

HOW
MANY
COLLEGES
HAVE
THE
COURAGE
TO BE
DISTINCT?

THE
PROGRAM
IS MORE
ALIVE
AND

Program, our students are undaunted when facing difficulty or the unknown, and find they can adapt to a rapidly changing world. From the examination of original thought, they are inspired to their own capacity for original thinking. Our students know the world the Great Books created, and they know that seizing this intellectual inheritance is only possible through a community of common purpose.

What we offer at St. John's is in short supply in America. Today, alarming

It is easy to feel powerless in the face of it all. But the St. John's Program stands firm as an antidote. Our college motto, "I make free adults out of children by means of books and a balance," speaks to our enduring promise: St. John's develops citizens who are able to listen; who engage in dialogue with those of opposing viewpoints; and with

(v)-13.8(h t)15 (e f)14.4 (t)9.96 (i)-
a bh te fir
Six* p

But St. John's is at a critical crossroads. How does it preserve its distinctiveness, deliver its rigorous Program, and converse with a world that needs it—while at the same time exercising fiscal discipline? Incremental measures are not the answer.

St. John's educational structure represents perhaps the most expensive business model in liberal arts education. Our commitment to small seminar classes rather than large lecture-style halls is unwavering. So is our commitment to caring for the finest full-time faculty in the nation, in lieu of shaving our costs through the use and abuse of adjunct faculty. And our long-standing devotion to providing the Program to students at both ends of the country, on small campuses without economies of scale, is also unwavering. But these commitments bind us to a financial path with little flexibility.

Last year, tuition at St. John's was more than \$52,000. This

OUR
COMMITMENT
IS
UNWAVERING

Notably, 53 percent of the students who were admitted to St. John's in 2017 but chose not to enroll attributed their negative decision to "cost" and "financial aid." And what about the potential Johnnies whom we don't even know about? The ones who dream of a St. John's education but choose not to apply due to the published tuition?

Alumni tell us that St. John's is unaffordable, that they cannot send their children to St. John's, and that they themselves would not be able to attend St. John's today based on the current cost of tuition. And they question our complicity in a national social failing wherein a college education is no longer seen as accessible and colleges no longer serve as ladders leading to social mobility.

We are changing that for
all future Johnnies.

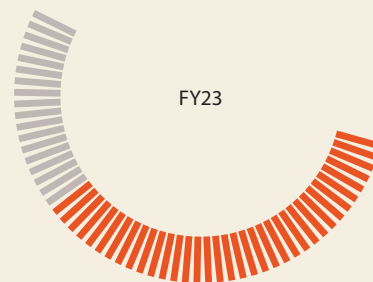
But the fact remains that the
distinctive education St. John's offers
is very expensive. St. John's must now
solve the problem of maintaining its
distinctiveness while at the same
time becoming clearly more affordable
and accessible.

OUR SOLUTION

The impact of this tuition reduction will be dramatic, because it will substantially reduce one of the most significant barriers to admission. Lowering the published

To do this, St. John's is launching
***Freeing Minds: A Campaign for
St. John's College.***

This \$300 million campaign will add \$200 million to our endowment, provide \$50 million to further strengthen the finances of the college through support of the Annual Fund and other current use contributions, and ensure \$50 million in essential improvements needed on both campuses.



- Share of Financial Aid Funded by Endowment
- Share of Financial Aid Needed from Annual Funding Sources

A truly transformational pledge — the largest gift in the history of St. John's — has allowed us to set a goal for the campaign that was previously inconceivable.

Alumni Warren and Barbara Winiarski have created a challenge grant from the Winiarski Family Foundation, matching dollar for dollar, every gift given to the college up to \$50 million dollars as a part of the campaign.

This visionary gift will ensure St. John's future for many generations to come and also underscores the principles of the campaign—that a St. John's education should be affordable and accessible to all qualified applicants and Johnnies who seek it.

The addition of \$200 million to the endowment will more than double its size, eventually infusing an additional \$10 million annually into the operating budget of the college.

The impact of this cannot be overstated, particularly on the college's ability to be more affordable and accessible.

The success of this campaign will, in fact, preserve the essence of what makes St. John's so very distinct.

It is the fuel for continuing the Great Conversation. It will allow future Johnnies with the courage and fortitude to engage the Program, regardless of financial need, to sit around the seminar table in a Johnnie chair and

While both campuses will receive funds to ensure proper maintenance, no new buildings will be constructed. The dollars raised will go almost entirely to things you cannot see, such as financial aid, and to vital improvements and upgrades to dormitories, libraries, and classrooms. In fact, if you walk the campuses 10 years from now and visit classes, very little will appear different, as the experience of the Program will remain fundamentally unchanged.

How will St. John's be different at the end of this campaign?

The college will maintain an affordable tuition price and allocate significant resources to support students with real

A
BOLD
VISION
AND
A
COURAGEOUS
PLAN

THE
WINIARSKI
FAMILY
FOUNDATION
CHALLENGE

A Transformational Legacy

once remarked, “My St. John’s education enabled me to acquire the proficiency and skills I needed in a scientific field. I was also an apprentice who asked very good questions.” His constant inquiry led to a level of expertise and career success that included his 1973 Stag’s Leap Wine Cellars Cabernet Sauvignon winning the now legendary winetasting competition referred to as the Judgment of Paris, the first time a California wine beat a French wine in a blind tasting competition. A bottle of the award-winning wine is part of the Smithsonian National Museum of American History’s permanent collection. The bottle is also included in *History of America in 101 Objects*, by Richard Kurin, who was then the Smithsonian Institution’s Under Secretary for History, Art, and Culture. Warren was inducted into the California Hall of Fame in 2017.

Barbara worked alongside Warren to build the wine business and raise their family. In 1980, Barbara reconnected with her artistic passion and picked up her paintbrushes again. In 2018, her life's work was published in the book *Barbara's Paintings*. Barbara's paintings have been described as "having compelling intimacy. They capture moments in people's daily lives while drawing the viewer into a space of contemplation."

The couple credits St. John's as playing a critical part in their personal and professional success, and they are deeply committed to helping provide that opportunity to future generations of Johnnies.

Warren and Barbara hope the Winiarski Family Foundation challenge grant, which matches every gift dollar for dollar up to \$50 million dollars, will be met by those who are equally passionate about the future of St. John's College.

ARE

YOU

IN?

