



## For Us All: The Campaign for West Point

From the gates of the United States Military Academy at West Point have emerged generations of leaders: Grant and Lee, Pershing and MacArthur, Eisenhower and Patton, Schwarzkopf and Petraeus. Countless others have advanced to enjoy distinguished civilian careers in business, medicine, law, sports, politics and science. Such an illustrious alumni roster comes by no coincidence, but rather an unrelenting commitment to excellence and to the timeless ideals embodied in the West Point motto: “Duty, Honor, Country.”

The Academy’s rigorous program has led to its consistent ranking by *U.S. News & World Report* as one of the “Top Public Liberal Arts Colleges” in the country. In an effort to sustain West Point’s eminence and its position as the world’s premier leader development institution, the West Point Association of Graduates has commenced the first phase of *For Us All: The Campaign for West Point*, a comprehensive capital campaign to provide significant building, endowment, programmatic and operational support to the Academy.

West Point receives 90 percent of its funding from the federal government, providing the core education required for cadets to earn their bachelor of science degree and a commission into the U.S. Army. Approximately 10 percent is contributed by individuals and organizations, which in 2010 totaled \$35 million. These private funds support West Point’s Margin-of-Excellence programs—additional, out-of-classroom opportunities and experiences that enhance cadet education.

*For Us All* will ensure the Academy has the resources to adapt to the 21st-century needs of its cadets, the U.S. Army, and ultimately the nation. Graham-Pelton Consulting was honored to provide strategic counsel for the effort, partnering with West Point for a feasibility study and working closely with the Academy’s professional staff to manage the early leadership phase of this momentous campaign.

Since West Point’s founding in 1802, a favorite expression at the Academy has been, “Much of the history we teach was made by the people we taught.” *For Us All* will provide the resources and opportunities that will allow current and future cadets to live up to that lore.

**FOR US ALL**

*the Campaign for West Point*

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