

# ENLARGING OUR TERRITORY

Oakwood University Capital Campaign



“...Oh, that You would  
bless me indeed, and  
enlarge my territory...”

1 Chronicles 4:10 (NKJV)

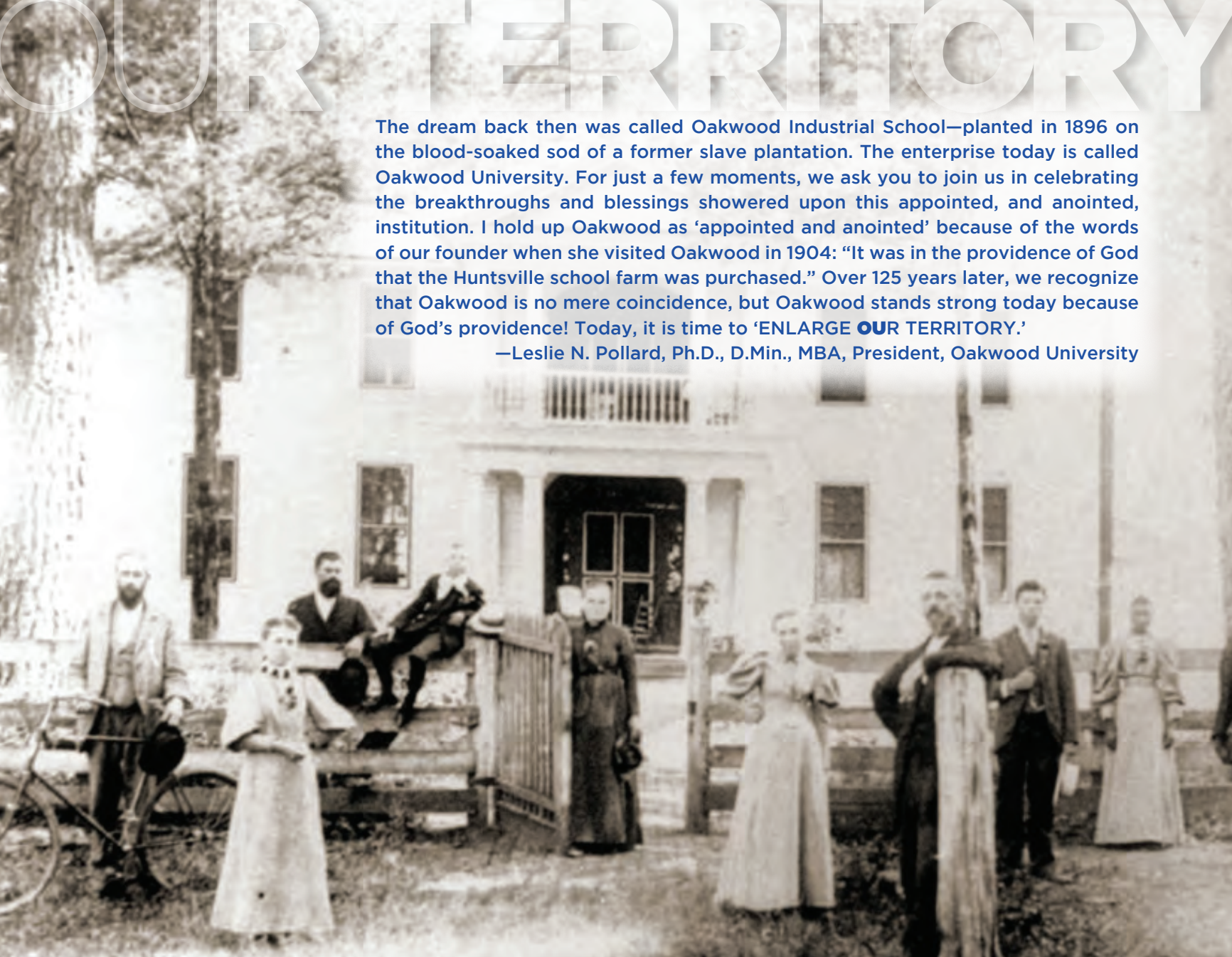


*One Faith, One Future,  
One Oakwood*

# OUR TERRITORY

The dream back then was called Oakwood Industrial School—planted in 1896 on the blood-soaked sod of a former slave plantation. The enterprise today is called Oakwood University. For just a few moments, we ask you to join us in celebrating the breakthroughs and blessings showered upon this appointed, and anointed, institution. I hold up Oakwood as ‘appointed and anointed’ because of the words of our founder when she visited Oakwood in 1904: “It was in the providence of God that the Huntsville school farm was purchased.” Over 125 years later, we recognize that Oakwood is no mere coincidence, but Oakwood stands strong today because of God’s providence! Today, it is time to ‘ENLARGE **OUR TERRITORY.**’

—Leslie N. Pollard, Ph.D., D.Min., MBA, President, Oakwood University





**In** 1896, a small group of courageous visionaries founded the Oakwood Industrial School to educate the children of recently-freed African American slaves on a former slave plantation. Under Ellen G. White’s burden for the colored people 125 years ago—the recently freed, legally denied, and painfully deprived colored people, the founders purchased 360 acres, 9 slave cabins, a dilapidated old manor house with 65 oak trees—all acquired for \$6,700 dollars. Today, 125 years later, here we are—40 buildings, 1,192 acres, and a one-hundred million dollar enterprise, with a God-first faculty, resurrected industry, a nimble and brilliant student body, a consecrated staff, and over 50 countries represented. Our founders would shout, “Praise the Lord!”

From the Oakwood Industrial School, to Oakwood Manual Training School, to Oakwood Junior College, to Oakwood College, now to Oakwood University—for more than 125 years, Oakwood has transformed student lives for service to God and to humanity. Today, we celebrate sending students out in service—around the corner and around the world. Every day, whether I am visiting classes, attending worship, greeting donors, chairing meetings, or giving speeches, I am humbled to live in service to the mission of the institution that we love.

Look at some of the newest state-of-the-art spaces here at Oakwood. Enjoy this tour of the blessings and breakthroughs shown to Oakwood previously, and during this time of pandemic. As the University has grown, so have the needs and expectations of the students. We seek your substantial support for four future projects during our Capital Campaign themed: “Enlarging OUR Territory: One Faith, One Future, One Oakwood!” Here is what has been accomplished...

Our drive toward facility creation and modernization began in 2011 as a pillar of Vision 2020. Our goal was to create state-of-the-art instructional, residential, and service spaces because our students deserve the best ... and God blessed us.



**CUNNINGHAM HALL**—In 2012, this legendary space was completely renovated and modernized into a “one stop shop” for student enrollment, registration, finance, records, and matriculation, at a cost of \$5 million.



Next came the new build of our **PETERS MEDIA CENTER**—In 2014 Vision 2020 laid out the need to build a state-of-the-art broadcast studio to train our Communication students and to house OUBN, our newly-visioned Oakwood University Broadcast Network. It was done through the generous philanthropy of Leroy and Lois Peters—and we call it the Peters Media Center. Today, our campus boasts an 11,000 square foot facility to train students in communications media, and today, we serve our church and world. During that same time, we completely renovated historic Ford Hall into offices for our Communications Department faculty.



In 2015, the **OAKWOOD “SNACK” BAR**—was redesigned and renovated at a cost of \$300,000.

As we changed vendors for our dining services, the **BLAKE CENTER DINING HALL** was redesigned



and renovated completely in 2015, at a cost of \$500,000.

Then came the now famous **CARTER HALL** Renovation—Carter was totally



renovated in 2017 at a cost of \$6 million—into an exquisite space for our first-year women—here at Oakwood University.

Then came the **TREE HOUSE CAFÉ**—Built in Blake Center in 2018 to provide variety at a cost of \$500,000, with the generous help of Alumni and friends—it is a quick alternative to satisfy the grab-and-go needs of today’s busy university students.



We then turned to the **EDWARDS HALL**—Bathroom renovations were completed in 2018 to update the men’s living spaces at a cost of \$500,000—and more renovations and upgrades are on the way for both Edwards Hall and Wade Hall. At a cost of \$2 million, **WADE HALL** Renovations have been approved in 2021 and construction is currently taking place.



A contract from the federal government allowed us to renovate our **BUSINESS DEVELOPMENT FACILITY** (affectionately called “4920”) in 2019, at a cost of \$440,000, as we housed the Census Bureau in preparation for the 2020 Census.



Vision 2020 called for a resurrection of industry. In 2018, we launched **OAKWOOD FARMS**, and in 2020 we held the grand opening for the **OAKWOOD FARMS MARKET & BISTRO**, at a cost of \$3.6 million.

Not satisfied with only caring for our faith community, we launched a powerful community engagement emphasis in 2016 focusing on the health



of the campus—called Healthy Campus 2020. Phase 2 of our plan called for us to turn the blessing of health into a community



engagement benefit. You will be pleased to know that we held the grand opening for our **COMMUNITY HEALTH ACTION CENTER**, at a cost of \$4 million, opened in July of 2021.

But we didn't stop there. After winning a contract from the State of Alabama, we transformed the former Peterson Hall into



the fully modernized **PETERSON HALL RESIDENCE AND CONFERENCE CENTER**. This project was completely renovated in 2021 at a cost of \$7 million.

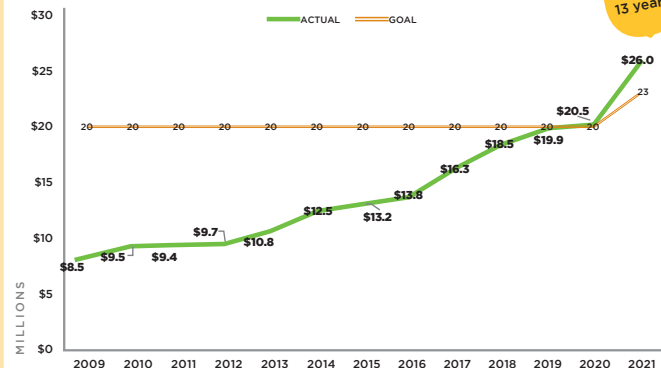
In the last 10 years, we have spent more than \$70 million dollars on constructing residential, learning, and gathering spaces to ensure the long-term sustainability of this very special place called Oakwood. The following projects are included in the ENLARGING OUR TERRITORY \$50 Million Dollar Capital Campaign:

1. Endowment
2. Peters Hall Fine Arts Building Renovation and Expansion
3. Community Health Action Center
4. Health & Wellness Center

**First**, Let's talk about our **UNIVERSITY ENDOWMENT**. Such sustainability comes through growing our endowment, which is a combination of donor and institutional contributions to the general endowment fund, and donor established endowed scholarships and other named programs and projects. When we arrived in 2011, our endowment rested at \$9.4 million dollars. As part of Vision 2020, we set a goal of "20 by 20"—\$20 million dollars by 2020. In January of 2020, we announced the reached goal of \$20 million dollars.

**Our goal is to increase the Oakwood University endowment from \$26 million dollars in 2021 to \$35 million dollars in 2025, and ultimately \$100 million dollars by 2030!**

**Endowment Growth (FY 2009 – FY 2021)**  
\$35m by 2025\*



# ENLARGING OUR TERRITORY





## NAMING OPPORTUNITIES FOR MUSIC BUILDING

- a. Facility - \$1,500,000
- b. Atrium Lobby - \$1,000,000
- c. Auditorium - \$1,000,000
- d. Rear Lobby and Reception - \$150,000
- e. Corridors - \$50,000
- f. Recording Studios - \$100,000
- g. Studios - \$50,000
- h. Bathrooms - \$150,000
- i. Classrooms - \$150,000
- j. Offices - \$25,000
- k. Ticket Sales - \$25,000
- l. Choral Room - \$250,000
- m. Orchestra Room - \$350,000
- n. Green Room - \$60,000
- o. Control Room - \$50,000
- p. Coat Check Room - \$10,000
- q. Conference Room - \$100,000
- r. Music Room/Classroom - \$250,000
- s. Kitchenette - \$50,000
- t. Stage - \$50,000
- u. Vestibule - \$25,000
- v. Computer Lab - \$150,000
- w. Auditorium Chair - \$500-\$2,500 each
- x. Outdoor Performing Arts Pavilion
- y. Named Stones -
- z. Landscaping

*Next*, when you hear the name Oakwood, you might think immediately of “music.” Oakwood University is well-known throughout the world for its contributions to the musical arena including the award-winning, Choir of the World, The Aeolians. Although the facility has served the Oakwood community very well since it was constructed in 1965, **PETERS HALL**—what we call ‘the Music building’—is expected to be renovated and expanded, at a cost of \$8.5 million dollars. This project has already begun in the Fall of 2021. The “new” Peters Hall will serve the next generation of young artists that come to Oakwood, in an atmosphere that breathes creativity and develops their God given gifts for others.



# ENLARGING OUR TERRITORY







## Community Health Action Center



Another project, true to our history of community engagement and service, is our **COMMUNITY HEALTH ACTION CENTER**. Since 2015, Oakwood University has operated a nationally recognized initiative—Healthy Campus, Healthy Community—that seeks to address some of the needs faced by our

campus community, as well as the residents in North Alabama, through a collaborative, comprehensive and sustainable community-based approach to health, food, and job insecurity. While we don't know the long-term impact of COVID-19, we do know that the status of food insecurity and income/job instability has worsened since the start of the pandemic, and will continue to worsen, especially among groups disproportionately affected by the pandemic.

In addition, the economic upheaval of the pandemic could cause damage that will reverberate long after the virus has been contained; therefore, this is the time to intervene. Healthy Campus, Healthy Community responds to an urgent and long-term health and economic need of our campus and our surrounding community. Several activities of this initiative will be implemented in the services offered at the Community Health Action Center. Our goal for this facility and its programs is \$1 million dollars.



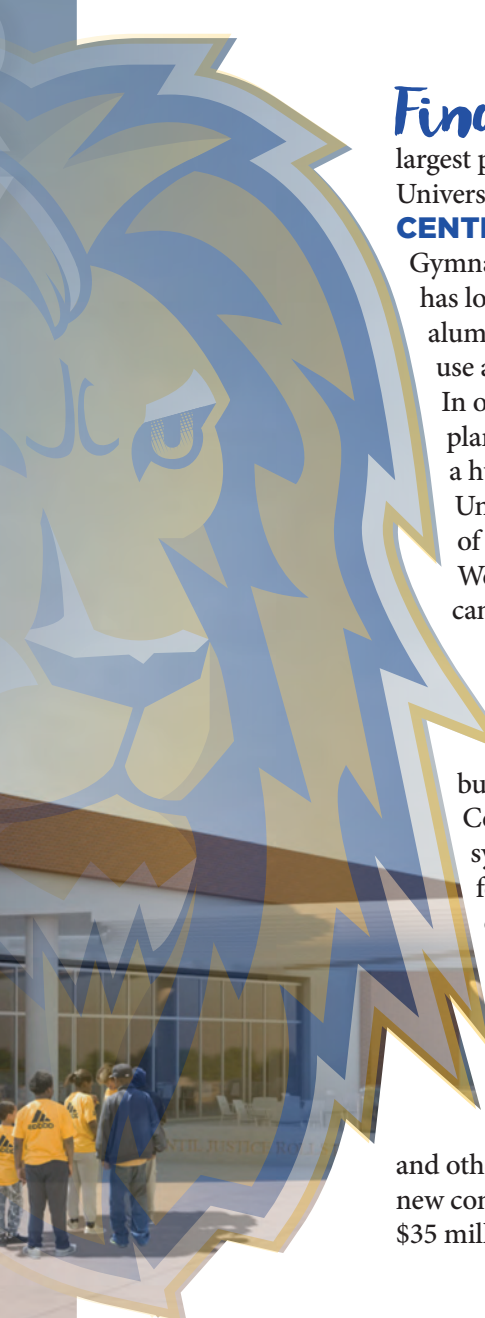
## NAMING OPPORTUNITIES FOR COMMUNITY HEALTH ACTION CENTER

- a. Operating Endowment - \$1 Million
- b. Endowed Research Chair - \$1 Million
- c. Outdoor Pavillion - \$500,000
- d. Community Auditorium - \$250,000
- e. CHAC Lobby Waiting Room - \$50,000
- f. Mobile Market Food Pantry - \$50,000
- g. Cold Food Storage Area - \$50,000
- h. CHAC Food Pantry for One Year - \$50,000
- i. Instructional Kitchen - \$50,000
- j. Community Adult Health and Job Skills Training - \$50,000
- k. Stop Smoking Clinic - \$50,000
- l. Eliminate Alcohol Program - \$50,000
- m. Children's Library - \$50,000
- n. Children's Story Hour - \$50,000
- o. DigiHealth - Health Education for Children with Comorbidities - \$50,000
- p. After School Health Program - \$50,000
- q. Children's Education Space - \$50,000
- r. Kitchen Furnishings and Supplies - \$30,000
- s. Classroom Furniture and Electronics - \$20,000
- t. Waiting Room Furniture and Fixtures - \$10,000
- u. After School Program Equipment - \$11,000
- v. Stocking the Mobile Health Market for 3 months - \$15,000

# ENLARGING OUR TERRITORY



O. U. HEALTH & WELLNESS CENTER



**Finally,** we seek your support for the largest project in our lineup—the Oakwood University **HEALTH AND WELLNESS CENTER.** The Ashby Auditorium & Gymnasium was constructed in 1956, and has long been a gathering place for students, alumni, and visitors to learn, worship, and use as a sports and general event space. In our most recent five-year strategic plan, our leadership team has identified a huge opportunity to expand Oakwood University’s footprint with the building of a new, critically needed Health and Wellness Center on the north side of the campus.

The theme for our Health and Wellness Center is “Only the best for the best.” We have the best students in the world. By embarking on this building effort, the Health and Wellness Center will become a highly visible symbol of growth and rejuvenation for a healthy campus and a healthy community. The 114,000-square-foot facility will break ground in the Fall of 2022 and will include a public event space accommodating 4,400 guests, a performing arts forum, a worship area, and gathering places for students, alumni, local community, and other activity groups. The total cost of this new construction project is estimated to be \$35 million dollars.

“Observing my youngest cousin in physical therapy sessions during his childhood inspired me to want to help children in similar situations. For many years, I have treated developmentally delayed patients, and children with neurological and orthopedic diagnoses. I have created more community programs for children with special needs who are unable to participate in mainstream sports to provide a movement outlet for them. I’m also a volunteer with a local organization that builds adaptive bicycles for kids with special needs.

Having a OU Health & Wellness Center would provide a great resource for hands-on learning. I believe OU professors could be even more effective with a space that allows them to teach principles in real time. Because those who are interested in health and wellness are prone to being more active themselves, a health and wellness center would be a great place to maintain physical health.

It was important for me to take care of my body for spiritual reasons, and because I chose a career that required me to be a champion of movement; I had to practice what I was going to preach.”

**JENNIFER HUTTON,**  
**PT, DPT,**  
**CLASS OF 2005**  
Major: Pre-Physical Therapy  
(Allied Health)

## **NAMING OPPORTUNITIES FOR THE HEALTH AND WELLNESS CENTER**

- a. Health and Wellness Center - \$15 Million
- b. Gymnasium/Auditorium - \$10 Million
- c. Natatorium - \$5 Million
- d. Main Lobby - \$5 Million
- e. Fitness Room - \$2 Million
- f. Weight Room - \$2 Million
- g. Track - \$2 Million
- h. Classrooms - (50) \$150,000 Each
- i. Seats in the Gymnasium - (4,400) \$500-\$2,500 Per Seat

### **OTHER GIVING OPPORTUNITIES:**

Sponsorships available for landscaping, lighting, equipment, technology, furniture, fixtures, and more.



Jennifer is a Physical Therapist and Instructor making a difference for children with special needs to provide a movement outlet through sports and activities.

An African proverb says, “If you want to go fast, go alone, but if you want to go far, go together.” We are praying that together, you will join us and invest in dedication to the mission of Oakwood University, to continue transforming lives in health, music, and service to God and humanity for another 125 years or until Jesus comes again! Join us in “Enlarging **OU**r Territory—One Faith, One Future, One Oakwood!”

*For more* information on joining and becoming a partner in the “Enlarging **OU**r Territory” Campaign, by investing in these priorities and more, please visit [give.oakwood.edu](http://give.oakwood.edu), email us at [developmentoffice@oakwood.edu](mailto:developmentoffice@oakwood.edu), or give us a call at 256.726.7201, and we’ll be happy to answer any of your questions. We have many great naming opportunities within the facilities. Some have already signed up for those opportunities.

Thank you for your time, and thank you for your prayerful and generous support of Oakwood University!

  
Leslie N. Pollard  
President, Oakwood University



# One Faith, One Future, One Oakwood



**GOD First!**

Office of University Advancement  
7000 Adventist Boulevard, NW  
Huntsville, Alabama 35896

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