**The Need**

The small number of undergraduate merit-based scholarships that Carolina has to offer entering students, once a problem, is now emerging as a threat.

Merit-based scholarships are our most powerful tool for recruiting talented, high-achieving students to the University. But because we have so few, Carolina is losing top young people to other institutions. More and more schools, including those we haven’t traditionally considered as competitors, are using their merit-based scholarships to take superior students away from our University and our state. And a scholarship isn’t even needed at many elite schools — they now offer grants to close the affordability gap for families.

Consider: In 2014, we weren’t able to offer a merit award to 75 percent of the students who were also admitted to at least one Ivy League or top 10 school. Of those 75 percent, only 8 percent chose to enroll here. Of those who did receive a merit offer and were also admitted to an Ivy/top 10, we enrolled 28 percent.

---

**Gift Opportunities**

- The comprehensive **Carolina Scholarships** program is designed to attract the most qualified students from the state and nation.
- **Carolina Innovation Scholarships** support students who show outstanding promise as an entrepreneur.
- **Chancellor's Science Scholarships** provide a pathway to success for highly able students who aspire to be leading Ph.D. and M.D. scientists.
- The **Chancellor’s Recruitment Fund** enables the Office of Undergraduate Admissions to recognize talent and persuade unsure students to come to Carolina.

**Gift Amounts**

- **$500,000**, payable over five years, creates a nameable scholarship endowment.
- **$25,000**, payable over five years, creates a nameable Chancellor’s Recruitment Fund.

**Contact**

Terri Hegeman: terri_hegeman@unc.edu | (919) 962-4385