



2025 William & Mary Scholarships Impact Fund Annual Report



WILLIAM
& MARY

CHARTERED 1693

Expanding horizons, educating for impact.

Scholarships afford students untold opportunities that go beyond their experience in the classroom. They have the power to transform lives.

Ava, Bernardo, Joana and Grace — the students you'll meet in this report — offer a small glimpse into the thousands of unique stories about the profound impact of scholarship support throughout the W&M community.

Unrestricted, need-based scholarships are the university's highest priority. Gifts made to the Scholarships Impact Fund provide the university with the flexibility to direct your gifts to ensure that students can attend William & Mary and gain a superb educational experience.

Thank you for making a difference in the lives of William & Mary students.





“It is so valuable to be given the chance to learn & grow, and William & Mary has given me that.”

Ava Lentz '26 is a psychology major and soccer player. One cherished William & Mary moment is receiving the inaugural “Slay” award, an annual Tribe Women’s Soccer award created and named for Ava (nicknamed Slay). The Slay award celebrates the excellence, joy and determination she models on and off the soccer field. To her scholarship supporters, Ava says, “Thank you so much for your support! William & Mary, its community and everything that comes with it has changed my life. ...I wouldn’t have been here without you.”



“My scholarships have enabled my entire experience at William & Mary and everything that comes after it.”

Bernardo Jimenez '26 is an economics major and founder of the Ethics Club at William & Mary. During his freshman year, Bernardo was the first-ever W&M competitor in the national ethics bowl, where he competed individually as the sole member of W&M's ethics team. Bernardo enjoys his study of philosophy which he credits with honing the technical skills required in his economics courses. To his scholarship supporters he says, “I would not be able to attend this college, which I've had such a great time at, without financial assistance. ...I sincerely thank you from the bottom of my heart.”



“Without you, I wouldn’t have experienced the joy of attending a college that is so supportive and inclusive.”

Joana Karlova '28 is a double major in biology and chemistry. She chose William & Mary because of its rich history and supportive and accepting community. In addition to her rigorous academic studies, Joana participates in Swim Club and the Library Ambassadors Club. She looks forward to the research opportunities that will be available in her junior and senior years. To her scholarship supporters she says, “Without you, I would never have had all these amazing experiences, and never have found the place for me. Thank you!”



“The classes I’m taking and the skills I’m learning are helping me to grow immensely.”

Grace Harvey '27 is a psychology major. Grace chose to study psychology to prepare for a career in teaching. She is grateful for her work experience as an event assistant at W&M’s Sadler Center, a source of new friendships and learning opportunities. A music minor, Grace is the administrative secretary of KWAH, the William & Mary Choir. She shares, “I love getting to make music with such an amazing and supportive group of people.” To her scholarship supporters she says, “Thank you so much! I have loved being recognized for the work I put in.”

SCHOLARSHIPS IMPACT FUND

BY THE NUMBERS 2024-2025

\$15.2M

gifts & pledges to support
private scholarships

Scholarship assistance at William & Mary includes privately endowed and expendable philanthropic scholarships and support from William & Mary's annual budget.

12%

of annual budget
supports financial aid

1 in 3

W&M students receives
need-based financial aid



The Scholarships Impact Fund represents just over 3% of the university's donor-funded scholarship assistance and addresses critical scholarship funding needs.

These scholarships provide discretionary aid for deserving students who require additional financial support to attend William & Mary.

With an average gift of \$50, donors who support the Fund can target their giving for maximum impact.

\$458,485

Total donations

1,735

Total donors

\$50

Average gift size

\$9,020

Average scholarship award





Contributions to the Scholarships Impact Fund help us provide essential support to William & Mary students — every donation, no matter the size, makes a difference. Together, we can create more incredible success stories like the ones you just read. Please share this report with people who you think would like to make an impact on the lives of our students and encourage them to join you in giving.

For information about creating your own scholarships, contact Suzie Armstrong '93, assistant vice president for development for campus initiatives, at smarmstrong@wm.edu or 757-221-7647.