



# Back the Pack!

New era brings  
new opportunities for  
Northwood University Athletics

The plan for sustained success, on and off the field,  
at America's Free-Enterprise University





# A Proud History

## **NORTHWOOD ATHLETES ARE SOMETHING SPECIAL**

Northwood has always been about more than textbooks and exams. From the beginning, Northwood has been committed to experiential learning, leveraging active ties to the business community to provide students with real-world insights as part of a comprehensive preparation to lead a meaningful life. Part of that mix is a diverse mosaic of activities and experiences, including on-campus intercollegiate athletics.

There's nothing like the feeling of watching your school's team drive downfield for a winning touchdown, or hit a buzzer-beating three-point shot, or drive home a spike to end a match.

Northwood's first varsity team played basketball in 1960. Since then, the Athletic Department has steadily grown, now fielding varsity teams in 18 men's and women's sports. Great players, championship teams, and historic moments through the years have become an indelible aspect of what it means to belong to Northwood Nation.

In addition to enriching the student experience, Northwood's proud athletic history has enhanced the University's brand. Media coverage is an invaluable form of marketing exposure. Competitions across the state, the region, and the country enable new people to hear about The Northwood Idea and consider it as a potential educational destination. There is no way to accurately measure how many people have landed on Northwood's campus due in part to hearing about Timberwolf sports, but it is safe to assume that there are many. It is, truly, a win-win situation.

Those benefits, however, cannot be taken for granted. As with any worthwhile endeavor, they require constant attention and renewed investment. As Northwood enters a new era in its proud athletic history, it is the perfect time to reinvest in Timberwolf Pride.







## GO MAD IS HERE TO STAY

It started with a simple but powerful admonition from a respected leader: Go Make A Difference (MAD). In 1997, Northwood Football Head Coach Pat Riepma planted the seed for a University tradition. What started as a mantra for the Timberwolves football program transitioned to become a University-wide mission.



**Pat Riepma**

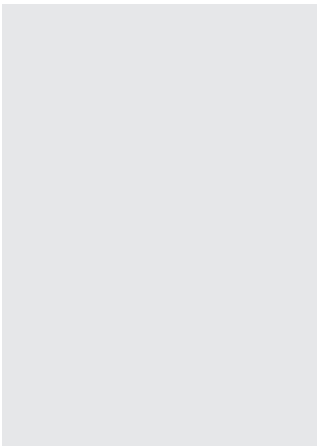
In 2015, Northwood hosted its first annual Go MAD (Make A Difference) Day for people in the Midland area. The entire campus community rallied together for a day of service, such things as performing chores for homebound neighbors, collecting food bank donations, reading to children, and putting on free mini-camps where Northwood student-athletes shared their knowledge and joy of sport with local elementary school students.

In 2017, roughly 800 Go MAD volunteers from all corners of Northwood Nation – including about 350 student-athletes from all 18 varsity sports – contributed more than 2,000 hours of service in a single day, benefitting dozens of local agencies and thousands of people. A few months later, citing the growing Go MAD movement, the National Collegiate Athletic Association chose Northwood for its 2018 Award of Excellence, which honors a school's campus and community engagement efforts.

Pat Riepma was not there to accept the NCAA award. He passed away in 2015 after a heroic struggle against cancer. But those who were there said they could feel Riepma's spirit all around them. They understood, like never before, how true leadership can have a lasting impact on the world. And they enthusiastically joined together to recite the simple words that will always be heard in the halls of Northwood University:

Go MAD.





Fellow Northwood Supporters:

This is a pivotal moment for Northwood Athletics, and the University is calling on its most loyal backers to help make it the beginning of a glorious era.

Northwood recently joined the Great Midwest Athletic Conference (GMAC), which crowns champions in 12 men's and 12 women's sports, including all 18 sports in which Northwood fields teams.

When the impending move to the GMAC was announced, Northwood President Kent MacDonald called it “a great fit for us” and beamed about the prospect of our athletes competing against “institutions of similar size, shared values, independent philosophy, scholarship levels and focus on a high-quality academic experience.”

I heartily share those sentiments, which is why I am honored to help lead the Northwood University Athletics Initiative, a comprehensive effort to raise the level of support in place for Timberwolf athletes. In alignment with the University's new Strategic Plan, which was crafted by a broad group of stakeholders and lays out a clear roadmap for institutional growth, the Athletics Initiative offers a vision for the future of Northwood sports programs and details the steps necessary to make that vision a reality.

If you share our belief in the power of intercollegiate athletics to provide leadership, then you are part of that vision. The Athletics Initiative will succeed to the extent that committed people





do what they can to pave the way for Northwood to deliver immediate and sustained leadership in the GMAC and beyond.

The timing of the Strategic Plan and the Athletics Initiative are critical to the future of Northwood. Their elements will fundamentally strengthen the University, positioning this distinct institution as home to a formidable, unflinching, and dynamic environment where the future leaders of a global, free-enterprise society are developed and prepared to impact communities throughout the world.

Sports train both the mind and body of student-athletes. Our programs reflect the University's core values as they build leadership skills and confidence in our graduates, who continue to excel long after they leave the locker room. The Athletics Initiative is an important component in reinforcing the University's brand across the Midwest and exposing the power of The Northwood Idea to many new people. If those are outcomes you value, I urge you to keep reading, learn about our plan, and help in any way you can. You are wanted – and needed – on the team. Help expand the future of Northwood Athletics. Join us in supporting the Athletics Initiative.

Enthusiastically,

[add signature]

Jeff Curtis,

*Chairman, Northwood University Athletics Initiative*



# A Bold Plan for Sustained Success

## NORTHWOOD UNIVERSITY ATHLETICS INITIATIVE PROVIDES A WINNING GAME PLAN

To fully capitalize on the opportunities present at this pivotal moment in time, the Northwood University Athletics Initiative was launched with a mandate of engineering sustained success. The Initiative has crafted a bold vision for the future of Timberwolf sports. Upgraded facilities. Expanded scholarship offerings. Enhanced funding for coaches' salaries and program operations.

These are the things that great college athletic programs do to maintain their success. These are the features that attract the best coaches and athletes to campus. These are the actions that produce winners.

In total, Northwood University plans to raise more than \$20 million to fully fund its vision of sustained success for its varsity sports teams and to support the athletic and wellness environment on campus. This will enable Northwood to establish leadership in the Great Midwest Athletic Conference and to foster sustained success for the future.

Here is a breakdown of the plan:

### COACHING ENDOWMENTS: \$13 MILLION

Each of Northwood's varsity programs is guided by a coaching staff that devotes endless time, passion, and wisdom to the pursuit of success and the development of the next generation of leaders. While the best coaches are motivated by more than money, the increasingly competitive world of college sports includes cut-throat competition for the best coaching talent. Endowments provide the resources to attract that talent to Northwood.

### FACILITIES UPGRADES: \$7 MILLION

The quality of a college's facilities play a major role in attracting coaches and athletes to campus, as well as in providing an enjoyable spectator experience for students, alumni, and other fans. The Athletics Initiative has identified the highest priorities for upgrading facilities, including:

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Baseball and softball field upgrades, including indoor batting cages, locker rooms, and refurbished spectator seating

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Turf building upgrades, including lighting and dividers that expand use for multiple sports and open the possibility of revenue-generating use by the community

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New turf field for soccer, providing potential to add lacrosse teams

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Lights for Hantz Stadium

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Resurfacing of tennis courts, along with refurbished spectator seating

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Upgrades to Bennett Sports Center, including a new Northwood Sports Hall of Fame

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Upgrades to football office area

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Upgrades to main Athletic Department office area

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### **SCHOLARSHIP ENDOWMENTS - \$1.6 MILLION**

Currently, Northwood is only able to offer athletic scholarship funding at 73% of what is allowed by the National Collegiate Athletic Association. This is a very real competitive disadvantage. Raising that figure to 100% can be accomplished through establishment of endowed scholarships that provide sustained funding.

Today's student-athletes have myriad options across the country when choosing which institution of higher education to attend. In order to remain competitive in its recruitment efforts, Northwood must offer scholarships and expenses at NCAA-approved levels for each sport. At this time, we don't have a single sport that is fully funded. Financial support is crucial as we work toward competing nationally in every sport we sponsor.





# Join the Team

## ATHLETICS INITIATIVE NEEDS LEADERS TO STEP FORWARD

In order to turn the Athletics Initiative plan into reality, Northwood is reaching out to people who understand the power of The Northwood Idea and are willing to join in the effort to promote it.

There are several ways you can support the Northwood Athletics Initiative:

### BECOME A PACK LEADER

As the Athletics Initiative swings into action, a small group of capable people will be chosen as Pack Leaders, tasked with organizing the outreach for specific areas of the plan. It is no small ask, but the potential to have a lasting impact on Northwood’s campus is tremendous.

If you believe you would be successful as a Pack Leader, or know of someone else you think might be, please reach out to Jeff Rekeweg to begin the process.



### FUND A COACHING ENDOWMENT

A coaching endowment, named for the funder or for someone else of the funder’s choosing, will be established for each varsity sport. The named endowment will remain in place as coaches come and go through the years. It is a unique opportunity to create a lasting legacy while gaining the satisfaction of having a real impact on Northwood’s success.

Coaching endowments will be established at the following levels:

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|--|-------------|
| Baseball   | \$1,000,000 |
| Football (Pat Riepma Coaching Endowment)               | \$2,000,000 |
| Men’s Basketball (Rollie Massimino Coaching Endowment) | \$2,000,000 |
| Men’s Golf   | \$500,000   |
| Men’s Soccer   | \$500,000   |
| Men’s Tennis (Zane Colestock Coaching Endowment)       | \$500,000   |
| Softball   | \$1,000,000 |
| Track & Cross Country (Jim Knapp Coaching Endowment)   | \$1,000,000 |
| Volleyball   | \$1,000,000 |
| Women’s Basketball                                     | \$2,000,000 |
| Women’s Golf   | \$500,000   |
| Women’s Soccer   | \$500,000   |
| Women’s Tennis (Zane Colestock Coaching Endowment)     | \$500,000   |





### **FUND A SCHOLARSHIP ENDOWMENT**

A named scholarship endowment fund will be established for each Northwood varsity sport. Every year, the endowment will provide funding for new scholarships, remaining in place year after year as athletes join the program, achieve success, then move on to the next chapter of their lives and make way for new faces.

For the funder of a scholarship endowment, it is not only an opportunity to create a lasting legacy and support the success of a specific sport, it is a way to have an impact on specific individuals, the young men and women who benefit from a Northwood education that they might not otherwise have been able to obtain.

### **FUND A FACILITY ENHANCEMENT**

Each of the facility enhancements listed on Page 4 will only be possible with targeted funding through the Athletics Initiative. In most cases, naming rights would be included with full funding. In every case, donors will be able to walk into a facility knowing that they had a direct role in building what they see.

### **SUPPORT THE OVERALL INITIATIVE**

For supporters who are more concerned with having an impact on Northwood athletics in general than with targeting a specific sport or facility, contributions to the broad Athletics Initiative are a great way to make sure that funding goes where it is needed most. In cases where funding does not materialize for a specific area, general contributions can be used to meet a particular need.





# Show Your Timberwolf Pride

In keeping with its core philosophy, no tuition or other general fund revenues go to Northwood athletic facilities or endowments. That means the substantial improvements that are needed to launch this new era of Timberwolf success are only possible with the support of people like you who value what a successful athletics program does to support the mission of Northwood University.







## CONTACT US

For more information, to contribute to the Northwood University Athletics Initiative, or to begin the process of taking a leadership role in the Initiative, contact:

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