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The Hull Foundation Establishes Scholarship at VCU Brandcenter

Endowed scholarship to benefit student demonstrating strong interest in entrepreneurship

Richmond, VA (June 11, 2018) –The Hull Foundation has established a multi-year, endowed scholarship to VCU Brandcenter, a two-year, graduate program in brand marketing and advertising. Beginning with the 2018-2019 school year, VCU Brandcenter annually will award the Hull Foundation Endowed Scholarship to a VCU Brandcenter student demonstrating a keen interest in entrepreneurship.

The Hull Foundation Endowed Scholarship is the first scholarship of VCU Brandcenter specific to entrepreneurship.

“VCU Brandcenter is a hot-bed for innovation where young people are using their creativity to identify new solutions for businesses and brands,” said Pat Hull, a serial entrepreneur, investor and founder of The Hull Foundation. “I hope to use this scholarship not only to provide financial support to deserving students, but also to personally guide them during a critical time of their exploration into creativity and entrepreneurship.”

A selection committee from the VCU Brandcenter and VCU School of Business will begin accepting applications for The Hull Foundation Endowed Scholarship in August 2018. Applicants can be first- or second-year Brandcenter students demonstrating a keen interest in business start-ups and desire to pursue entrepreneurship.

“We are honored that Pat Hull, a globally known entrepreneur and philanthropist, is investing in VCU Brandcenter, a national leader in innovation,” said Helayne Spivak, executive director, VCU Brandcenter. “Over the past five years, we’ve seen an increasing number of students expressing interest in starting their own enterprises, rather than joining a company after graduating. Like these students, Pat started his first company at a young age. His foundation’s scholarship will greatly benefit Brandcenter students following an entrepreneurship path.”

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A 2017 VCU Brandcenter salary survey cites a growing trend among alumni to start their own businesses. Eighty percent of respondents were from the graduating classes of 2008 to 2017. Of the total 637 respondents, more than three-fourths (77%) of alumni have considered starting their own business or becoming an entrepreneur. Most interest in entrepreneurship came from alumni in Richmond, as well as in Washington, D.C., Raleigh, Seattle, Los Angeles, New York City and San Francisco. Nearly one-fourth (23%) of alumni interested in entrepreneurship mentioned they want more mentoring from others around them, before pulling the entrepreneur trigger. Others cited needs for financing (45%) and finding the right team of people (13%) in order to start their own business.

The Hull Foundation is the charitable arm of Phull Holdings, a dynamic investment firm that supports innovative and customer-focused businesses. Since 2009, the Hull Foundation has made approximately 70 gifts to various charitable causes.

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About The Hull Foundation

Entrepreneur Pat Hull (<http://phullholdings.com/>) has spent a lifetime supporting the growth and development of great business ventures. As the founder and CEO of GetLoaded.com, Pat revolutionized the transportation and logistics industry with the creation of a freight matching service for long-haul truckers. He is a lifetime serial entrepreneur who controls financial interests in over 30 different companies spanning industries that include transportation, technology, entertainment, real estate, restaurants, energy, finance, insurance and mobile apps.

In 2009, Pat established The Hull Foundation. Pat brings an entrepreneurial approach to The Hull Foundation's philanthropic endeavors, by investing in companies and people who embody creativity, innovation and passion.

About the VCU Brandcenter

The Virginia Commonwealth University Brandcenter (www.brandcenter.vcu.edu) in Richmond, Virginia is an innovative, two-year graduate program that brings the creative, strategic, business and technology sides of advertising and branding together. The Brandcenter offers a highly creative environment for students concentrating in five tracks: Copywriting, Art Direction, Strategy, Creative Brand Management, and Experience Design. Students earn a Master of Science degree in Business/Branding. Brandcenter alums start businesses, work at some of the best agencies in the world like Droga5, Barton F Graf, and Wieden + Kennedy, and work on the client-side helping to build brands like Target, Apple, Google, Nike, Coke, and Facebook.