“We are undertaking a scholarship campaign to fund promising young leaders of diverse backgrounds to participate in the programs of the Aspen Institute – fostering the next generation that will lead the fight to secure our society’s future.”

– Walter Isaacson, President and CEO, The Aspen Institute

OUR WORLD IS IN CRISIS

Climate change, the global economic meltdown, chaos and conflict in the Middle East, a broken school system, rancor in our politics… the list goes on. Is there a way forward?

We believe there is. That’s why we’ve created the Scholars & Scholarships Campaign, the largest and most significant program in the Aspen Institute’s history. With a goal of raising $75 million, it aims for nothing less than to discover, inspire, and nurture the leaders and innovators of tomorrow.

We look to you for support to help achieve these vital goals. Your participation can take several different forms:

• **Support one critical issue or area.** For example, education, the environment, or the arts.

• **Fund a specific program,** such as our Henry Crown Fellows, Middle East Scholars, Aspen Seminar Scholars, or the Aspen Global Leadership Network.

• **Customize your giving,** and we’ll work with you to tailor our programs to support your interests.

• **Provide unrestricted program support,** which will give the Institute the greatest flexibility.

With the Scholars & Scholarships Campaign, the Aspen Institute is poised to make an unprecedented global impact, helping to create the leaders who will drive innovation and positive change around the world. **We invite you to become part of it. And write your own page in history.**

For more information about the Scholars & Scholarships Campaign, please contact Kristen Loden at 970-544-7974 or kristen.loden@aspeninstitute.org.
WHY YOU SHOULD CARE.

We live in a world of possibilities. A wave of new freedoms in the Middle East has shaken the underpinnings of these societies. Will the outcome be peace, or continued turbulence? Schools across the country are developing innovative models for learning, yet their support systems are increasingly fragile. Conservation and renewable energy technologies are no longer on the fringe. Yet, like so many other critical issues, they’ve become highly politicized.

Whether or not we succeed in responding to these challenges depends on how we invest in leadership.

WHAT CAN THE ASPEN INSTITUTE DO?

The goal of the Aspen Global Leadership Network is to build a corps of entrepreneurial, values-based leaders, then bring them together to create change at home and abroad. Fellows selected to join the Aspen Global Leadership Network convene several times to clarify their values and discuss their legacy. Then they are tasked with moving from “success to significance” by creating projects that address a pressing societal issue.

“Fellows are doers who see their leadership journey as just beginning. Being part of a global network gives them strength and reach, far beyond what they could envision alone. Together they are tackling the planet’s greatest challenges.”

– Margot Pritzker, Aspen Institute Trustee
SUCCESS, ONE LEADER AT A TIME.

It all began with 20 Henry Crown Fellows in 1997. Today, there are over 1,500 Aspen Global Leadership Fellows, spanning 43 countries on 6 continents. Fellows are taking on daunting challenges in education, working to improve public health, standing up for indigenous populations, fighting corruption, taking political office, and more.

South African Michelle Odayan left her home and job to run a multimillion-dollar initiative to strengthen and reform the South African justice system.

Desmond Shum launched The Family Heritage Center at Tsinghua University, helping major families in China think strategically about how to use their resources to benefit society.

Guatemalan Leticia Teleguario serves as the voice of the indigenous people of Guatemala to help bridge the divide between this underserved population and the government.

Indian Govindraj Ethiraj left a lucrative media job to join the Universal Identity Project, the first identification system for all Indians. The program will improve the delivery of government services while reducing graft and inefficiency.

YOUR OPPORTUNITY TO CHANGE THE FUTURE

For Scholars & Scholarships Campaign donors, funding opportunities include:

- $12,500 to support a Fellow’s participation in a seminar or alumni gathering
- $50,000 to support a Fellow through graduation
- $125,000 to underwrite a global seminar moderator training and apprenticeship program
- $250,000 to bring together Fellows from the U.S., Mideast, Africa, India, and Central America in a seminar on *Leading in an Era of Globalization*
- $500,000 to sponsor ACT II (the biennial summit of Fellows)
- $1 million to support a full class of 20 Fellows through their 24-month program
“Our children will only call us the greatest generation if we are really, truly, the greenest generation.”

–Thomas L. Friedman, NY Times columnist, at the Aspen Ideas Festival

WHY YOU SHOULD CARE.

Climate change is rapidly reshaping our world. The scientific journals – and the daily newspapers – are filled with reports of extreme weather, increasing temperatures, shrinking ice sheets, and rising sea levels. At the same time, advances in conservation and alternative energy are making their own headlines. If we don’t lead in these areas, we risk falling dangerously behind – especially with a worldwide population exceeding 7 billion. Our children and their children deserve nothing less.

WHAT’S THE ANSWER?

The Aspen Institute is committed to addressing the needs of our changing planet. Our approach involves creating awareness, building international consensus on climate-change issues, influencing how business managers achieve sustainability, and inspiring the next generation of environmental leaders. Programs under our energy and environment umbrella include, among others, the Aspen Environment Forum, the Energy Policy Forum, and the Catto Fellowship.
THE CATTO FELLOWSHIP: SETTING A NEW STANDARD FOR ADVOCACY.

The very first class of Catto Fellows chose to confront one of the most difficult challenges in environmental stewardship: the failure of global governance to safeguard the natural environment for future generations.

They organized an international policy forum in Washington, D.C.—foreshadowing the historic conference held in Copenhagen one month later— to help ensure the success of a new international agreement on climate change. Their work turned heads—and set new standards for advocacy.

“Nature is very resilient. But we have to change the conversation on the environment. We need eco-wide, region-wide solutions.” —M.A. Sanjayan, Lead Scientist at the Nature Conservancy and Catto Fellow, at the Aspen Environment Forum

YOUR OPPORTUNITY TO CHANGE THE FUTURE

For Scholars & Scholarships Campaign donors, funding opportunities include:

• $50,000 to support scholarships for students and community members to attend the Environment Forum

• $100,000 to enable business leaders to participate in sustainability and environmental stewardship programs
  
  • $250,000 to fund environment policy scholars

• $500,000 to underwrite one year of a class’s participation in the environment-leaders fellowship program
“We are fighting to maintain our country’s strength here, and if we don’t educate, if we don’t do a much better job, I think our country’s going to be in grave peril.”

— Arne Duncan, Sec. of Education and Henry Crown Fellow, at the Aspen Ideas Festival

**WHY YOU SHOULD CARE.**

The public education system in the United States is in deep trouble. One piece of evidence (out of many): a 2010 Organization for Economic Cooperation and Development report comparing 15-year-olds in 70 countries ranked the U.S. fourteenth in reading skills, seventeenth in science, and a below-average twenty-fifth in mathematics. This, in a country that used to be at the top of its class.

**WHAT’S THE ANSWER?**

Reversing this decline will take serious and sustained commitment. That’s why the Aspen Institute has made educational reform one of its top priorities. Our efforts include the Education and Society Program, the Commission on No Child Left Behind, the Aspen Prize for Community College Excellence, and the Aspen Institute-NewSchools Fellowship: Entrepreneurial Leaders for Public Education. We work with influencers in government, academia, business, community organizations, and the private sector – all with the goal of creating the schools our young people want and need.
NOT JUST THINKING. DOING.

John Danner is one example of how the Institute’s programs foster innovation. The former CEO of NetGravity, Danner sold his company at the age of 31 with the aim of retiring. But after embarking on a two-year Aspen Institute Henry Crown Fellowship, he was soon contemplating much broader goals. So in 2006, Danner co-founded Rocketship Education in San Jose, California. Rocketship provides low-income elementary school children with longer school days and higher expectations, with a focus on math and literacy. And Danner was awarded the Institute’s prestigious John P. McNulty Prize for high-impact leadership.

“I approached the poverty problem with education as the major tool for change.”
— John Danner, Co-Founder and CEO, Rocketship Education and Henry Crown Fellow

“I know that if we’re able to build the right kind of education system here, it will literally change the life outcomes for our students and their families. And we’re going to do it.”
— Kaya Henderson, Washington, D.C. Public Schools Chancellor and Aspen-NewSchools Fellow; recipient, Aspen Institute Public Leadership Award

“In [school] districts all over the United States of America, people are getting tenure for just breathing.”
— Cory Booker, Newark Mayor and Henry Crown Fellow, at the Aspen Ideas Festival

YOUR OPPORTUNITY TO CHANGE THE FUTURE

For Scholars & Scholarships Campaign donors, funding opportunities include:

• $50,000 to fund an education policy roundtable among top policymakers, entrepreneurs, and district leaders to devise better strategies and more effective approaches for improving public education

• $75,000 to underwrite a workshop with superintendents and other senior leaders from urban school districts along with national reform leaders

• $100,000 to support scholarships for educators to participate in public programs at the Institute

• $250,000 to fund education policy scholars

• $350,000 to sponsor a national summit on innovation in education

• $1 million to fund a class of education entrepreneurs in the Aspen-NewSchools Fellowship Program
WHY YOU SHOULD CARE.

As the 21st century unfolds, the world is faced with a mounting array of challenges – poverty, climate change, cultural and religious clashes, national security, and more. At the same time, thanks to innovations in communications and technology, more people than ever are engaged in the global mainstream. To guide us through this pivotal moment, the world needs creative and determined leaders with strong values and unwavering commitment.

WHY THE ASPEN INSTITUTE?

Values-based leadership is at the heart of the Aspen Institute’s mission and a touchstone for every seminar, policy program, public conference, and event we offer. Throughout these programs runs an enduring refrain: How can we meet the growing need for effective, enlightened leadership at home and abroad? The Henry Crown Fellowship Program offers one answer. First established in 1997, our flagship leadership initiative seeks to develop the next generation of values-centered business leaders, providing them with the tools to meet the challenges of business and civic leadership in the 21st century. It honors the memory of Chicago industrialist Henry Crown (1896–1990), whose legendary career was marked by a lifelong commitment to honor, integrity, industry, and philanthropy.

“The Henry Crown Fellowship Program has exceeded every expectation in terms of its reach and impact. Participants are carrying the Aspen Institute’s style of leadership out into the world and accomplishing a great deal. Our country – our world – is a better place thanks to them.”

— Lester Crown, Aspen Institute Trustee
THE FACES OF ENLIGHTENED LEADERSHIP.

Bolstered by their Aspen Institute experience, Henry Crown Fellows are tackling some of the most pressing issues of our time.

Tina Sharkey, chairman of BabyCenter LLC, launched a maternal and infant health program to leverage the wide use of mobile devices in the developing world. Her Mobile Alliance for Maternal Action (MAMA) uses text messaging to provide mothers with critical and timely health information for themselves and their infants.

Filmmaker Jim Whitaker was a 2009 finalist for the John P. McNulty Prize for his Project Rebirth, a 9/11 film and archive initiative. He also helped create a center for trauma and griefing, and has formed strategic partnerships with Georgetown University and Columbia University.

Shane Tedjarati, CEO of Honeywell China and India, joined the first foreign delegation to enter Ying Xiu after the devastating 2008 earthquake left almost 70,000 dead and 4.8 million homeless. Tedjarati returned from the trip to spearhead Honeywell’s earthquake relief and rebuilding plan, which provided critical assistance and help with reconstruction.

YOUR OPPORTUNITY TO CHANGE THE FUTURE

Through support of the Henry Crown Fellowship Endowment (which aims to raise $5 million), Scholars & Scholarships Campaign donors have the opportunity to strengthen and continue critical components of the Fellowship experience:

• Four Henry Crown seminars per year, each with 21 participants. One is a “mixer,” with Fellows from across the Aspen Global Leadership Network.
  • Three Senior Moderators for each of the annual seminars
  • Five regional meetings per year
“It changed my life totally. In today’s world, values-based leadership is crucial. Everyone needs the Aspen Seminar to help navigate the future.”

– Leonard Lauder, Chairman Emeritus, Estée Lauder Companies

WHY YOU SHOULD CARE.

Everywhere we look today we see failures in leadership. Rarely are these breakdowns due to lack of intelligence, information, qualifications, or understanding. Mostly, what marks them is a profound disconnect with the values that, though timeless, are far too easily ignored in our fast-paced culture. Left unaddressed, the societal implications of this “values gap” are sobering.

WHAT CAN THE ASPEN INSTITUTE DO?

The Aspen Institute bridges this values gap through seminars in which today’s leaders reflect and learn from history’s greatest thinkers. The Aspen Seminar – for 60 years our premier leadership and professional development roundtable – invites participants to examine the values they find important and how those values affect the organizations they lead. The Aspen Seminar has inspired other offerings, including the Justice and Society Seminar (founded by Justice Harry Blackmun), the Racial Equity and Society Seminar, and others. For emerging leaders aged 28 to 45, the Socrates Program explores a range of contemporary issues through expert-moderated dialogue. To date, the Socrates network includes more than 2,000 alumni from 30 countries.
VALUES AND THE REAL WORLD.

The significance of his seminar experience came into sharp relief for Cairo architect and professor Dr. Amr Attia, who attended the Aspen Seminar in August 2010. With a group of North American and international leaders, Dr. Attia explored the contemporary relevance of the tensions among democratic values like liberty, equality, justice, and the rule of law. In 2011, he shared his reflections on how his Aspen experience shaped his understanding of the events in Tahrir Square.

Participants in the Socrates Seminar, “The Great Conversation in a Global Society,” shared views on human nature, the burden of power, and the forms leadership takes. Leigh Hafrey, of MIT’s Sloan School of Management, moderated.

“My concern, involvement, and judgment of Egypt’s march to democracy have been directed by the thoughts and discussions during our fascinating Aspen Seminar. Together, we read and discussed democracy, but it seemed to me a historic and Platonic – and far-fetched – blessing. Now it seems that your wisdom was transferred to all young Egyptians. A miracle indeed.”

– Dr. Amr Attia, Professor of urban planning at Ain Shams University and Vice President of one of the leading consulting companies in the field of urban planning in the Middle East

Laura Arrillaga-Andreessen, founder of the S2 venture fund, and Bob Galluci, president of the MacArthur Foundation, at a seminar hosted by the Institute’s Program on Philanthropy and Social Innovation.

YOUR OPPORTUNITY TO CHANGE THE FUTURE

For Scholars & Scholarships Campaign donors, funding opportunities include:

• $50,000 to augment a new Socrates endowment, keeping seminar tuition low for young leader participants
• $100,000 to fund a combination of partial and full scholarships for the Aspen Seminar
• $250,000 to support the work and advancement of the Seminars Director position
• $500,000 to endow a fund to support the training and development of skilled moderators
“Every 30 to 35 years a generation is born, a generation dies, and a generation comes to power. And, with every generation that dies, so do its prejudices.”

– Imam Feisal Abdul Rauf, Founder and Chairman of the Cordoba Initiative, at the Aspen Ideas Festival

WHY YOU SHOULD CARE.

With passions in the Middle East at an all-time high, it’s hard to cut through the noise and find some common ground. Distrust, skepticism, and extremism are fueling tensions throughout the region – even as public attitudes in the U.S. are increasingly ambivalent. It’s a highly combustible environment that challenges our assumptions about what it means to lead at home and abroad.

WHAT CAN THE ASPEN INSTITUTE DO?

Now, more than ever, is a time for reasoned thinking and balanced dialogue – values that are at the core of the Aspen Institute’s mission. The initiatives in our Middle East Program, born of a special effort spearheaded by former U.S. Secretaries of State Madeleine Albright and Henry Kissinger, range from the Emirates-Aspen Partnership and the North Africa Partnership, to the Middle East Investment Initiative. In addition, the U.S. State Department has created an umbrella program with the Institute – Partners for a New Beginning – to create a dialogue between the United States and Muslim countries.
THOUGHT INTO ACTION.

Chadia El Meouchi and Shane Tedjarati, Henry Crown Fellows at the Aspen Institute, saw a leadership crisis in the Middle East and decided to take action. Together, they launched the Middle East Leadership Initiative (MELI). Each MELI Fellow selected a leadership project that would impact a regional community. Now, there are dozens of such projects, including a reforestation program, the region’s first food bank, and a health-insurance initiative for the underprivileged.

“MELI is born from the will and action of a love of this region for people who want to devote themselves to its communities.”
— Chadia El Meouchi, Henry Crown Fellow at the Aspen Institute

The Middle East Investment Initiative helped generate almost $70 million in business loans to the West Bank in less than three years. One of the most successful projects is an olive-oil cooperative that has brought together over 1,700 small farmers.

YOUR OPPORTUNITY TO CHANGE THE FUTURE

For Scholars & Scholarships Campaign donors, funding opportunities include:

• $50,000 to fund job training and other initiatives of the Middle East Programs
  • $100,000 to underwrite a discussion series on Middle East politics
  • $250,000 to support a seminar for Fellows in the Middle East Leadership Initiative
  • $500,000 to endow a fund supporting Middle East policy scholars
  • $1 million to launch a new class for Fellows in the Middle East Leadership Initiative
“We all yearn for a new American mythology. And the answer is not more education, but more substantive and more culturally rooted education. Our arts demand and deserve that we recognize the life we live and have lived together.”

– Wynton Marsalis, Artistic Director of Jazz at Lincoln Center, at the Aspen Ideas Festival

WHY YOU SHOULD CARE.
The arts are integral to our cultural identity and sense of self. Yet they are under siege. In a 2007 study, 16% of U.S. elementary school districts reported decreased time in art and music since 2001. One-third of new arts teachers leave the profession within three years, half within five. And public funding for the arts – a perennial political hot button – charts an erratic course from year to year.

WHAT CAN THE ASPEN INSTITUTE DO?
The Aspen Institute sees the arts as vital to our future as leaders, learners, and citizens. Under the leadership of Damian Woetzel, our Arts Program brings together a dynamic range of artists, arts managers, sponsors, government officials, and patrons to foster ideas, formulate policies, and enrich our culture. The Aspen Writers’ Foundation is home to The Aspen Summer Words Writing Retreat and Literary Festival, which attracts world-renowned authors such as Amy Tan, John Irving, Colum McCann, and Salman Rushdie.
BRIDGING DIVIDES WITH WORDS.

In 2011, the Aspen Writers’ Foundation demonstrated its unique approach through a special Middle East initiative. Collaborating with the Global Nomads Group, they initiated a written dialogue between students from an Israeli Jewish high school and students from an Israeli Arab high school. Participants related stories from their lives, then retold their partner’s story as if it were their own, creating understanding and empathy across these two divided cultures.

“Art has a responsibility for authenticity. One of the great themes of Western culture is the liberation narrative, and that’s where you find authenticity, whether it’s cultural struggle, gender struggle, or racial struggle.”

– Eric Fischl, painter, sculptor, and 2011 Harman-Eisner Artist in Residence


Elizabeth Alexander, Yale professor and President Obama’s inaugural poet, joins the Institute’s Washington Ideas Roundtable Series for a discussion about the power of language in the public space.

YOUR OPPORTUNITY TO CHANGE THE FUTURE

For Scholars & Scholarships Campaign donors, funding opportunities include:

- $30,000 to underwrite a Public Forum event featuring leading voices in politics, media, and the arts
- $100,000 to fund a policy roundtable series for two years
- $250,000 to endow a scholarship fund for emerging and established artists
- $375,000 to name the Arts and Society conversation series for five years
- $1 million to endow an area of arts programming at the Institute, such as theatre, music, or architecture
FUNDING PRIORITIES AND GOALS

The Scholars & Scholarships Campaign focuses on programs and initiatives that will empower tomorrow’s leaders. It also focuses on the Aspen Institute’s unique ability to add depth and staying power to the solutions these leaders create.

AIMING HIGH. THINKING BIG.

The Aspen Institute has set eight funding priorities for Scholars & Scholarships. Campaign gifts will be used primarily to create scholarships and fellowships for innovative leaders, expand signature programs, and support policy work in all disciplines.

Success in these areas will help the Institute foster leadership around the world and shape a positive course for our society.

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