

WSU News

December 9, 2020

Shock the World Campaign donors raise \$307.8 million for Wichita State

By Strategic Communications



The WSU Foundation's seven-year Shock the World campaign raised more than \$300 million to fund scholarships and campus improvements at Wichita State University.

The results are in for the [WSU Foundation's Shock the World Campaign](#), a seven-year undertaking that ended earlier this year. Alumni and friends of Wichita State University contributed \$307.8 million, surpassing the goal of \$250 million to help position the university for a successful, innovation-focused future.

“When we began planning for this campaign, the firm helping assess the feasibility of it questioned whether it would be possible to raise even \$200 million,” said Elizabeth King, WSU Foundation president and CEO. “They didn’t fully understand the loyalty, dedication and excitement our donors and supporters have for Wichita State. We knew our Shocker community was capable of so much more.”

The Shock the World Campaign met or surpassed all of the priorities identified at the start. Among the most notable achievements were these:

- Increasing scholarships by 40%, providing a total of \$8.1 million in annual payouts to Wichita State students.
- Raising more than \$30 million to build a new home for the W. Frank Barton School of Business. Ground was broken in October for [Wayne and Kay Woolsey Hall](#), named for the Wichita couple who made the lead gift to the facility.
- Raising \$16.6 million for three athletic projects — a new [Student-Athlete Center](#), renovations to Charles Koch Arena and the final phase of the Eck Stadium development plan.
- Enhancing funding for the [Dorothy and Bill Cohen Honors College](#), with the Cohens committing \$7.25 million to the college (as well as \$250,000 to University Libraries.)
- Securing \$83 million in new and received planned gifts, which are gifts donors designate from their estates.

Wichita State Interim President Rick Muma described the support demonstrated by Shock the World donors as inspiring. “They value this university and recognize that private support is absolutely paramount in order for it to succeed. Their confidence in Wichita State’s future makes me truly proud to be a Shocker.”

During the life of the campaign, 32,056 donors contributed, with 45 giving \$1 million or more and 314 giving \$100,000 or more. The three largest donations came from the Woolseys, the Cohens, and from gifts made by Koch Industries — the Fred and Mary Koch Foundation and the Charles Koch Foundation.

“I wish I could personally thank each and every person who donated to the campaign,” King said. “Every dollar raised helps secure the future of Wichita State. Every donation gives our students a more valuable college experience. Every investment helps guarantee that Wichita State is able to contribute to our region’s economic growth and the betterment of our world.”