

# Centenary Launches Million Dollar Challenge



A generous group of Centenary stakeholders and leaders has established the **Lady & Gent Million Dollar Challenge**, a program that will match 1:1 all new and renewed gifts to the Centenary Fund up to \$500,000.

With a goal of securing \$1 million in funds for student scholarships and program support, the Challenge will match every dollar donated from now until June 30.

"With more than 90 percent of students receiving some type of financial aid and the continued need for academic and programmatic resources, donations to the Centenary Fund are crucial for insuring that qualified students have the opportunity to experience the outstanding educational and co-curricular programs that Centenary has to offer," said Fred Landry, Associate Vice President for Advancement. "The overwhelming generosity of these leaders in the Centenary community is something to celebrate, but we need the support of the entire Centenary family in order to make this a success."

Currently, Centenary awards more than \$10 million annually to help students and their families afford a Tier One education at Centenary. A portion of that amount is generated by the College's endowment with the balance supported by charitable donations. The College's Advancement Division is presently in the midst of a \$5 million annual campaign for the Centenary Fund in order to provide scholarship opportunities for students as well as academic and capital needs. The Centenary Fund sustains student programs and services, annual scholarships, faculty and academic enrichment, campus improvements, and other programs that make the difference between the maintenance of a great college and the evolution of an extraordinary one.

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"A gift to the Centenary Fund is an investment in our institution's future," said Landry. "Every gift counts when it comes to reaching our goal. This Challenge is a wonderful opportunity for Centenary supporters to not only show their generosity but also have it matched."

Support by alumni, parents, faculty, staff, students, and friends is considered an important factor by corporations and foundations that award grants and by organizations that review Centenary and its programs. All gifts are welcome and appreciated as an important indicator of confidence in the mission of Centenary College and necessary to keeping the College affordable and competitive with other private liberal arts colleges.

For more information, contact Landry at [flandry@centenary.edu](mailto:flandry@centenary.edu) or 318.869.5136.



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**Questions? Contact:**

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 COLLEGE OF LOUISIANA