

FACULTY FORWARD

POWERED
BY PURPOSE

LEAD IN BUSINESS ETHICS AND SOCIETAL IMPACT

Darden stands as a beacon in the exploration of business's role within society, a testament to our rich heritage of teaching ethics and stakeholder theory. With an ambitious \$35 million endowment for the Institute for Business in Society (IBIS), we're not just preserving excellence; we're charting a bold path for global, ethically-driven business leadership.



TRAILBLAZING THOUGHT LEADERSHIP AND TANGIBLE IMPACT

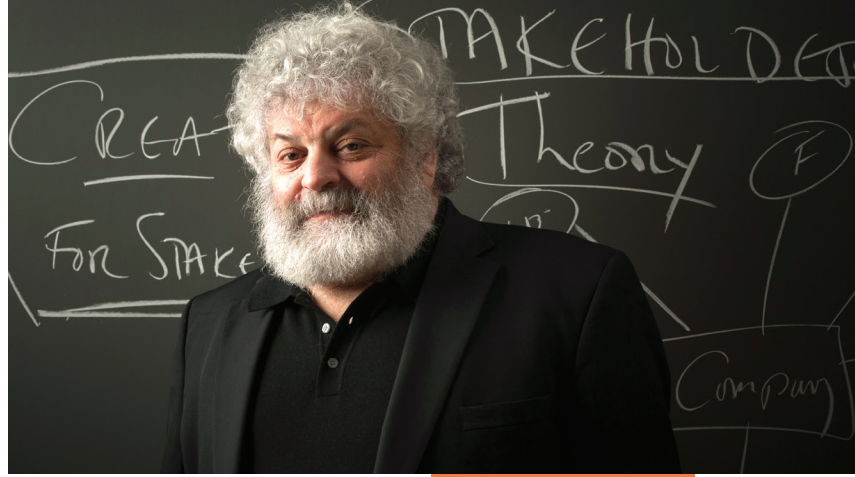
For nearly a decade, IBIS has embodied Darden's forward-thinking ethos, reflecting the transformative insights of visionaries like Professor Ed Freeman. His groundbreaking work, which champions the holistic view of stakeholders, has set the stage for Darden's unique approach to business education. With IBIS at the helm, we're reimagining business's role in society, championing a vision that synergizes profitability with fairness, abundance and interconnectedness.



"We can be the generation that makes business better, but we can only do that if we tell a new narrative, a new story about what's possible for business."

— Professor Ed Freeman

Your Investment Powers these Initiatives



1. INNOVATIVE RESEARCH AND THOUGHT LEADERSHIP

Inspired by Freeman's stakeholder theory, IBIS leads transformative initiatives like Giving Voice to Values. An endowment will supercharge this journey, attracting world-class faculty for pioneering research.

2. FACILITATING GLOBAL DIALOGUES WITH HIGH-IMPACT EVENTS

IBIS, celebrated for events like the Jefferson Innovation Summit, is our platform for global discussions on societal imperatives, all underpinned by Darden's ethical ethos.

3. CULTIVATING TOMORROW'S ETHICAL LEADERS

With programs like the UVA Tri-Sector Leadership Fellows, Darden's curriculum is at the forefront of ethical leadership training. Amplified funding will catalyze even more innovative programs.

4. SHAPING MODERN BUSINESS PRACTICES

IBIS is Darden's hub for pressing global concerns, from sustainability to DEI and ESG. This endowment ensures IBIS's leadership in shaping global strategies and dialogues in these areas.

PROPELLING DARDEN'S VISION INTO THE FUTURE

As we celebrate the illustrious career of IBIS's guiding light, Professor Ed Freeman, we're inspired to amplify and expand upon his transformative legacy. While esteemed institutions like Wharton explore ESG, Darden's distinct, values-centric approach sets us ahead. This visionary endowment honors our past and fuels our mission to cultivate the next generation of ethical thought leaders.

DISCOVER HOW YOU CAN ELEVATE DARDEN'S LEGACY

To learn more about giving opportunities at Darden, visit giving.darden.virginia.edu. For personalized assistance, reach out to Deputy Vice President for Advancement Samantha Hartog at +1-434-982-2151 or via email at HartogS@arden.virginia.edu.