MICHIGAN STATE UNIVERSITY ANNUAL GIVING ANNUAL REPORT Fiscal Year 2017





REALLY DID IT THIS TIME!

And we couldn't be more grateful.

You are receiving this because you are one of the **96,749 Spartans** who made a gift to **Michigan State University** in Fiscal Year 2017. We want you to know that your support makes a tremendous difference.

Every beloved element of MSU is bolstered by your annual gifts. And your generosity creates immediate opportunities. Because when you give annually, you provide the financial flexibility that makes it possible for MSU to respond to what is needed right now—from emergency scholarship support to technology updates to providing an opportunity that changes a life.

So we want to say thank you. And the pages that follow will show you exactly why.







MSU Greenline

14,571 DONORS GAVE **\$991,061** THROUGH GREENLINE CALLS

givingto.msu.edu/greenline





rthur Vine completed his accounting degree from MSU and reported for work two weeks later in MSU's business office.

The tech-savvy up-and-comer was tasked with computerizing the university's financial statements. Back in 1964, that meant creating code for every check that came in, a role that often put him in direct contact with people at the very top.

"I talked right to Duffy Daugherty—the legendary football coach," Arthur recalls. "I told him he had \$1 million in contributions he didn't know he had."

Arthur went on to a long career in the State of Michigan's Housing Development Authority, moving up to a top job himself. But, he never forgot where he got his start.

So when he gets a call from the MSU Greenline each year, he is happy to hear about his alma mater and to make an annual gift.

"MSU always has been a priority for us," says Arthur, whose late wife, Sandra "Sandy" ('65, '67), also was a dedicated alumna.

Sandy, a longtime middle school teacher, believed in the power of the performing arts to influence young minds. Arthur's penchant ran more for athletics and, of course, accounting.

So it's always been gifts to Spartan Fund and the business college for him and to Wharton Center for her.

Though officially retired, Arthur still keeps a hand in the business world by running a side business preparing tax returns. Over the years, he has often hired MSU accounting students to help. And he never turns down a chance to watch Spartan student-athletes in live action.

"I'm proud of MSU and all it does to help students get their start in life," says Arthur. "And I am happy to help."

MSU Greenline connects with alumni, friends, graduating seniors, and parents of MSU students throughout the year to raise nearly \$1 million. It's one of the backbones for making sure critical support is in place for students and faculty, every day.



1,385 RECENT GRADUATES
AND CURRENT STUDENTS
MADE A GIFT TO MSU





Senior Class Campaign

givingto.msu.edu/senior-gift.cfm





etting involved on campus is what made Abigail Reed feel at home at MSU. And during her four years here, she did everything she could to make sure that when she graduated, she would be leaving her home better than she found it.

As a social relations and policy major within James Madison College, Abbie was able to apply the things she learned in the classroom to her extracurriculars. She served as a member of the ASMSU student government, and, later, as vice president of the Senior Class Council.

As graduation drew nearer, Abbie and her colleagues on the Senior Class Council started to think about how the Class of 2017 would begin building its legacy at MSU.

Historically, graduating seniors have made a collective gift to a specific cause, determined by the Senior Class Council.

The Rock, a collection of art in the MSU Union, new bells for Beaumont Tower, and various scholarship funds have been the work of past Senior Class Gift campaigns.

But in 2017, for the first time, the senior class was encouraged to make a statement by choosing causes that moved them individually.

Abbie's gift went to MSU Safe Place, which raises awareness and provides support and resources to survivors of relationship violence and stalking. It's a cause she's passionate about, and the experience of making a gift to her alma mater is one that she would like to repeat.

"I had such a wonderful experience at MSU," Abbie says, "and I want others to have that experience, too. Giving back was my way of saying 'thank you' to Michigan State. It felt good to give back, and it's definitely something I plan to continue doing."

Every year, every gift makes a difference. One person, one contribution at a time.





ALUMNUS
MAX O'CONNOR
RECEIVED THE
SCHOLARSHIP.

Learn more at go.msu.edu/max

2016 Give Green Day

MSU ALUMNI CLUBS RAISED NEARLY \$14,000 FOR SCHOLARSHIPS

givingday.msu.edu

Give Green Day 2017 — November 28



GRFFN TUESDAY

SU's first-ever university-wide push to support students on Give Green Day was a smashing success—and not just because you helped us raise \$241,939 on a Tuesday in November.

It's because for one whole day, you and your fellow Spartans from all over the country and the world were focused on making MSU a better place by supporting programs and causes that help students.

And you were excited about it!

Tom Benner ('73) stayed up past midnight to make a \$50 gift to the St. Louis alumni club scholarship fund just minutes after the Give Green Day festivities kicked off.

Later in the day, he made a second \$50 gift to the Student Emergency Assistance Fund. Tom has seen, firsthand, how both of these scholarship funds make a difference in students' lives.

"The students that come to MSU from St. Louis come because they love the atmosphere at Michigan State, and the opportunities it offers them," says Tom. "Our endowment, along with other scholarship opportunities, helps them close their funding gaps."

Tom has been a leader in the St. Louis alumni club since its inception, and he gladly took on the task of spreading the word, sharing on social media, and encouraging his fellow St. Louis Spartans to give. They were happy to oblige.

"Once the momentum kicked in," he adds, "the whole day started to feel like one big crowdfunding effort, and the excitement was infectious."

MSU CrowdPower

1,231 CROWDPOWER DONORS GAVE **\$91,991** TO 27 DIFFERENT PROJECTS

givingto.msu.edu/crowdpower















n a time when many Flint residents are unable to drink their tap water—which provides critical fluoride for healthy teeth—preventive dental care is more important than ever.

So, on October 1, 2016, the MSU
College of Human Medicine, in partnership
with the Flint Community Based
Organization Partners and others, hosted
the first-ever Flint Oral Health Fair, which
provided free oral health screenings and
education to 125 individuals.

It happened thanks to 43 donors, who gave \$3,260 through MSU's CrowdPower platform to fund the event.

The effort was spearheaded by Dr. Woody Neighbors, C.S. Mott Endowed Professor of Public Health, and his team at the MSU College of Human Medicine's Flint campus. He and his colleagues were some of the first to give to the project, and they all helped spread the word.

"It was so cool to see the helmet logo fill up as more and more people got on and donated," Neighbors says. "We gave early, to get a little green in the bottom of it, and then sat back and watched it grow."

Neighbors has devoted his career to studying how race affects the way individuals manage their health and deal with illness, especially in difficult-to-reach population groups. And promoting dental health is just a small piece of the larger picture of community-based intervention.

The money raised through CrowdPower went toward facility rental, brochures, and marketing materials, and clinical supplies for the dentists who volunteered their time at the fair.

"Giving to MSU through the CrowdPower platform feels personal," Dr. Neighbors says.
"It feels like you're directly helping MSU to do the kind of community service projects MSU is known for."

No matter the size, every gift to MSU matters. But steady, reliable support can be hard to come by.





352 RECURRING DONORS GAVE MORE THAN **\$150,000** LAST YEAR

givingto.msu.edu/give-every-month.cfm









lumna Almay Alday is one of the 352 Spartans who made recurring monthly gifts to MSU last year. It's the kind of support that helps ensure that critical support is in place for students, day in and day out. And, it's a great reflection of the ways that MSU

As an MSU student in the School of Packaging, Almay got the opportunity to study abroad in Sweden. "It was like a packaging mecca," she recalls. "I saw that packaging could be functional but also beautiful and artistic. And I was completely hooked."

The experience had another long-term benefit: she became very comfortable with new experiences. The adaptability she gained has served her well in her career as a packaging engineer, since she travels about 50 my life." percent of the time, working collaboratively

with marketers, chemists, logisticians, and

Downtime often centers around another MSU-inspired passion: Spartan sports.

Rooting for the Spartans has become a family tradition, especially after her brotherin-law and sister both became alumni. The entire clan, spouses and kids included, traveled to Texas to see MSU in the thrilling 2016 Cotton Bowl.

Last year, Almay opted for the recurring gift option to support two of her favorite green-and-white causes: study abroad and the Spartan Fund.

"I like making a small gift every month through my credit card," she says. "I don't have to come up with a big chunk all at once. But, it makes it automatic that I'm giving to things that matter to me and have shaped



Leadership Circle

SPARTAN STRONG \$1,000-\$2,499/year

7,148 donors gave \$5.9 MILLION

SPARTAN GREAT \$2,500-\$4,999/year

1,776 donors gave \$3.1 MILLION

SPARTAN BOLD \$5,000-\$9,999/year

1,429 donors gave **\$4.5 MILLION**

SPARTAN INSPIRED \$10,000-\$19,999/year



978 donors GAVE \$6.1 MILLION

SPARTAN EXTRAORDINARY \$20,000+/year



1,045 DONORS
GAVE \$41.1 MILLION

57,335LEADERSHIP AND LOYALTY LEVEL DONORS

GAVE *MORE* THAN **\$67 MILLION 13.9%**

(FROM LAST YEAR!)

Loyalty Level

SPARTAN LOYAL \$100-\$499/year



38,216 donors GAVE **\$4.3 MILLION**

SPARTAN PROUD \$500-\$999/year



6,743 DONORS GAVE **\$2.4 MILLION**





THANK YOU FOR DOING THIS

Thousands of gifts from thousands of Spartans and friends came together and went to work at MSU, delivering extraordinary opportunities for learning and discovery.

Annual support is the lifeline for building and sustaining Michigan State. No other type of giving offers as much flexibility—responsive to needs right as they happen.

Your annual gifts support scholarships, technology updates, guest lectures, study abroad, research projects, library materials, and so much more. When you give annually, you help ensure that MSU remains as world-changing for this generation as it was for the last.

PHONE: (800) 232-4MSU (4678) **ONLINE:** givingto.msu.edu/1982

THREE WAYS TO MAKE A GIFT

MAIL:

University Advancement Spartan Way 535 Chestnut Road, Room 300 East Lansing, MI 48824

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