

NEWS OF FACULTY, STAFF & RETIREE GIVING TO MICHIGAN STATE UNIVERSITY

OUR IMPACT

SPRING 2012



ELI & EDYTHE BROAD ART MUSEUM



SELMA HOLLANDER ON SUPPORT FOR THE BROAD:

IT'S MY PASSION,
YOU CAN JOIN ME!

YOUR GIFTS IN ACTION • SPARTAN SENTINELS • ALL YOU!

YOUR GIFTS IN ACTION

Devoted to the impact of our gifts to MSU

COUNTDOWN TO THE BROAD

The formal dedication of the Eli and Edythe Broad Art Museum at MSU will occur this fall. Originally scheduled for spring, the postponement was due to material supply delays and the goal of involving students in opening activities.

There is still time to be included on the museum's donor recognition wall, a unique element designed by Zaha Hadid, the world renowned architect of the building. Participation in the donor recognition wall guarantees a place at the grand opening and dedication events.

For more information on making a gift to the museum, contact Director of Development Marcia Crawley at (517) 884-3905; crawley7@msu.edu.

Click! givingto.msu.edu/broadartmuseum



THERE'S STILL A PLACE FOR YOU

JOIN OTHER FACULTY, STAFF AND RETIREES ON THE DONOR RECOGNITION WALL!

ON THE COVER:

Selma Hollander's passion and support for the arts spans decades. She recently added significantly to that legacy with a \$1 million gift to name a gallery in the Eli and Edythe Broad Art Museum.

SUPPORT FOR MSU SAFE PLACE

For more than 18 years, MSU Safe Place has offered hope in the MSU community providing critical resources to directly ensure safety and welfare for victims of domestic violence and stalking. All services are confidential and, thanks to the generosity of donors, offered free-of-charge.



Scan this code with your smartphone.

As a group, University Advancement's Gift and Member Services decided to direct their 2012 All University Campaign pledges to help MSU Safe Place. They are the team responsible for processing all cash gifts to MSU, including those for the annual All University Campaign.

"As the group that sees firsthand the generosity of outside donors, we wanted to show our personal, internal support through the All U Campaign.," explains Laurie Pung, manager of Gift and Member Services. "It was easy to see the good work of MSU Safe Place and we all felt it was a place we wanted to support."

Click! givingto.msu.edu/safeplace



OUR IMPACT IS PUBLISHED BY:

University Advancement
Michigan State University
Spartan Way
535 Chestnut Road, Room 300
East Lansing, MI 48824
(517) 884-1000

Robert W. Groves
Vice President
University Advancement

Peter J. Lasher
Associate Vice President
for University Development

Lois Furry, Editor
Linda Dunn, Copy Editor
Christina Schaffer, Copy Editor

MAKING A GIFT

To discuss how you might remember MSU, please contact the Office of Gift Planning at (800) 232-4678 or (517) 884-1000.
givingto.msu.edu

MSU DEVELOPMENT WELCOMES NEW AVP



Peter J. (Pete) Lasher joins University Development as the new associate vice president. He brings more than 17 years of successful development experience including associate VP positions at the University of Southern California and Georgetown University.

"I've never been more excited about an opportunity than the one here at MSU. With outstanding academic leadership, devoted alumni and a dedicated staff, all the pieces are in place to make a lasting difference with development."

Click! givingto.msu.edu



SUPPORT | IDEAS | INSIGHT | INSPIRATION

GIVE ONLINE

You may make a gift securely online using your credit card. Visit givingto.msu.edu.

TALK TO US

To explore how you might provide support to MSU through cash, stock, real estate and other gifts, contact the University Development office in your college or unit, or call (517) 884-1000.

IT'S POSSIBLE

With estate planning, you can remember MSU in your will or personal trust, contact the Office of Gift Planning at (800) 232-4678 or (517) 884-1000.

MAKING A DIFFERENCE

“...when I considered the benefits, I was determined to make the pieces come together.” Lauren Harris, professor

PROFESSOR LAUREN HARRIS



Psychology Professor Lauren Harris's students are well aware of his appreciation for the arts. And he often draws upon the arts, especially music and dance, to illustrate developmental psychological principles. So, one day, after mentioning the television show

“So You Think You Can Dance,” a student asked whether he had a favorite dancer from the show.

Hands down, student and professor agreed that Billy Bell was their stand-out choice. When the student went on to say how wonderful it would be if the dancer could visit MSU, she planted a seed.

Impulsively, Lauren wrote to ask Billy whether he would like to come for a visit, and then panicked a little when he received a positive response.

“I thought ‘what have I done? I have no authority to make such an offer’” Lauren says. “But, when I considered the benefits, I was determined to make the pieces come together.”

Billy's qualifications as a rising contemporary dance star, choreographer, and founder of an up-and-coming New York dance company, made him a perfect match for the artist-in-residency program in the Residential College in the Arts and Humanities. Dance instructors and RCAH adjunct professors Diane Newman and Beth Post saw the potential for the young artist to have an impact. The only hurdle was funding.

And that's where Lauren's generosity made the difference. Last year, Lauren took advantage of the 2011 IRA charitable rollover provision to make a \$100,000 cash gift to MSU. He designated a portion to specifically fund bringing Billy to campus, along with three members of his company.

Thanks to Lauren's gift and to Diane and Beth's tireless efforts in planning every detail of the residency, and

with the support of Stephen Esquith, dean of the RCAH, all the pieces came together. In April, Billy Bell and his dancers visited classes, including Lauren's developmental psychology class, conducted campus and community workshops, and held open rehearsals for two major new choreographic works, which they presented in a thrilling performance at Fairchild Theatre. The dancers also helped RCAH students choreograph a unique performance of their own.

“He's a natural teacher — open, engaged, good-humored,” says Lauren of Billy. “My students asked many questions, and Billy had insightful answers for every one—about the roots of his interest in dance, his technical and artistic training, whether there was a “critical period” for acquiring the requisite skills, the nature of the creative process in dance and choreography, how he came to found his own company, and the business side of dance (working on both coasts, Billy drew interesting contrasts between L.A. and New York).”

Lauren's generosity to MSU is longstanding. His giving reflects a passion for the arts with an overriding desire to expand learning opportunities. The remainder of his recent gift was split among six endowments he had already begun. Two of them support visiting artist programs in the College of Arts and Letters and the College of Music. The others support MSU Hillel, Jewish Studies, MSU Libraries and Psychology. All along, Lauren also had been thinking about organizing a conference for psychologists and artists to come together to discuss their common interests, to help bridge what C.P. Snow called “The Two Cultures.” Part of the Psychology endowment will be to support a series of these conferences. One certainly should focus on dance, so, with luck, Billy will soon pay a return visit to MSU.

Lauren has a ready answer for those who wonder why scientists should be passionate about the arts. “What can the arts teach us?” he asks, and, quoting the great biologist Edward O. Wilson, answers, “Everything!”



Click! givingto.msu.edu

BILLY BELL



WHO: Residential College in the Arts and Humanities, College of Social Science students in psychology, dance enthusiasts throughout our community.

WHAT: Juilliard-trained dancer Billy Bell, a young leader in the field of contemporary dance, worked alongside faculty and students to explore dance in human expression and the relationship of creativity to cognitive development.

“ Billy Bell knocked the ball out of the park as an artist in residence. Our students knew they could trust him and so they were willing to risk themselves. The result was a learning experience like no other. ”

Diane Newman, RCAH dance instructor



TURNING TRASH TO TREASURE

Revenue from the sale of MSU items contributed more than \$1 million back to the university last year including to the State is Great Endowment, helping to support programs university-wide.

STATE IS GREAT ENDOWMENT:

Since its inception in 2005, this university-wide unrestricted endowment has grown in a variety of ways. From the sale of MSU surplus items to Annual Fund gifts, payroll deduction contributions and bequests, gifts to this endowment support MSU in a lasting and meaningful way.

WOULD YOU LIKE YOUR GIFT TO GROW?

The State is Great Endowment provides flexibility and stability because only part of the interest is annually distributed by MSU's president. The remainder is added to the fund's principal so the growth and benefits last forever.



When MSU Libraries needed to replace its air conditioning chiller, a contractor offered \$25,000 on the spot for the old unit. Fortunately, the libraries turned to their colleagues in MSU Surplus for help. The surplus staff found a buyer who was willing to pay more than double that amount and the libraries gained \$60,000 to put toward their internal needs.

Every day the MSU Surplus and Recycling Center is working to turn what might have been tossed aside or undersold, into useable items or critical funds for MSU.

The Surplus Store works on three levels. First, they serve as a conduit between units wanting to rid themselves of items no longer needed, to other units that may be seeking those exact things.

Next, those items that can't be repurposed on campus are marketed to external buyers, ensuring that the originating department gets the best value for those items. Finally, items that can't be sold are stripped clean of anything recyclable so that the amount of materials that end up in landfills are kept to a minimum.

"We are one of the best reuse and recycling facilities around," says Ruth Daoust, director, noting that the center recently hosted a conference to showcase MSU's operation to 34 other institutions.

MSU Surplus also has often been a partner in building MSU endowments. For example, the legacy of the recently demolished MSU Smokestack will live on not only in the memories of Spartans but also with more than \$16,000 added to the State is Great endowment via sales of the red bricks at the MSU Surplus Store last fall.


The State is Great Endowment began during *The Campaign for MSU* as a way for donors who wanted to support the university as a whole in a lasting and meaningful way. It is the only university-wide unrestricted endowment and has proven popular among faculty, staff, retirees, alumni and friends.

Gifts to the State is Great Endowment generate interest, and only part of the interest is annually distributed at the discretion of MSU's president. As with all endowments, the remainder is added to the principal, which makes the growth and benefits of gifts to the fund, permanent.

 **Click! givingto.msu.edu**

RUTH DAOUST

SPARTAN SENTINELS

As faculty, staff and retirees, you lead the way for others to invest in MSU.  [Click! givingto.msu.edu](https://givingto.msu.edu)



The Rifon Family Endowment represents a commitment to consumer protection and ethical business practices. Because of this endowment, faculty and doctoral students will have new means for research and outreach in marketing communications that is focused on such areas as ethics and vulnerable populations.

“Michigan State has been my home for almost three decades; it is a very special place for me. I am proud to be a Spartan and hope that this endowment will enrich our community as our community has enriched my life.”

Nora J. Rifon, Professor, College of Communication Arts and Sciences



Deborah Sudduth is grateful for the “angels” in nursing who helped her parents when they were sick. Her deferred gift to MSU through an insurance policy will establish the Deborah J. Sudduth Dean’s Discretionary Fund to help future angels in the College of Nursing.

“From my perspective, nurses are angels here on earth who help us through our health-care challenges. Nurses have been a real blessing to my family and this is the motivating factor behind my financial support to the MSU College of Nursing.”

Deborah Sudduth, Executive Staff Assistant, College of Nursing



Linda Nelson’s giving to MSU dates back to the 1960s. An Abbot Society member, she supports many programs including several in the arts. Her name will be included on the donor recognition wall at the Broad Art Museum.

“I chose to support the Broad Art Museum because of childhood exposure to art which helped art to become an important part of my life: my mother taught me crafts when I was very young; in 5th grade I had a wonderful art appreciation course in public school; I visited the Philadelphia Art Museum many times long before I entered college.”

Linda Nelson, Professor Emeritus, College of Social Science

Share your story or nominate a fellow Spartan who’s making a difference and we’ll share it with the Spartan Nation. Please email your story or nominations to univdev@msu.edu.

ALL YOU!

ALL YOU!

YOUR ANNUAL FUND GIFTS ADD UP TO SOMETHING BIG!

For more than 40 years, the MSU Annual Fund's All University Campaign has contacted faculty, staff and retirees like you to provide critical financial support for MSU. As a matter of fact, Michigan State has one of the strongest employee/retiree giving programs in the Big Ten. In fiscal year 2011, MSU employees and retirees contributed nine percent of the total cash given to support MSU.

So we can talk about big numbers, but the most important number is still one. Because you help MSU maintain its historic vision, while boldly driving the big solutions for Michigan and the world. You are the one! And your All University Campaign gifts make a difference in a very real and tangible way.

For more information, visit the All University Campaign website at www.givingto.msu.edu/allu or call 517-884-1000.

1

You are the one!
And we are very grateful
for you!

1,922

Nineteen hundred twenty two
faculty, staff and retirees like
you contributed in the 2011
All University Annual
Fund Campaign.

84

You can build your 1855 club
membership through gifts
of just \$84 per month.

365

Every day, every gift you
make regardless of its size,
collectively makes a
difference at MSU.

11.8 MILLION

You made a difference! Faculty,
staff and retiree giving to MSU
totaled \$11,800,000 in
fiscal year 2011.

1855

A gift of \$1,000 per year for five
consecutive years qualifies you
for membership in the 1855 club,
a donor society only for faculty,
staff and retirees.

3,311

Through a combination of gifts
to the Annual Fund and other
giving, 3,311 MSU students
received one or more scholarship
awards this year.