A Gala Gathering at a New York Landmark Launches $300 Million Campaign for Villanova
Villanova understands that the challenges of this or any age will not be addressed solely by advanced technology, institutions or government, but rather by individuals who are intellectually, spiritually and morally equipped to deal with the dynamics of a rapidly changing world.

—from “Transforming Minds and Hearts: The Academic Strategic Plan 2003-2010”
Villanova Launches Historic Campaign
at Gala Celebration in New York City

Gratitude and leadership defined the event celebrating the launch of the largest capital campaign in Villanova University’s history. Gratitude—from the students and alumni who led the event, personally thanking the University’s benefactors for their transformational support. Leadership—demonstrated by the announcement of multimillion dollar gifts from the volunteers who are directing this historic effort. It all took place in a setting where, years before, the University celebrated earlier fundraising milestones that united the Villanova community and created a new foundation for a strong tradition of philanthropy.

Nearly 400 Villanova University alumni, parents and friends gathered on December 9, 2004, at the Metropolitan Museum of Art in New York City to celebrate the public announcement of Transforming Minds and Hearts: The Campaign for Villanova, the most ambitious fundraising effort in the University’s history. Guided by student emcees Samantha Galltin ’07 A&S and Joseph Breslin ’05 A&S, the evening brought together generations of Villanovans and enabled University supporters to hear in person about the positive impact of their support.

“It is not often that students are able to say ‘thank you’ to Villanova’s most generous benefactors for what you are doing for the University,” Breslin told attendees. “As students, we understand firsthand what your gifts mean to Villanova, and we thank you for your dedication and your support in investing in our educational experience.”

Setting the stage for success
It seemed appropriate for Villanova to return to New York City for the gala, where it had celebrated unprecedented fundraising success twice before. In 1996, Villanovans gathered at Radio City Music Hall to celebrate reaching $100 million in commitments to The Villanova Campaign. A year later, they assembled at the Metropolitan Museum of Art to celebrate the successful conclusion of that campaign, which raised a record $140 million and remains the University’s most successful fundraising effort to date.

On December 9, the University’s leaders and most generous supporters returned to the museum, this time to launch a new and even more ambitious endeavor, Transforming Minds and Hearts: The Campaign for Villanova. This multiyear effort is designed to grow the University’s endowment through increased student scholarships, faculty resources, and support for the academic programs and facilities necessary for a well-rounded education.

This historic gathering took place in the museum’s magnificent Temple of Dendur. Guests dined amid ancient Egyptian relics and listened to the students and recent alumni who addressed them throughout the evening. These speakers described with poignancy the transformative effect of the Villanova experience and expressed gratitude to those who helped to make that experience possible. Among them was Sheldon Pollock ’97 C&F, who as a student had spoken at the Radio City Music Hall event in 1996. Pollock, now a Harvard Law School and London School of Economics graduate who practices corporate law in New York City, returned to the stage to convey how his Villanova education has shaped his life. “I recognize that I would not be where I am today if it were not for the education, rooted in the Augustinian traditions, that I received at Villanova,” Pollock told the gala’s attendees.
Leading the way

The importance of volunteer leadership to the campaign was underscored as the gala’s student emcees introduced members of the Campaign Steering Committee, a group of key alumni, parents and friends who have jumpstarted the early success of the campaign and who continue to guide its direction and progress. While important at all levels of campaign activity, these volunteer leaders are especially critical in setting the tone at the highest levels of giving. Their strategic planning and management, as well as their role in encouraging others to give, are crucial to the campaign’s success.

Campaign chairman Gerald S.J. Cassidy, Esq., ’63 A&S, addressed the gala’s attendees, noting that the campaign has emerged in excellent shape from the tough economic times of the past few years. In fact, its early success prompted the Campaign Steering Committee to recommend increasing the campaign’s working goal of $200 million to its current goal of $300 million.

Cassidy assigned much of the credit for the success of the campaign—and of Villanova in general—to the Rev. Edmund J. Dobbin, O.S.A., ’58, University president. “This campaign is really a tribute to Father Dobbin,” Cassidy said. “Villanova would not be in a place where it could do something like this if it had not been blessed by his presidency.”

A promising beginning

Father Dobbin himself took to the microphone to thank attendees for their support of the University and to discuss Villanova’s unique mission—a mission reflected in the phrase “Transforming Minds and Hearts.” He pointed to the gala’s student participants as the embodiment of this mission. “Our students are our best outcome,” he said. “They epitomize what Villanova is about. They personify the very core values of this University.”

Father Dobbin’s speech culminated with the announcement of five recent multi-million dollar gifts—among the largest in the University’s history—that set a tone of momentum and excitement for the campaign (see pages 5-10). With these latest commitments, which totaled $25.25 million, the campaign exceeded $130 million and surpassed 40 percent of its goal, considered a benchmark for success for a major campaign entering its public phase.

The gala was capped off by a video presentation that captured the essence of Villanova in the words of students and faculty who described the unique character of a Villanova education. As student Liz Solly ’05 A&S explained it, “This school fosters community, fosters everybody coming together, from the very first second you walk through the door.” The video emphasized the lifelong relationship that students form with the University. “The experience you have at Villanova is just the beginning,” said Marcus O’ Sullivan ’84 C&F, ’89 M.B.A., the Frank J. Kelly Endowed Track and Field Coach. “Once it starts, it never ends. We’re not doing it for four years; we’re doing it for a lifetime.”

The evening ended with guests joining in the singing of the “Alma Mater”—a fitting conclusion to an event that celebrated the collective strength, enduring traditions and continuing vitality of the Villanova community.

“Our students…personify the very core values of this University.”

—The Rev. Edmund J. Dobbin, O.S.A., ’58
Five Leadership Gifts Announced at Gala

"These are people who know Villanova. They have looked at us very carefully. They love the school, and at the same time, they are impassioned in seeing our values and education consistently improve."

—The Rev. Edmund J. Dobbin, O.S.A., '58

Highlighting the gala kickoff event for Transforming Minds and Hearts: The Campaign for Villanova was the announcement of five Leadership Gifts representing a new level of giving at Villanova University. The Rev. Edmund J. Dobbin, O.S.A., '58, University president, was pleased to announce that as a result of these commitments, the campaign’s fundraising total now exceeds $130 million, representing more than 43 percent of the campaign’s $300 million goal.
James C. Curvey ’57 C&F and his wife, Shirley, have committed $6 million to fund a program that will provide scholarships and fellowships for students from Mahanoy City and northern Schuylkill County, Pa. James Curvey is the retired president and chief operating officer of Fidelity Investments, one of the world’s largest providers of financial services. He is campaign vice chairman, co-chairman of the Leadership Gifts Committee and a member of the University’s Board of Trustees. With the Curveys’ gift, students who otherwise may not have been able to afford college will experience the unique and transformational nature of a Villanova education.

“This gift represents a commitment to our students, our society and at the same time to Villanova as a place that makes a difference,” commented Father Dobbin.

“It reflects Jim’s commitment to both his hometown and his University.”
William B. Finneran ’63 C&F, Campaign Vice Chairman

$6 Million for the Establishment of a Scholarship Program for Underprivileged Students from New York City

William B. Finneran ’63 C&F has committed $6 million to establish a scholarship program to provide opportunities for underprivileged students from the Archdiocese of New York to attend Villanova University. Finneran is the managing director of investments at Wachovia Securities, a leading integrated corporate and investment banking firm. He is a longtime supporter of Villanova and of the Archdiocese of New York. Finneran is campaign vice chairman, co-chairman of the Leadership Gifts Committee and a member of the University’s Board of Trustees. His gift will increase the number of student scholarships at the University and enhance programs in leadership development and personal growth. This gift, which will provide deserving students with new opportunities to learn and grow, truly epitomizes the campaign’s theme of Transforming Minds and Hearts.

Said Father Dobbin, “This gift is an extension of Bill’s lifelong passion of helping those less fortunate and builds upon his work with the Archdiocese of New York to help underprivileged students to succeed and get to college. His gift signifies his commitment to the ideals of quality Catholic education and to the intrinsic relationship between knowledge and character.”

William B. Finneran ’63 C&F, campaign vice chairman
$5.25 Million for the Enhancement of Undergraduate Education

Gerald S.J. Cassidy, Esq., '63 A&S and his wife, Loretta, have committed $5.25 million to support the campaign. Their gift will be designated to enhance undergraduate education at the University. Gerald Cassidy is the founder and chairman of Cassidy and Associates, the largest integrated public affairs and government relations network in the world. He is a member of the University’s Board of Trustees and chairman of the campaign’s Steering Committee, a group of dedicated volunteers who provide the ultimate leadership and direction in making campaign-related policy decisions on behalf of the University. Cassidy’s leadership has been critical to the early success of the campaign.

“As campaign chairman, Gerry Cassidy embodies the true spirit of leadership and dedication and has set the tone for the highest levels of giving,” said Father Dobbin. “Gifts of this magnitude encourage others to make commitments and ultimately ensure the success of the campaign.”
$5 Million for a New Recreational and Athletic Activities Center

James C. Davis ’81 C&F and his wife, Kim, have joined with his brother, William G. Davis ’85 C&F and his wife, Deborah ’87 Nur., to commit $5 million as the lead gift for a new Recreational and Athletic Activities Center on campus. Jim Davis is the co-chair and co-founder of Allegis Group, Inc., one of the world’s largest staffing and recruitment firms. Bill Davis is founder and former president and chief executive officer of MedStaff, one of the country’s largest nurse staffing companies.

“The kind of leadership that is symbolized by this gift is just extraordinary,” said Father Dobbin. “This commitment from the Davis family represents a new generation of donors who are vital to current and future fundraising efforts at Villanova.”
$3 Million to Support the School of Law and Undergraduate Education

Martin G. McGuinn, Esq., ’64 A&S, ’67 J.D., and his wife, Ann, have committed $3 million to create the Faculty Chair in Financial Regulation in the Villanova University School of Law and also to support academic programs throughout the Law School and the University. The McGuinns’ gift will enable the School of Law to strengthen its emerging national profile as an elite institution of law education and research, and will enhance and enrich the educational experience of all Villanova students. Martin McGuinn, a graduate both of the University and the Law School, is the chairman and chief executive officer of the Mellon Financial Corporation and a member of the Campaign Steering Committee. He is active in a number of community and industry organizations, including the National Infrastructure Advisory Council, which advises the President on the security of the country’s cyber and information systems.

Noted Father Dobbin, “Marty has kept a close relationship with Villanova and with our Law School. His gift represents an ongoing commitment to educational excellence at all levels of the University.”

Ann McGuinn and her husband, Martin G. McGuinn, Esq., ’64 A&S, ’67 J.D.
(From left) Margi Picotte and her husband, Michael B. Picotte ’69 C&F; John G. Drosdick ’65 Ch.E., chairman of Villanova’s Board of Trustees, and his wife, Gloria; and Robert M. Birmingham ’66 A&S and his wife, Frances. Mr. Picotte, Mr. Drosdick and Mr. Birmingham are all members of the Campaign Steering Committee.
Jean M. Meehan ’86 A&S and her husband, James P. Meehan ’71 C&F

Susan L. Foley ’79 Nur. and her husband, William S. Foley ’76 C&F, a member of the Major Gifts Committee

Christine Waterhouse and her husband, Lawrence M. Waterhouse Jr., ’59 A&S


Richard F. DeMatteis ’72 C.E. and his wife, Lynn
The Augustinian Ideal: What Villanova Is All About

Excerpts from the speech of the Rev. Edmund J. Dobbin, O.S.A., ’58, president of Villanova University, at the campaign gala on December 9, 2004.

In higher education today, one of the buzzwords is “outcomes assessment,” and like businesses, we have become very professional at tracking all sorts of statistics. But there is no outcome that compares with our students. They epitomize the very core values of this University.

Any institution of higher education today is about the mind, developing mental acuity, critical thinking, intellectual curiosity and the means of acquiring knowledge. Many universities, especially those with religious affiliations like Villanova, are also concerned with values—what the heart represents and symbolizes: commitment, service, compassion, love and care for our society. These are a part of our mission.

So you have the heart and you have the mind. Many universities are committed to both. But the great thing about Augustine, the wisdom of his vision, is that it is not simply the mind and the heart; it is the mind interacting with the heart. Many of you have heard the famous quote from Augustine: “I believe in order that I might understand. I understand in order that I might believe.”

For Augustine, faith was not simply believing in certain truths; faith was the very love of God, driving the human heart, the passions, the whole affectivity of the human being toward God and ultimately toward knowledge.

The heart is also involved in knowing, and it drives the mind, and with reciprocity the mind then, in the ideal situation, provides a critical reflection of the heart. So you have the two interacting. This is the Augustinian ideal.

The successful and committed students that we have just heard are the personification of this ideal. Basically, it is the people who care, and who at the same time use their intelligence to change society, to change the world and simply make it a better place. So that learning is not only broader, it also is inspired, it is impassioned. That is what Villanova is about.

Our students “get it.” They understand it. Talk to them, not only in prepared presentations as we just heard, but walk around campus. In various ways, in their own language, they will express this ideal. Likewise, our parents get it—very much so. And our alumni and friends respond to it. They like what they see and they support it, and really, that’s what this evening is about. The support of so many of you, and so many Villanova friends and alumni, provide for this University and provide for our extremely important mission. We are already noticing in this campaign how much of the motivation of those who have generously given is focused precisely on the students and on the quality and breadth of their experience—that is really what Villanova is all about.
“I recognize that I would not be where I am today if it were not for the education, rooted in the Augustinian traditions, that I received at Villanova.”

—Sheldon Pollock ’97 C&F

Pollock, a student speaker at the 1996 event at Radio City Music Hall for The Villanova Campaign, returned for the gala kickoff of The Campaign for Villanova to express how the transformational nature of a Villanova education has guided his successful career. After graduating from Villanova, Pollock went on to earn a master’s degree from the London School of Economics and a law degree from Harvard Law School. Today, he works in New York City as an attorney specializing in corporate law.

“My Villanova experience transformed me. I was challenged intellectually, my passion for learning and sharing with others was brought into focus and I learned to have confidence in myself and my abilities. I began to look at the world as a place I could change. Thank you for believing that you can make a difference—because you can, and because you do.”

—Calista Harden-Smith ’99 A&S

Harden-Smith spoke as a student at the 1997 event at the Metropolitan Museum of Art that marked the conclusion of The Villanova Campaign. At the kickoff for The Campaign for Villanova, she returned to share with the audience how the lessons, values and friendships that made up her Villanova experience have shaped her life. Now, as a program officer for the KnowledgeWorks Foundation in Ohio, she works to improve public education for the disadvantaged.
Villanova Benefits from Increased Levels of Giving

The Villanova Campaign and The Campaign for Villanova have led to more than $270 million in commitments since 1992.

As alumni, parents and friends gathered at the Metropolitan Museum of Art in New York City for the gala kickoff of Transforming Minds and Hearts: The Campaign for Villanova, thoughts drifted back to the University’s celebration of the conclusion of The Villanova Campaign at that very location in December 1997. That campaign raised a tremendous $140 million, and set the stage for the success of future fundraising efforts at Villanova University.

For many alumni, parents and friends, The Villanova Campaign served as the first opportunity to be extensively involved in the life of the University. The Campaign for Villanova expands upon this tradition by providing opportunities for every member of the Villanova community to support the University and its strategic priorities.

Noted Gerald S.J. Cassidy, Esq., ’63 A&S, chairman of the campaign, “We’re discovering all the time people from Villanova who are out there, who have been successful, and who want to participate in the University, and we’re reaching them with this new campaign.”

With each successive capital campaign, Villanova has seen tremendous growth not only in participation but also in the amount of funds raised. While early campaigns focused on raising money for specific building initiatives, focus has now shifted to a secure financial future through growing the University’s endowment. Expanding the endowment will reduce the University’s dependence on tuition revenues, increase its credit rating and improve its ability to leverage the financial markets—all necessary to ensure the future of Villanova. During the quiet phase alone, The Campaign for Villanova has raised more than $130 million—nearly equaling the amount raised during the entire previous campaign.

“We’re very optimistic and pleased with progress to date,” added Cassidy. “The early progress of the campaign has given us positive reinforcement of people’s confidence in and commitment to Villanova.”

**The Campaign for Villanova Commitment Table**

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<th>Commitment Level</th>
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<td><strong>TOTAL</strong></td>
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<td><strong>$300 million</strong></td>
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Campaign commitment tables are useful tools in understanding the importance of the commitments at all levels that are required to meet the ambitious goals set forth by a campaign. While Villanova University has been successful in previous fundraising efforts, projections for Transforming Minds and Hearts: The Campaign for Villanova have been established that will enable the University to move to a different level of giving and will reposition Villanova among other institutions that have more established traditions of philanthropy.

**Comparison of Villanova’s Capital Campaigns (Gifts of $25,000 and Above)**

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<td>$1 million and above</td>
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Since the inception of The Villanova Campaign in 1992, both the number of overall donors and the level of commitments to the University have increased substantially. This continuing involvement at higher levels broadens Villanova’s base of support, strengthens the endowment and provides important resources to meet the University’s strategic priorities.
Students have the chance to develop amazing friendships and participate in life-changing experiences. Many of the great programs and activities are funded through the generosity of the donors who make it all happen from behind the scenes. You may not realize it, but we feel your presence in so many ways on campus.”

—Bethany Deal ’05 A&S

A senior majoring in sociology, Deal is an active member of the Villanova community. She is involved with organizations including Student Musical Theater, Special Olympics and the Villanovan student newspaper.
“I’m planning to attend law school next year, and I can tell you that I would never have been able to get there without the generous scholarship I received to come to Villanova and discover my full potential. On behalf of all the scholarship students, I thank you for your gift of confidence.”

—Jonathan Mervine ’05 A&S

Now a Villanova graduate student in liberal studies, Grace delayed entering law school at the University of Maryland to play one more season of men’s basketball with Villanova. He began playing as a “walk-on” during his sophomore year. A Presidential Scholar, Grace was a finalist for a Rhodes Scholarship.

A native of Mahanoy City, a small town in northeast Pennsylvania, Mervine told gala attendees how the opportunity to attend Villanova has expanded his thinking and elevated his confidence.

“I’m planning to attend law school next year, and I can tell you that I would never have been able to get there without the generous scholarship I received to come to Villanova and discover my full potential. On behalf of all the scholarship students, I thank you for your gift of confidence.”

—Jonathan Mervine ’05 A&S
Emily C. Riley and the Hon. Charles A. Heimbold Jr. ’54 A&S are both members of the Campaign Steering Committee.

Gerri Ruibal and her husband, Charles A. Ruibal ’68 Ch.E.

Campaign Vice Chairmen James C. Curvey ’57 C&F (left) and William B. Finneran ’63 C&F (right) talk with William M. Gibson ’66 C&F, a member of the Campaign Steering Committee.
(From left) Campaign Steering Committee member and Parents’ Committee Chairperson Patricia H. Imbesi and her husband, John C. Imbesi ’68 C&F, with Ann Orr and her husband, James F. Orr III ’65 A&S, a member of the Campaign Steering Committee.

(From left) Mary Anne Francisco and her husband, Richard J. Francisco Jr. ’66 A&S, with Mary Helen Friel and her husband, James R. Friel Jr. ’64 C&F.

John B. Canuso ’63 C.E., a member of the Major Gifts Committee, and his wife, Joan.

Campaign Steering Committee member Frank S. Scarpa ’56 C&F and his wife, Gail.
(From left) Charles P. Connolly Jr. '70 A&S, a member of the Major Gifts Committee, with Campaign Steering Committee member James D. Danella '71 C&F and the Rev. Edmund J. Dobbin, O.S.A., ’58, University president.


The Hon. Charles A. Heimbold Jr. ’54 A&S (left) and Michael B. Picotte ’69 C&F are both members of the Campaign Steering Committee.

(From left) Vice President for Academic Affairs Dr. John R. Johannes; Director of Athletics Vince Nicastro; and Herbert F. Aspbury ’67 A&S, a member of the Campaign Steering Committee and chairman of the Major Gifts Committee.

Gerald A. White ’57 Ch.E. (left) with Harry A. Widmeier ’56 C&F.

(From left) Shirley Curvey talks with Loretta Cassidy and her husband, Gerald S. J. Cassidy, Esq., ’63 A&S, campaign chairman.

The Hon. Charles A. Heimbold Jr. ’54 A&S (left) and Michael B. Picotte ’69 C&F are both members of the Campaign Steering Committee.

Gerald A. White ’57 Ch.E. (left) with Harry A. Widmeier ’56 C&F.
(From left) John M. Elizandro, vice president for Institutional Advancement; Julie Davidson; and Campaign Steering Committee member William M. Gibson ’66 C&F and his wife, Nadine.

Campaign Steering Committee member James D. Danella ’71 C&F and his wife, Mary Jo.

(From left) Christine A. Finnegan and her husband, Daniel M. Finnegan, with James P. Riley. All three are members of the Parents’ Committee.

(From left) Kimble Byrd ’73 A&S; Diane Bailey; and Tracy S. Braia ’90 C&F and her husband, Patrick J. Braia ’89 C&F.
J. Jay McAndrews ’60 A&S, a member of the Major Gifts Committee (left), with John G. Gillilan III, Esq., ’56 M.E., a member of Villanova’s Board of Trustees.

Campaign Steering Committee member James F. Orr III ’65 A&S and his wife, Ann (left), with Christine Waterhouse.

The Rev. George F. Riley, O.S.A., Ph.D., ’58 A&S, ’61 G.S., special assistant to the president, with Judith Keating and her husband, Robert M. Keating ’65 C&F.

(From left) Leslie J. Orofino; Priscilla Schmeelk and her husband, Richard J. Schmeelk, members of the Parents’ Committee; and Elsie Nelson.

(From left) F. Michael Tucker, Esq., ’76 A&S, ’79 J.D. and his wife, Lynette Miller Tucker ’77 Nur., with Richard J. Francisco Jr. ’66 A&S and his wife, Mary Anne.
(From left) William J. Sales ’67 C&F and his wife, Suzanne, and Martha Moore Crowley and her husband, James F. Crowley Jr. ’71 C&F. Mr. Sales and Mr. Crowley are both members of the Major Gifts Committee.

(From left) Gloria Martini and her husband, William J. Martini ’68 A&S, and Gloria Barbieri and her husband, Rocco A. Barbieri ’59 A.S. Mr. Martini and Mr. Barbieri are both members of the Major Gifts Committee.

(From left) Kitty Quindlen; Campaign Steering Committee member Michael P. Monaco ’70 C&F and his wife, Candace; and Campaign Steering Committee member John J. Quindlen ’54 C&F

(From left) Campaign Vice Chairman William B. Finneran ’63 C&F with Robert M. Melchionni ’69 C&F, a member of the Major Gifts Committee, and his wife, Jeanne
(From left) Terence M. O’Toole ’80 A&S, a member of the Campaign Steering Committee, with Father Riley and Sheila Labrecque.

Father Stack (left) with Very Rev. Donald F. Reilly, O.S.A., ’71 A&S, D. Min., Prior Provincial of the Province of St. Thomas of Villanova and a member of Villanova’s Board of Trustees.

(From left) The Rev. William A. McGuire, O.S.A., ’62 A&S, senior vice president for Administration; Mary R. McRae ’82 C&F, associate vice president for Development; and Father Dobbin.

(From left) Lisa Olsen and her husband, Gary R. Olsen ’74 A&S, ’80 G.S., associate vice president for Alumni Affairs, with William F. O’Donnell III ’65 C.E. and his wife, Theresa.

(From left) Campaign Steering Committee members Edward J. Welsh, Jr. ’66 C&F and John G. Drosdick ’65 Ch.E., chairman of Villanova’s Board of Trustees, with Robert M. Melchionni ’69 C&F, a member of the Major Gifts Committee.

Dr. Tara S. Cortes ’67 Nur., a member of Villanova’s Board of Trustees, with her husband, Dr. Luis Cortes, and Father McGuire.
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