McKelvey Engineering Challenge
Creating Opportunities for Tomorrow’s Engineers

Washington University in St. Louis
James McKelvey School of Engineering
In early 2019, entrepreneur and university trustee James McKelvey Jr., BS ’87, AB ’87, and his wife, Anna, made an unprecedented philanthropic commitment to usher in a new era of achievement and excellence at the McKelvey School of Engineering. The co-founder of mobile payment company Square Inc., Jim is a visionary thinker and leader with deep roots at Washington University.

Jim and Anna's commitment established the $30 million McKelvey Engineering Challenge, which provides an extraordinary opportunity for alumni, parents, and friends of the university to contribute to the school’s advancement. Any gift or commitment made to the engineering school from January 1, 2019 to June 30, 2022—up to a total of $30 million—will qualify for a challenge match. Donors may support any area within the school, with matching ratios varying by area of support. Matching funds received from corporations or other entities will count toward the donor’s contribution.

Expanding support for undergraduate and graduate student scholarships is among the school’s highest priorities. Engineering students, and especially students from high-need, low-income backgrounds, will directly benefit from the addition of each new endowed or annual scholarship that is given in response to the challenge.

The McKelvey Engineering Challenge

In recognition of his philanthropic commitments, the engineering school was renamed the James McKelvey School of Engineering in January 2019. James M. McKelvey Jr. (center) speaks with engineering students on the day of the announcement of the new name and the launch of the McKelvey Engineering Challenge.
Investing in Future Leaders and Innovators

Washington University students are driven to make a difference in the world. At McKelvey Engineering, students learn to tackle the most pressing challenges facing society, in areas ranging from energy and the environment to information security and biotechnology.

What was recently renamed the McKelvey School of Engineering was the first school at Washington University to create a named scholarship program, which was founded in 1974. Today, scholarships are one of the most significant ways to invest in current and future engineering students. A scholarship is a gift that touches not only the lives of the student recipients but also the communities in which they live, learn, work, and serve. Each scholarship makes a tremendous difference—to the students who benefit from the scholarship, to their families, and to every person the students encounter throughout their lives and careers.

Washington University competes with other top universities to attract the finest students in the world. Scholarships are a key factor in many students’ college decisions. Our goal is to ensure that every admitted student can take advantage of a life-changing Washington University education, no matter their financial circumstances. Scholarship gifts help turn students’ boldest dreams into real-world possibilities.
"To say this scholarship has changed my life is an understatement. It made my experience last year possible, will make my experience this coming year possible, and is the launching point of this fabulous adventure called adult life that I have the privilege of exploring.

It is enormously humbling to think that someone I had never met chose to invest in me. Their belief in me has given me the opportunity of a lifetime."

— Simone Raeth, Class of 2020
McKelvey Engineering Dual Degree Program, Guarantee Electrical Company Scholarship recipient
When Elijah was growing up in south Texas, a university education was only a remote possibility for him and his twin sister. His parents are first- and second-generation immigrants who did not attend college, and although they worked hard to support their family, higher education seemed like a luxury they could not afford. When he received his scholarship offer from Washington University, Elijah was thrilled he would be the first in his family to go to college—and at his dream school.

As a double-major in Chinese and computer science at WashU, he has found the rigorous yet supportive environment he had been seeking. Elijah says he wants to become an engineer so he can work on difficult problems. “I am very interested in autonomization, including how it can enhance everyday life by eliminating inefficient processes,” he says. “I also am fascinated by artificial intelligence and its application to autonomized processes, such as self-driving cars.” After he graduates, Elijah plans to pursue a graduate degree in computer science.

As a child, Simone watched a documentary series about the Disney theme parks. Through these movies, she learned that mechanical engineers were the ones responsible for designing the parks’ attractions. Seeing the creativity involved and the positive impact of their work, she decided that she wanted to become a mechanical engineer. Simone still aspires to work in Disney’s Imagineering department one day as part of the team that designs and builds the attractions that distinguish the company’s numerous properties worldwide.

As a student in the Dual Degree Program in McKelvey Engineering, she is enthusiastic about the opportunities that lie ahead of her. As Simone continues her studies and builds upon her background in the liberal arts and natural sciences, the California native hopes to become a well-rounded engineer capable of making great contributions to society. “I feel humbled to have received a scholarship that allows me to come to St. Louis to write this next chapter of my life,” she says. “Because of this scholarship, my dream is coming true in a way I could not have imagined.”
For more information about the McKelvey Engineering Challenge, visit mckelveychallenge.wustl.edu.
An endowed scholarship is a powerful investment in the future. A gift of $100,000 or more establishes an endowed scholarship that may be named to honor the donor or someone else of their choosing for as long as the university endures.

A lasting bond often develops between scholarship sponsors and their students, who have opportunities to meet at the annual scholarship dinner and other events during the year. Many former scholarship recipients now sponsor scholarships to help future generations of students. An endowed scholarship is an investment that will benefit society for generations to come.

Donors may also choose to add any amount to an existing, fully funded scholarship endowment. The endowment principal is invested alongside other endowed gifts in order to maximize its performance and counter the effects of inflation. Each year, a portion of the endowment’s annual investment income is used to provide a scholarship, leaving the endowment’s principal untouched. In this way, the scholarship endowment lasts for as long as the university endures while also providing scholarship support for talented students each year.

Gifts may be pledged in advance, payable over a period of five years. Alternatively, many endowed scholarships are funded through wills, trusts, charitable remainder trusts, charitable gift annuities, or other planned gift vehicles. For more information on how to make these provisions part of your long-term planning, please contact the Office of Planned Giving at 800-835-3503 or 314-935-5373.

### Scholarship Endowment Levels

<table>
<thead>
<tr>
<th>Giving Level</th>
<th>Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefactor’s endowed scholarship</td>
<td>$1 million</td>
</tr>
<tr>
<td>Provides a full-tuition scholarship</td>
<td></td>
</tr>
<tr>
<td>Founder’s endowed scholarship</td>
<td>$500,000</td>
</tr>
<tr>
<td>Provides a half-tuition scholarship</td>
<td></td>
</tr>
<tr>
<td>Sustaining endowed scholarship</td>
<td>$250,000</td>
</tr>
<tr>
<td>Endowed scholarship</td>
<td>$100,000</td>
</tr>
</tbody>
</table>
Annual Scholarships: Variable Match

For every dollar contributed or committed to annual engineering scholarships, the McKelvey Engineering Challenge provides a variable match to support the McKelvey Scholarship Endowment.

The Scholars in Engineering program offers the opportunity to sponsor a named scholarship with an annual fund gift of $5,000 or more. Scholarships may be named in honor of the donor or another person of their choosing. Annual scholarships are put to use quickly and directly support current students.

Although the donor may choose to renew their annual scholarship each year, the university encourages donors to make multi-year commitments in order to provide support for the same student throughout their time at the university.

Named scholarship sponsors have the opportunity to be paired with a student and get to know the student through events such as the annual Scholars in Engineering Dinner.

In addition, annual fund scholarship gifts of $1,000 or more qualify donors for membership in the William Greenleaf Eliot Society. Eliot Society members are leaders in supporting the Annual Fund, which provides the university’s critical margin of excellence in its mission of teaching, research, and service to community and society.

<table>
<thead>
<tr>
<th>Outright Gift</th>
<th>Annual Pledge up to 5 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recognition Level</strong></td>
<td><strong>Donor Contributes</strong></td>
</tr>
<tr>
<td><strong>Danforth Circle: Chancellor's Level</strong>&lt;br&gt;Annual minimum gift: $50,000</td>
<td>$1</td>
</tr>
<tr>
<td><strong>Danforth Circle: Dean's Level</strong>&lt;br&gt;Annual minimum gift: $25,000</td>
<td>$1</td>
</tr>
<tr>
<td><strong>Eliot Society Patrons</strong>&lt;br&gt;Annual minimum gift: $10,000</td>
<td>$1</td>
</tr>
<tr>
<td><strong>Eliot Society Benefactors</strong>&lt;br&gt;Annual minimum gift: $5,000</td>
<td>$1</td>
</tr>
<tr>
<td><strong>Eliot Society Fellows</strong>&lt;br&gt;Annual minimum gift: $2,500</td>
<td>$1</td>
</tr>
<tr>
<td><strong>Eliot Society Members</strong>&lt;br&gt;Annual minimum gift: $1,000</td>
<td>$1</td>
</tr>
<tr>
<td><strong>All other Annual Fund Support for Scholarships</strong></td>
<td></td>
</tr>
</tbody>
</table>

McKelvey Engineering Challenge
Continuing the McKelvey Family Legacy at Washington University

Trustee James McKelvey Jr. is a visionary thinker and leader with deep roots at Washington University. He graduated in 1987 with degrees in computer science and economics, however, his lifelong engagement with the university began long before his collegiate experience. Jim’s childhood memories include countless trips to campus to visit his late father, James McKelvey Sr., MS ’47, PhD ’50, the iconic dean of the engineering school from 1964 to 1991. During his years in that position, Dean McKelvey helped transform the engineering school from a regional program to a nationally recognized center of research, education, and innovation.

Through his extraordinary success, support, and dedication, Jim has extended his family’s legacy at the university. An accomplished engineer, entrepreneur, and artist, he has started, helped to develop, or led more than a dozen companies. Jim is widely known for co-founding the mobile payment company Square Inc. He currently serves as CEO of Invisibly, a micropayments company he founded in 2016 to transform online advertising engagement, and as an independent director of the Federal Reserve Bank of St. Louis. He is a co-founder of LaunchCode, a nonprofit organization that finds and trains individuals for careers in the tech industry. A talented glassblower, Jim also co-founded Third Degree Glass Factory—a renowned glassblowing education center and art studio—in St. Louis. Through these and his many other efforts, he has greatly contributed to the thriving entrepreneurial community, as well as the rich cultural opportunities in St. Louis and beyond.

Jim is an exceptional alumnus of Washington University and has honored his family’s extraordinary history at the university through his philanthropic support. The university recognized him with the Alumni Achievement Award from the engineering school in 2012 and a 2017 Robert S. Brookings Award. Through a 2016 commitment, Jim made possible a new building for the engineering school, James M. McKelvey, Sr. Hall, which honors his father’s remarkable achievements as dean. The building is slated to open in 2021. In recognition of Jim’s generous support, the McKelvey School of Engineering was renamed in his honor in 2019.

James M. McKelvey Jr. (left) and his father share a moment at the 2018 groundbreaking for James M. McKelvey, Sr. Hall.
[Business card dual diecut to accommodate both traditional 3.5” x 2” and square 2.5” x 2.5”]
For more information, please contact:

Pamella A. Henson
Executive Vice Chancellor for University Advancement
Washington University in St. Louis
MSC 1101
One Brookings Drive
St. Louis, MO 63130-4899
(314) 935-5850
hensonp@wustl.edu

Abe L. Cross
Executive Director of Advancement McKelvey School of Engineering
Washington University in St. Louis
MSC 1202
One Brookings Drive
St. Louis, MO 63130-4899
(314) 935-9379
abecross@wustl.edu

mckelveychallenge.wustl.edu