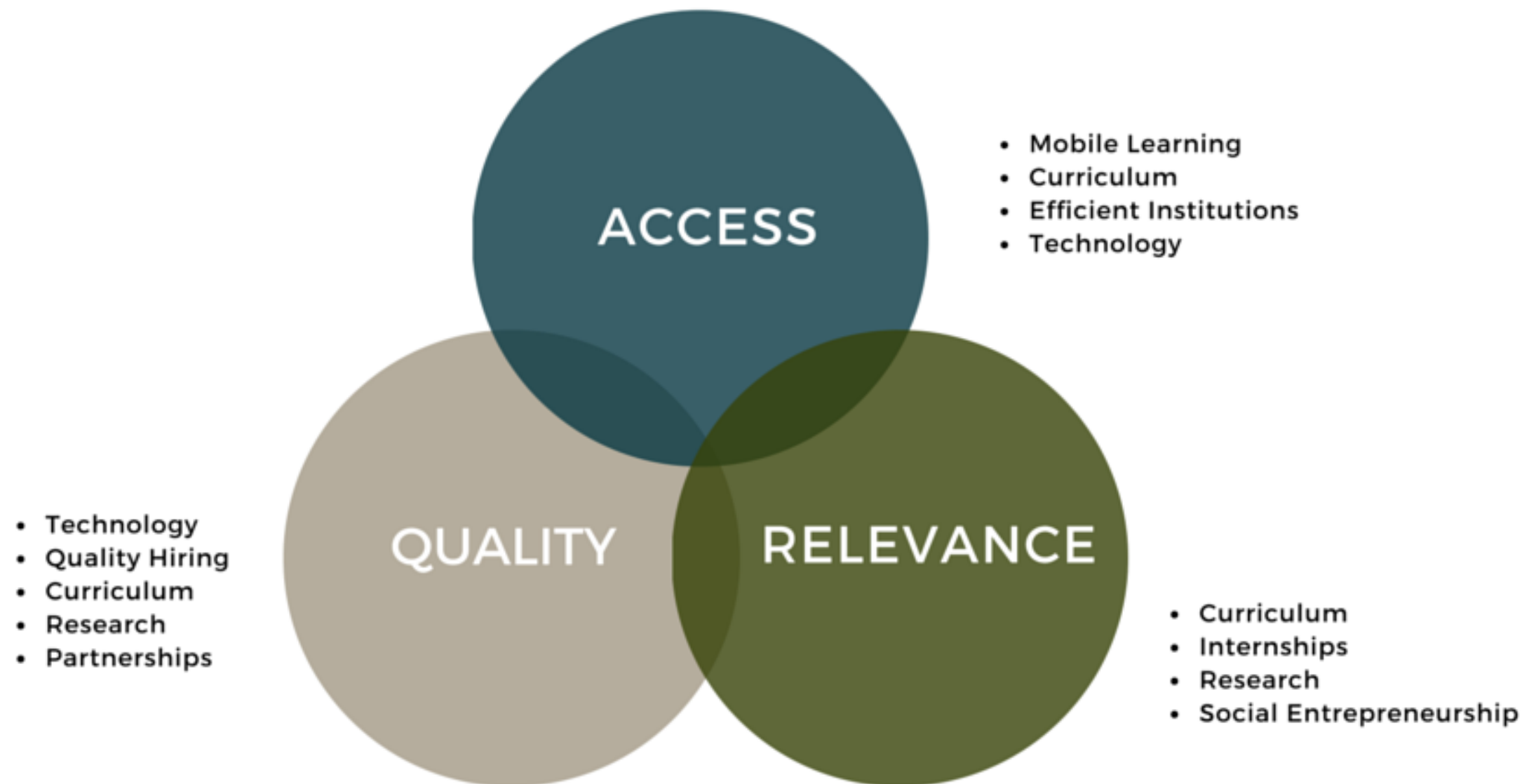
Our campaign aims to establish a legacy and culture for the University that remains committed to the highest academic standards, thought leadership, and the transfer of knowledge into commercial activity. We want to raise our students to be bold-thinkers and risk-takers, and position them to be employees and entrepreneurs who are active participants in their communities and the world at large. These are the leaders and shapers that will bring about the change that our nation and continent needs. Our students and faculty are counting on your support and generous donations to achieve these goals. You are the difference!

We are growing in our impact and reach, and are poised to become Africa's leading institution of higher learning. Your gift can help us enhance our mission to provide learning without limitations for all our students, while implementing solutions, developing infrastructure, and creating learning models to give them the best education possible. Through your donations you make it possible for students to take full advantage of all the BAU vision has to offer.

Join us in this campaign and help us deliver our promise of redefining learning in Africa.

THE BAU PROMISE

OUR BUILDING FRAMEWORK



BAU is rethinking higher education on the continent and dramatically changing how students think and learn. We are preparing our students to be relevant in their societies and empowering them to change the world around them. We are builders!

THE CAMPAIGN AT A GLANCE

FOCUS AREAS

BAU Campus Library:
\$75,000

BAU Venture Labs:
\$50,000

BAU Computer Lab:
\$25,000

BAU Science Lab:
\$25,000

BAU Residence Halls:
\$125,000

Faculty Buildings:
\$150,000

THE CAMPAIGN'S GOAL IS TO RAISE 500,000 USD TO SUPPORT ALL ASPECTS OF TUTORIAL EDUCATION AT BENI AMERICAN UNIVERSITY

The Building the Ideal campaign of BAU is centered around six (6) focus areas that provide a framework for the university's ambitions in the coming years. Each focus area is an essential component of BAU's efforts to promote unrestricted access to quality learning opportunities.

BAU seeks to grow its endowment to support scholarships for students, develop excellent faculty, and build and maintain outstanding facilities. To foster this mission of unrestricted education, the Building the Ideal Campaign will:

- Raise unrestricted support to maintain current needs, and further develop the campus to reduce resource costs and improve long-term institutional sustainability
- Transform the collegiate campus and provide a multidisciplinary research environment and residential space for all Beni Students in the heart of Tinapa
- Secure financial resources to attract and support the very best students and scholars
- Strengthen the academic program through targeted investments in faculty, staff, and facilities that offer curricular and co-curricular opportunities to make BAU appealing to the most talented prospective students
- Significantly strengthen the financial position of the University through superior investment performance, endowment growth, successful expansion of fundraising efforts, and the development of stronger relationships with stakeholders.

CAMPAIGN PRIORITIES

BE A BENI BUILDER

BAU Campus Library: The library will serve as a resource to support students, teachers, student entrepreneurs, and the venture lab enterprises, by providing access to extensive information resources and research services. The library will support the learning on campus through the provision of textbooks, research papers, journals, references, and digital learning resources.

BAU Venture Labs: Venture Labs are business incubators to accelerate the successful development of entrepreneurial ventures, by providing an array of business support resources and services. These labs provide direct opportunities for students to get hands-on experience with entrepreneurs and early stage businesses, and for the staff/faculty to work with entrepreneurs to integrate the lab and classroom experiences.

BAU Computer Lab:: The computer lab will accommodate the IT needs of all members of the BAU community: staff and students alike. Each workstation will be equipped with internet access, linked to a central server as well as other hardware such as printers, scanners and photocopiers. Select classes will also be held here, in order to facilitate learning, streamline presentations and support group work.

**500
thousand
USD**

CAMPAIGN PRIORITIES

BAU Science Lab: This will be the centre for all research at BAU. The lab will contain state-of-the-art facilities that are bound to put BAU at the forefront of any scientific or technological developments. Students will also have the opportunity to apply principles discussed during classroom study, and observe how these theories develop and translate in real time.

BAU Residence Halls: Residence halls will house all BAU students that elect to live on campus. There will be a choice of living options, with different services offered and/or rendered, so as to cater to the varying demands of our rather diverse students.

BAU Faculty Buildings: Our list of proposed faculties and schools include

Faculty of Business and Economics

Faculty of Sciences and Technology

Faculty of Humanities and Social Sciences,

Faculty of Media and Communications

The BAU School of Business

The BAU Foundation School

**500
thousand
USD**

WAYS TO GIVE

THERE ARE MANY WAYS TO SUPPORT BAU, HERE ARE SOME OPTIONS:

GIVE ONLINE

You may make designated donations at any level to a specific purpose or any of the projects listed below. You may also make an unrestricted donation to BAU, which will be used to address university priorities such as scholarships, research and faculty support, innovative programming, and capital improvements. This will ensure that we maintain our world-class standards in teaching, learning, and research.

BANK TRANSFER

You may make donations to BAU through bank cheque and direct deposit. Designations should be noted in enclosed correspondence. Donations without a designated student, faculty, or university project, will be allocated to priority projects of the institution.

MAJOR GIFTS

As the physical development of the proposed campus project is ongoing, we require major gifts for the development of faculty buildings, auditoriums, student housing, sports facilities, and other capital-intensive projects. Donors may give towards these different facilities, and can create a legacy on the BAU Campus. This opportunity is open to individuals, businesses, and public sector establishments.

SCHOLARSHIPS

This is a wonderful way to help BAU to maintain its promise of promoting access to higher education learning, by supporting students through scholarships, bursaries, grants, and career opportunities. Individuals or businesses can establish a "named" annual scholarship, and disburse funds to a selected demographic, provided it is open and unbiased.

To learn more about any of these giving methods, or about the campaign, contact us at info@beniamerican.org

DONOR RECOGNITION

THANK YOU FOR PARTNERING WITH US TO ACHIEVE OUR MISSION.

To our parents and friends of the University who, through your financial support, are helping to make BAU one of the premiere academic institutions on the continent, we thank you. BAU would not achieve this vision without your generosity. You are the difference.

The University recognizes the generous support of parents and friends who [annually](#) contribute at the following support levels:

Individuals whose annual cumulative gifts		
exceed \$50,000		Legacy
\$25,000 or more		Founder
\$5,000 - \$24,999		Patron
\$2,500 - \$4,999		Shaper
\$500 - \$2,499		Contributor
\$250 - \$499		Advocate
Up to \$249		Friend

Any combination of gifts to BAU that annually total \$25,000 or more qualify you as a [Beni Founders Community](#) member.

The [Beni Founders Community](#) is recognized as the premiere philanthropic group at BAU assisting the university in its mission of providing unrestricted access to quality education. Members of The Council are provided opportunities to become acquainted with the University's leadership as well as the plans for the future. In addition, members are invited to an annual dinner where they are recognized for their dedication and service to the University.

All donors are recognized in BAU's annual report.

**The Office of Physical Development
Proposed Beni American University**

C/O: BAU Research and Development
CapitalSquare 2nd Floor, The Garnet Building
KM14 Lekki-Epe Expressway
Igbo-Efon Roundabout, Lekki Lagos

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Beneficiary Account Name: BAU Research and Development

Beneficiary Account Number: 3001722296
Beneficiary Bank: United Bank for Africa Plc, Nigeria
Bank Branch: Road 1, LUTH Premises, Idiaraba, Lagos
Swift Code: UNAFNGLA

VIA

Citibank New York, United States
Swift Code: CITIUS33
Routing No: 021000089
Account Number: 36320321



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