



Athletic Training Enhancement Campaign



Building New England's Premiere Athletic Training Program:
Enhancing Well-being. Ensuring Peak Performance. Saving Lives.

College of Education and Human Development

STARTING FROM A POSITION OF STRENGTH

UMaine's Athletic Training program is the only program in the state featuring:

- Full integration with and routine **access to Division 1 athletics**.
- **100% passage** of the national certification examination on the **first attempt** over the last two years, compared to the 77% national average.

Our close-knit team of experienced faculty and dedicated students build their knowledge and hone their skills in the Wes Jordan Athletic Training Education Complex. Located steps from our athletic training classrooms, this facility has helped students bridge the gap from theory to practice. It is here that our students find their confidence, build community, and prepare for a fulfilling career.



An inspiration and legacy – Wesley Jordan '63, '69G



Wesley Jordan served as the Head Athletic Trainer at the University of Maine for 32 years prior to his retirement in 1997. Jordan, who received his bachelor's

degree from UMaine in 1963 and his master's in 1969, was a member of the 1961 football squad. While at the University, Jordan cared for student-athletes and mentored athletic training students, many of whom have moved on to careers in secondary schools, collegiate and professional sports. He also served as an athletic trainer at the 1980 Winter Olympic Games. Jordan has been enshrined into the National Athletic Trainers' Association, Maine Baseball, and State of Maine Hall of Fame. His vision still guides us today.

The proposed simulation lab would be the **ONLY** dedicated simulation lab for athletic training students in Northern New England – raising the bar.

The simulation lab will provide hands-on practice, especially with emergency skills that students may not encounter in clinical education experiences.

Through the use of high-fidelity manikins/simulators, students can apply assessment and treatment techniques for various life-threatening conditions,

such as sudden cardiac arrest, exertional heat stroke, and arterial bleeds, in a safe and supportive environment.



THE NEED

Whether you witnessed Buffalo Bills safety, Damar Hamlin, collapse on the field in cardiac arrest or held your breath as your child dropped on the soccer field, you know that the presence of skilled athletic trainers can save lives, help prevent life-altering injuries, and ensure that individuals and teams maintain peak performance.

40% of Maine high schools have NO athletic trainers.

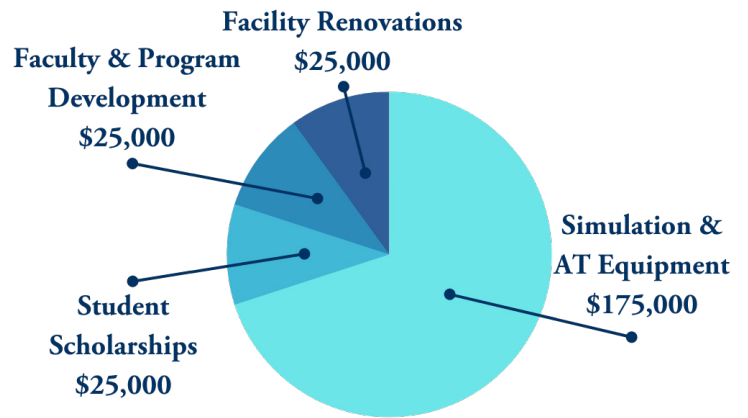
UMaine's Athletic Training program is tackling this need. The program is expanding to a Master of Science in Athletic Training degree and embarking on an Athletic Training Enhancement Campaign to raise funds needed to:

- create a world-class simulation lab within the Wes Jordan Athletic Training Education Complex,
- upgrade equipment,
- enhance program development,
- and create additional scholarship support.

Championed by UMaine's Dean of the College of Education and Human Development, Penny Bishop, a team of dedicated alumni, and help from the University of Maine Foundation, we are asking you to join us in building the premiere athletic training program for New England.

The Athletic Training Enhancement Campaign – Goal \$250,000

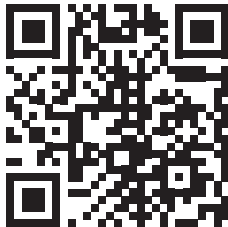
Help us build the next generation of UMaine's Athletic Training program. This is an opportunity to help fill a need in Maine communities that will directly impact the lives of our children, family members, neighbors, and friends. It is an opportunity to help fulfill Wes Jordan's vision and it is an opportunity to make UMaine the gold standard for athletic training preparation – enhancing the value of **your** UMaine degree.



ARE YOU READY TO JOIN OUR TEAM? MAKE A PLEDGE OF SUPPORT AND PAY OVER FIVE YEARS.

4 Ways to Give:

1. Make a gift or pledge at our.umaine.edu/athletictraining; or
2. Give over the phone by calling the University of Maine Foundation at 207-581-5800; or
3. Make checks payable to The University of Maine Foundation, noting "Athletic Training Enhancement Campaign" in the memo line, and mail to:
The University of Maine Foundation
Two Alumni Place
Orono, ME 04469
4. Scan the QR code below.



Naming Opportunities: Memorialize your commitment to UMaine's Athletic Training Program with a space named for yourself or someone you would like to honor.

- Simulation Laboratory 1 - \$25,000
- Simulation Laboratory 2 - \$25,000
- Simulation Control Room - \$25,000
- Athletic Training Corridor - \$20,000
- Athletic Training Gear Locker - \$10,000

Are you 71.5 or older with an IRA? Request a **qualified charitable deduction** from your IRA that may provide you with tax benefits. To learn more, please contact Paige Holmes, at the University of Maine Foundation, at paige.holmes@maine.edu, or 207-581-2564.

Corporate and In-Kind Gifts: We welcome corporate partners who can provide financial and in-kind support that meets the campaign's needs and would look forward to highlighting such a partnership by:

- Providing a plaque on the space or equipment (if appropriate) noting the company's support; and
- Highlighting the partnership in email and social media communications from the Athletic Training program, the College of Education and Human Development, and the University of Maine Foundation.

If you have questions about UMaine's Athletic Training program or the Athletic Training Enhancement Campaign, we encourage you to **contact us**.

Campaign Ambassadors

Penny Bishop EdD
Dean of the College of Education and Human Development
penny.bishop@maine.edu

Mark "Rookie" Letendre, '78, ATC
mlbcharro@aol.com

John Ryan '89, '95G, EdD, LAT, ATC, RAA
jpryanlatcme@gmail.com

Tim "Westy" Weston, '89, '04G, M.Ed., ATC
tsweston@colby.edu

Chris Nightingale, '95, EdD, ATC
Associate Professor of Athletic Training and Physical Education
christopher.nightingale@maine.edu

Paige Holmes
Philanthropy Officer
University of Maine Foundation
paige.holmes@maine.edu
207-581-3564



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umainefoundation@maine.edu | umainefoundation.org | umaine.edu/edhd

Orono Office:

Two Alumni Place
Orono, ME 04469-5792
207.581.5100 or 800.982.8503

Southern Maine Office:

300 Fore Street
Portland, ME 04101
207.245.3656