

Fall 2000

DEVELOPMENTS

Michigan State University

1999-2000 ANNUAL REPORT SUMMARY

ANOTHER BANNER YEAR 5th Straight Record-Setting Year Continues To Build Strong Foundation

Marking the 5th straight year of record-setting growth, donors contributed over \$121 million in cash and planned gifts to Michigan State University, with cash gifts breaking the \$100 million mark for the first time ever. Cash gifts increased by \$25.8 million to a record \$100.3 million, an increase of more than 34% over last year, and a remarkable 100% increase over the last 6 years.

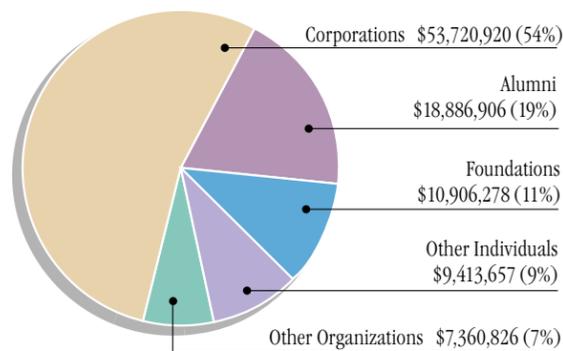
"Individuals, corporations and foundations continue to recognize the value of investing in Michigan State University," commented MSU President Peter McPherson. "These results show the importance of a strong partnership between our donors and the university," continued McPherson.

MSU received a total of nearly 73,000 gifts during the last fiscal year. The number

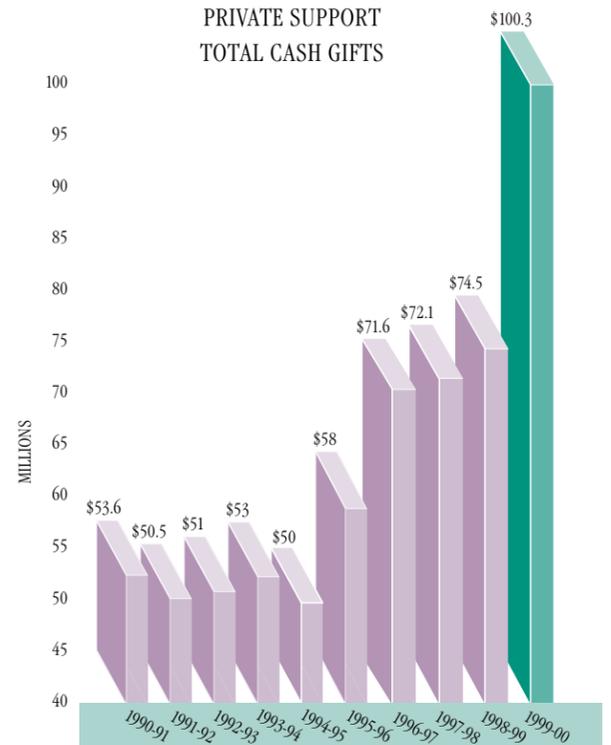
campaign, it is critical that we build a strong foundation of support among our individual, corporate and foundation friends. In addition, these record results would not have been possible without the continued hard

\$7 million from the Pharmacia Corporation, was accepted and dedicated; the opening of the Mary Anne McPhail Equine Performance Center was celebrated; and The M. Peter and Joanne M. McPherson Endowed Professor for the Understanding of Science was established. A host of events and celebrations were enjoyed along the way to a Citrus Bowl

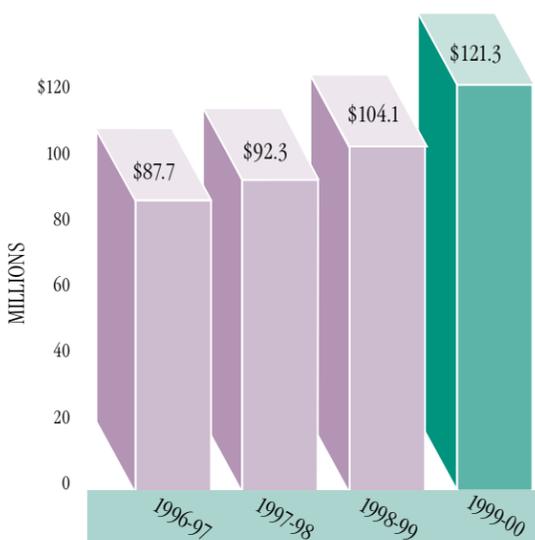
SOURCES OF PRIVATE SUPPORT



10 YEAR HISTORY OF PRIVATE SUPPORT TOTAL CASH GIFTS



TOTAL GIVING SUMMARY CASH AND PLANNED GIFTS



work and support of the academic leadership and staff of each of the university's colleges and programs. It's a team effort, and I thank not only the president and provost, but the deans, faculty and staff as well, for all of their work."

Several notable gifts and events also marked the last fiscal year at University Development. Brook Lodge, a gift of land and a conference center valued at over

of individual donors to the university increased as well, with MSU adding more than 4,200 first-time donors. "These results are extremely encouraging," announced Chuck Webb, Vice President for University Development. "As we make preparations for the upcoming capital

1999-2000 Highlights

Cash and Planned Gifts up \$17.2 million

Cash Gifts up 100% over the last 6 years

Endowed Chairs/Professorships grew to \$93.6 million

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PRESIDENT'S LETTER



Dear Donors,

It has been a year of notable achievements at Michigan State University—major research discoveries, national championships and awards, and outstanding community partnerships. These accomplishments are further enhanced by the fact that, once again, donors have supported MSU at levels unprecedented in our 145-year history.

Your support has come in so many different ways, and each is valued and appreciated. Some of you maintain your connection to your individual college or an academic department. Others connect via our athletic programs, support building and renovation projects, or contribute to maintaining our very beautiful campus—a campus that serves, in fact, as an outdoor laboratory for students in many fields of study.

One of our most exciting areas for development is in the sciences, where we are seeking new opportunities for non-traditional collaboration. It goes beyond the walls of the new Biomedical and Physical Sciences Facility, which will allow us to attract more of the nation's leading scientists and students to our campus, as well as the research funding to support them. It allows us the privilege of taking a high-energy, cross-disciplinary, results-oriented approach to our work. There are other initiatives, too, that are less visible but equally innovative.

Consider this: we are one of just five U.S. universities tapped by the Alfred P.

Sloan Foundation to pioneer a national effort to better prepare our math and science students for business and industry through a Professional Master's Degree in Science. Or consider this: thanks to an anonymous donor, we have embarked on an innovative academic initiative to bring science to future decision-makers through an endowed professorship. The M. Peter and Joanne M. McPherson Endowed Professor for the Understanding of Science will lead a unique seminar for undergraduates. Our goal: to help all students, not only science majors, to grasp the extraordinary effect of scientific research and discovery across all aspects of society.

Today's students increasingly need a broad-based, integrated, global education, and every contribution to the university helps us achieve that goal. On behalf of the faculty and students you support, I thank you. Your generosity has an impact.

Banner Year

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victory and the NCAA basketball national championship.

This last fiscal year also saw the announcement of three new presidential giving societies designed to recognize significant contributors to MSU. "We saw a need to revise and expand our recognition program," said Marti Heil, Associate Vice President of University Development. "We have many individuals who are making commitments in excess of \$100,000 who

will now be better recognized for their contributions with the addition of new donor societies at the \$250,000 and \$500,000 levels." The Williams Society was also added at the \$5 million level. These changes to the donor societies officially took place on July 1, 2000 accompanied by the pledge period being shortened from 10 years to 5 years.

Though planned gift dollars raised were down during the last fiscal year, with over \$20.9 million secured, there is still a strong growth trend in this critical area of support, with the total number of planned gifts established for the year remaining constant.

"Planned gifts represent an enormous growth opportunity for this university," continued Heil. "With the tremendous accumulation of wealth that has occurred over the past two decades, these types of gifts are becoming an increasingly popular way for our donors to remember MSU."

"This year, we began the critical planning phase of our next capital campaign," Webb said. "The level of support this year shows the loyalty of our Spartan family. With outstanding results like this, I am already eagerly looking forward to a successful campaign effort."

1999-2000 COLLEGE/PROGRAM INCOME

COLLEGES	Cash Income	Life Income Agreements	PROGRAMS	Cash Income	Life Income Agreements
Agriculture and Natural Resources	\$6,169,683	\$1,018,66	Campus Park and Planning	\$167,696	\$3,000
Arts and Letters	\$2,157,576	\$300,347	Financial Aid	\$986,557	\$347,883
Business	\$5,316,741	\$102,534	Honors College	\$853,483	\$50,000
Communication Arts and Sciences	\$947,689	\$10,000	Human Med - Community Campus	\$33,502	\$0
Education	\$1,524,311	\$393,965	Instr. Develop. & Tele. Comm. Services	\$3,174,393	\$0
Engineering	\$19,655,019	\$1,330,982	International Studies and Programs	\$364,149	\$108,713
Human Ecology	\$462,747	\$187,500	Libraries, Computing and Technology	\$113,160	\$0
Human Medicine	\$1,378,432	\$62,500	MSU Museum	\$389,476	\$0
James Madison College	\$141,247	\$0	Intercollegiate Athletics	\$7,281,540	\$400,801
MSU - DCL	\$3,600	\$848,500	Urban Affairs Programs	\$23,555	\$0
Natural Science	\$5,484,465	\$295,197	Wharton Center	\$908,800	\$201,875
Nursing	\$426,171	\$0	4-H Foundation	\$714,993	\$62,500
Osteopathic Medicine	\$972,195	\$0	Miscellaneous	\$7,448,011	\$0
Social Science	\$1,821,632	\$3,000			
Veterinary Medicine	\$4,975,919	\$161,346			
Split Departments	\$671,876	\$0			
General University	\$3,325,401	\$122,177			

PROGRAMS IN THE COLLEGES

MSU's sixteen colleges and units each have their own fund raising programs and priorities. Development officers report both to the dean of the college and to the director of University Development. They use the administrative services and resources of the central office of University Development to further their college programs. Income from private sources is reported by college as well as combined for an all-university total.

College of Agriculture and Natural Resources

In 1999-2000, the College of Agriculture and Natural Resources development and alumni offices merged to form the CANR External Relations Office. In addition, the team welcomed a new CANR information officer. Acting Dean William Taylor met with alumni, friends and commodity group leaders throughout the year and hosted events on campus and across the country. This year was an active one for college events, including a reunion of the class of 1950, which resulted in the establishment of a scholarship for CANR students studying abroad.

1999-2000 was an exceptional year for private support for the College of Agriculture and Natural Resources. Some 3,863 gifts were received totaling over \$6,169,600, with additional funds in shared accounts of \$608,500 for college initiatives and a \$600,000 scholarship for CANR/Honors College students. The college welcomed 404 new donors and 52 new donor society members. Planned giving also saw a 50 percent increase over the previous year with nearly \$3 million in future commitments to the CANR.

College of Arts and Letters

In fiscal year 1999-2000, the College of Arts and Letters held special events for alumni and friends in East Lansing, Detroit, New York, Washington D.C. and Los Angeles. Several new scholarships and endowments were established in the college, including two scholarships in the Jewish Studies Program, with pledges and gifts totaling \$600,000. Additionally, an anonymous donor established a significant endowed fund in the Department of Art. The Kresge Art Museum received a gift from an anonymous donor to establish the "Kresge Art Museum Facilities Fund." Yet another anonymous donor made the first gift to the "Center for Great Lakes Culture Endowed Fund."

In 1999-2000 the college received gifts from 2,610 alumni, faculty, staff, students, friends, corporations and foundations, totaling nearly \$2.5 million. The college's endowment grew substantially with the market value of 90 endowed funds reaching \$11,216,400. Among CAL donors, 34 joined MSU's giving societies.

The Eli Broad College of Business

The Eli Broad College of Business 1999-2000 highlights included the opening of the \$2.3 million Lear Corporation Career Services Center, named with a gift of \$1 million from the Lear Corporation. In January, a ground-

breaking ceremony was held for the new \$16 million Executive Development Center. To date, \$5.5 million has been raised.

The 1999-2000 fiscal year continued the strong record of fund raising for The Eli Broad College of Business. Private gifts, life income agreements, bequests and other



Guests toured the Lear Center after the dedication ceremony.

planned gifts received in the 1999-2000 year totaled more than \$13,100,000. The college received 30 major gifts of \$50,000 or more, including three commitments of \$1 million or more, 13 above \$100,000 and 14 gifts of \$50,000 or greater.

The college welcomed a record 177 new donor club members during the fiscal year, including: Frank S. Kedzie Society, five; MSU Benefactors, 20; John A. Hannah Society, 24; Beaumont Tower Society, 36; MSU Presidents Club, 87; and Presidents Club Associates, five.

College of Communication Arts and Sciences

The College of Communication Arts and Sciences continues to be a dynamic environment, committed to preparing students in cutting-edge technologies and timeless critical thinking. To this end, the college established several new scholarships during 1999-2000.

Gifts and pledges to the College of Communication Arts and Sciences from alumni, friends, corporations, associations and other groups, totaled more than \$1 million for the 1999-2000 fiscal year. These gifts allow the college to move forward with innovative programs of research and teaching.

The college welcomed 19 new members to the university's donor recognition societies, including three Legacy Society members, three MSU Benefactors, three Hannah Society members, five Beaumont Tower Society members and five Presidents Club members.

Michigan State University-Detroit College of Law

Fund raising activities at Michigan State University-Detroit College of Law continued to generate increasing support during the

1999-2000 academic year. As the search for a new dean was undertaken, the MSU-DCL development and alumni relations staff continued to host a variety of activities, including the popular homecoming tailgate party, reunion events, the alumni reception at the Michigan Bar Association annual meeting, the golf outing, and the President's Club Dinner at the Detroit Institute of Art during the blockbuster Van Gogh exhibit.

Gifts and pledges received during the year totaled \$1.3 million. Outstanding 1999-2000 achievements included: the annual campaign goal was surpassed by 30%; two endowed and four expendable scholarships were established; a record number of new members joined the Michigan State University-Detroit College of Law Alumni Association; and membership in all the donor clubs continued to increase.

College of Education

In 1999-2000, annual fund giving and interest from endowments provided scholarship support to 131 undergraduate and graduate students in the College of Education. Of the scholarships awarded, 68 were from named funds. For the third year in a row, the college has made a commitment to support students completing their yearlong internship in an urban setting. This year, 63 students received these scholarships, an increase of nearly 27% from the year before.

Annual cash gifts from alumni, friends, foundations and corporations totaled \$1,524,300 for the 1999-2000 fiscal year. Individuals (alumni and friends) contributed 89% of the gifts received. Membership in The Leadership Circle, which recognizes gifts of \$1,000 or more annually, continued to increase during its second year, with a total of 101 members, up from 68 in its inaugural year. Several new estate commitments designated for the College of Education with a present value of \$1,534,900 were formalized in 1999-2000. A total of 14 new endowments were established to benefit the college during the year.

College of Engineering

Fiscal year 1999-2000 heralded the arrival of Janie Fouke as the new dean for the College of Engineering. Under her leadership, the college experienced one of its most successful fund raising years ever, with \$19,655,000 raised. The number of donors remained virtually unchanged, with 2,306 pledging their support to the college. Several significant major gifts helped to propel the college to this philanthropic success.

The college is especially proud of its faculty, staff and retirees who continue to demonstrate their devotion to the college through charitable giving, which rose by 28%, from \$57,800 to \$79,800. Annual gifts from alumni also grew dramatically. Through the annual College Campaign, alumni contributed \$181,500—an impressive increase of 130% over 1998-1999. The number of alumni donors to the campaign also grew from 1,179 to 1,267.

PROGRAMS IN THE COLLEGES

The college welcomed 97 new donor society members, including: Frank S. Kedzie Society, five; MSU Benefactors, five; John A. Hannah Society, nine; Beaumont Tower Society, 17; Presidents Club, 53; and Presidents Club Associates, two. Six new Legacy Society members were recognized for their planned gifts.

The Honors College, Admissions & Scholarships, and The Graduate School

A memorable event for the Honors College in 1999-2000 was the rededication ceremony held in October for the renovated Eustace Hall. During fiscal year 1999-2000, the Honors College raised \$862,000, a 165% increase from the previous year.

In 1999-2000, a total of 788 donors supported or pledged their support to the Honors College. The college welcomed 16 new donor society members: MSU Benefactors, one; Beaumont Tower Society, two; Presidents Club level, 12; and Presidents Club Associates, one. Through annual appeal efforts, the number of MSU alumni and friends who contributed to the Honors College jumped 25% from the previous year. In addition, financial contributions from MSU current and retired staff and faculty increased by 75%.

In addition to admitting 7,000 incoming freshman and transfer students each academic year, the Office of Admissions oversees the administration of the Alumni Distinguished Scholarships and other scholarships endowed by alumni and friends. Several new expendable agreements were created in the 1999-2000 academic year, and one new scholarship agreement was endowed. To date, there are 44 endowed scholarships, as well as 25 expendable scholarships.

In the 1999-2000 academic year, the Graduate School announced that it was launching a development program to secure financial assistance for graduate student travel in support of their professional development and attendance at state, national, and international conferences to present their research findings. Funds will also support additional fellowships.

College of Human Ecology

Following a successful year of reconnecting with many alumni and friends in 1998-99, the College of Human Ecology entered fiscal year 1999-2000 with a goal of strengthening its relationships with these key supporters. Many alumni and friends were given the opportunity to become more involved with the college by meeting with Dean Julia Miller at a variety of events held across the state and country including Atlanta, Chicago, Detroit, Lansing, Los Angeles and San Francisco.

More than \$462,000 was contributed to the College of Human Ecology. Faculty and staff giving increased by 44%, totaling over \$45,000. The number of corporations supporting the college also increased by 14%. Perhaps the most important increase came in the area of donations by individual alumni. Contributions of this type rose 27% to \$200,700.

The College of Human Ecology also experienced a significant increase in giving society members. The college welcomed 16 special gifts and three major gifts during 1999-2000. Communication and outreach efforts assisted in the commitment and documentation of three deferred gifts totaling \$475,000.

College of Human Medicine

During fiscal year 1999-2000, the College of Human Medicine bid farewell to William Abbett as he stepped down as dean after 11 years of leadership. Dr. Abbett's legacy unquestionably will be his enduring commitment to students. Among his many accomplishments during his tenure are a dramatic increase in student scholarships and the successful launch of a campaign for new medical student facilities this past year.

The generosity of the college's many friends resulted in gifts totaling \$1,378,400 during fiscal year 1999-2000. An additional \$231,700 was generated to support the six CHM community campuses for a combined total of \$1,627,100. The number of donors to the college exceeded 950. During fiscal year 1999-2000, the college received eight major gifts of \$50,000 or more.

The College secured 35 new donor club memberships, including: MSU Benefactors, six; John A. Hannah Society, six; Beaumont Tower Society, eight; and MSU Presidents Club, 15.



Yvonne Will-Murphy stands between Phyllis and Walter Dell after receiving the Phyllis K. and Walter P. Dell Endowed Scholarship, a scholarship given annually to second or third year students enrolled in the Medical Scientist Training Program.

James Madison College

In 1999-2000, James Madison College welcomed a new dean, Dr. Sherman Garnett. The development and alumni team focused their efforts on introducing Dean Garnett to alumni and friends of the college. Numerous events were hosted in the dean's honor in East Lansing, Detroit, Washington, D.C., New York and Chicago. Several more events are planned for early fiscal year 2000-01.

The 1999-2000 fiscal year was a great year for planned gifts at James Madison College, with planned gifts received during the year totaling over \$300,000. Alumni gifts to James Madison totaled over \$70,000, the largest alumni support in the college's history. The gifts will benefit student scholarships. In addition, the college was pleased to welcome several new Beaumont Tower members.

College of Natural Science

In 1999-2000, the College of Natural Science welcomed a new director of development, Suzette Hittner. Since late September, the development focus has been to meet with alumni and friends of the college, with numerous events hosted by Dean George Leroi in East Lansing and throughout the United States.

The 1999-2000 fiscal year was a great year for private financial support for the college. Great strides were made in securing funding for the Biomedical and Physical Sciences facility and SOAR projects. Gifts received during the 1999-2000 year totaled more than \$5.5 million—a 37% increase over the previous fiscal year. The college received 18 major gifts of \$50,000 or more. Cash gifts to the College of Natural Science Annual Fund totaled over \$142,021—an increase of 7% over 1998-99.

The college welcomed 63 new donor society members, including: Legacy Society, four; Frank S. Kedzie Society, one; MSU Benefactors, three; John A. Hannah Society, 11; Beaumont Tower Society, 16; and MSU Presidents Club, 28.

College of Nursing

For the fifth straight year, the College of Nursing set a new record in gifts received, with a 161% increase in gifts and 18% more donors. The college realized its first fully funded endowed visiting professorship, a pledge for an endowed discretionary fund, and a bequest to establish the first endowed fellowship. The college also launched a campaign for their first endowed professorship named in honor of a former dean. Faculty and staff set a new record in giving this year for the fourth year in a row with their contributions during the All University Campaign.

College of Osteopathic Medicine

The 1999-2000 year was one of transition for the College of Osteopathic Medicine's Development Office. In September, a new Development Director, Barbara Ball-McClure, was hired and began the orientation process within the university and the college. Much of the year was spent meeting with faculty, alumni and donors to develop a case statement for development over the next few years. Two scholarships were started this year to benefit underserved minorities in the college.

MSUCOM was able to maintain cash giving levels of the previous year at just under \$1 million, and increasing slightly the number of donors from 630 to 643. The college welcomed thirty new donor club members: 18 Presidents Club, nine Beaumont Tower, one Hannah Society, one Benefactor Society, and one Legacy Society member.

College of Social Science

The MSU College of Social Science is presently conducting a nationwide search for a new dean to succeed Dr. Ken Corey. Corey, who succeeded Dr. Gwen Andrew, served as dean of the college for ten years (1989-1999) and is now senior research advisor to the MSU Vice President for Re-

PROGRAMS IN THE COLLEGES

search and Graduate Studies. Associate Dean Phil Smith served as acting dean during the 1999-2000 year and Associate Dean Gary Manson has assumed acting dean duties for the 2000-01 year. The new dean will be only the third for the college in the past thirty years, a remarkable record of stable leadership for the college.

The college realized \$1,821,600 in private gift support from 2,121 donors during the 1999-2000 fiscal year, a 12% increase in gift dollars and an 11% increase in donors over the college's five-year average. In addition, the college received a record \$2.7 million dollars in bequests and planned gift support. During the college's annual fund campaign, the number of donors increased by 6% over last year and the dollar total was up 7%. The college welcomed 25 new donor club members, including two new Frank S. Kedzie Society members.

College of Veterinary Medicine

Fiscal year 1999-2000 was a tremendous year in philanthropic giving for the College of Veterinary Medicine. Total dollars raised were up over last year's record-breaking achievements, as well as the total number of donors. In June, the college witnessed the dedication of the Mary Anne McPhail Equine Performance Center.

During 1999-2000, 2,529 donors stepped forward with philanthropic gifts to the college, totaling \$4,975,900. This represented a 31% increase over 1998-99. New endowments continued to be created at a rate unparalleled in the history of the college—with 16 new endowments in support of scholarship, research, and clinical services. The college's planned giving program continued to surpass expectations, with more than \$2 million documented this past fiscal year from 16 gifts.

The college welcomed 16 new Legacy Society members, two Kedzie Society members, eight MSU Benefactors, eight Hannah Society members, 11 Beaumont Tower Society members, and 16 Presidents Club or Presidents Club Associates.



MSU administrators and Ford executives pose with some of the 1999 Mowbray Scholars. Ford contributes to this award for outstanding minority students.

SPECIAL UNIVERSITY-WIDE PROGRAMS

Campus Park and Planning

The 1999-2000 fiscal year was a good year for private financial support for three "growing" areas within Development: *Campus Beautification—Planting Tomorrow's Heritage Today*, the W. J. Beal Botanical Garden, and Hidden Lake Gardens, which are all in the unit of Campus Park and Planning. Awareness of the programs remains a challenge for an area that lacks alumni to work with directly.

Overall, \$167,600 was given, which is the same amount given in 1998-99. Highlights included a gift of \$20,000 for Campus Beautification; a \$50,000 gift and a \$50,000 pledge from a couple toward a new Bonsai Display Area at Hidden Lake Gardens in honor of retired garden employee, Jack Wikle; and benches contributed to the W. J. Beal Botanical Garden by three donors. A new "Friends" program at Hidden Lake Gardens has generated over 600 new members. The unit welcomed four new Presidents Club members.

Intercollegiate Athletics

The 1999-2000 year saw the opening of the Munn Arena Club and Munn Suites, a \$4.2 million project. In January, MSU received a \$2 million commitment from the Alfred Berkowitz Trust to initiate the planning and construction of the Alfred Berkowitz Basketball Complex which will house state-of-the-art offices and practice facilities for men's and women's basketball. Fund raising for this project is ongoing with over \$3.5 million of the \$5.9 million goal committed to date.

The 1999-2000 year was a record-breaking year for the Ralph Young Fund. Mirroring the championship performances by our Spartan men's basketball, football and hockey teams, gift income to the Department

of Intercollegiate Athletics soared to over \$7.2 million in cash gifts from 5,703 donors, an increase of 27% and 5%, respectively. The Ralph Young Fund was also the recipient of over \$368,000 in irrevocable planned gifts.

Libraries, Computing & Technology

Libraries, Computing and Technology (LC&T) added a full-time development officer, Elizabeth Fields, in November. Since that time, progress has been made in establishing contact with donors, increasing membership and participation with the Friends of the MSU Libraries, arranging a number of specialty, in-kind gifts to the Libraries Special Collections, as well as developing the Friends of the MSU Libraries website (www.lib.msu.edu/digital/friends).

WKAR Radio & Television raised over \$3 million from alumni, friends, corporations, foundations and other groups during the 1999-2000 fiscal year. Gifts by 249 donors totaled \$113,100 for other units in Libraries, Computing & Technology. This was a 15% increase in contributions over last year. LC&T was also pleased to receive three new planned gifts.

MSU Museum

The MSU Museum was involved in several projects during the 1999-2000 year. The National Endowment for Humanities provided a \$50,000 planning grant for the Center for Great Lakes Culture. The MSU Museum, the City of East Lansing and the National Council for the Traditional Arts brought the 61st National Folk Festival to mid-Michigan. In addition, the MSU Museum continued an exciting partnership with the Great Lakes Fisheries Trust, made possible with a grant from the trust for \$2,994,600. Major support

totaling more than \$1 million from the Andrew J. Mellon Foundation and the Ford Foundation launched the South Africa International Training and Technology Project.

The 1999-2000 fiscal year was a successful fund raising year. The MSU Museum raised \$389,400 from alumni, friends, corporations, foundations and other groups. The MSU Museum continued to serve as a partner in a variety of collaborative projects that provided additional funds that leveraged the total above.

Wharton Center for Performing Arts

With a calendar including *Ragtime*, *Cats* and Bill Cosby, Wharton Center enjoyed an inspiring year of performances in its 17th season. Corporate sponsorships of performances included commitments from 61 Michigan businesses, totaling \$274,100. Corporate sponsorship gifts included \$40,500 to sponsor Wharton Center's arts education programs, allowing the Center to continue the ACT ONE Performing Arts School and Family Series and the Young Playwrights Festival.

Private gifts and pledges exceeded the \$1 million mark totaling \$1,110,700 in 1999-2000. The center maintained a significant level of personal giving during the 1999-2000 season, receiving \$584,800 from 1,290 individuals. There were 142 first-time donors, with 32 making first-time gifts of \$500 or more. An additional 150 donors increased their support to higher giving levels. Additionally, three deferred commitments totaling \$201,900 were identified and documented.

UNIVERSITY-WIDE FUND RAISING ACTIVITIES

Many of the university's fund raising programs are most effectively carried out within the individual colleges. Others are most effective when staffed and coordinated university-wide. One example of a centralized program is the telemarketing campaign conducted on behalf of the individual colleges by members of the

central staff of Special and Annual Giving. Another example is the centralized administration of donor recognition groups. Donors usually achieve recognition through gifts to an individual college or program, but their generosity is recognized through university-wide recognition groups.

Corporate and Foundation Relations

The 1999-2000 year was productive and busy, with focus on two major efforts: the Biomedical and Physical Sciences Facility and Study Abroad. A total of \$71,988,000 was raised from the sources handled by this department. This represents an increase of \$25,572,500 over the prior year.

Biomedical and Physical Sciences Facility

The goal to be raised from private sources is \$13 million. As of fiscal year-end, nearly \$10.7 million had been committed. Major commitments received included: \$5,000,000 from the MSU Foundation, \$2,500,000 from the Ford Motor Company, \$1,000,000 from the Gerstacker Foundation, \$150,000 from the John E. Green Co., and \$2,000,000 from individual donors. In addition, two more proposals totaling \$2 million were developed and are still pending.

Study Abroad

The Associate Director has taken responsibility for the department's Study Abroad efforts. In the seven months he has been with us, he has developed a strong plan for this effort, has established relationships with many of the existing donors, and has secured \$12,500 and submitted a proposal for \$50,000, which is still pending.

Corporate Relations

MSU raised \$53,720,900 in cash corporate support during 1999-2000. This represents a 63% increase over the prior year. Activities included visits with representatives of the following companies: Abbott Laboratories, Ameritech, Auto-Owners Insurance, Comerica, DaimlerChrysler, Dow, Ford, Freudenberg and NOK, GE Fund, General Motors, IBM, Parke-Davis, Pharmacia, State Farm Insurance, and Steelcase.

Pharmacia Corporation donated its 80-acre conference center, Brook Lodge, and 557 acres of adjacent land to MSU in March of

2000. The value of the gift is \$7,059,000. Shell Oil Company made a gift of two patents to the College of Engineering valued at more than \$14 million.

MSU Partners was published once in 1999-2000. In-house campaigns continue to produce excellent results, reaching 3,800 MSU alumni and raising nearly \$500,000.

Foundations, Associations, and Groups

Giving from associations and groups was up 67% over 1998-99, raising \$7,360,800. The total raised from foundations in 1999-2000 was \$10,906,200, an increase of 20%. Activities included visits with representatives of the following foundations: Baldwin Foundation, Rollin M. Gerstacker Foundation, James and Lynelle Holden Fund, McGregor Fund, and MSU Federal Credit Union.

1999-2000 ENDOWED CHAIRS/PROFESSORSHIPS

CHAIRS

Frederick S. Addy, Economics	\$656,389
Frederick S. Addy, Finance	\$1,323,925
Frederick S. Addy, Finance	\$222,104
Ameritech, Telecommunication	\$2,150,133
William and Carol Brink, Accounting	\$15,313
Wade Brinker, Veterinary Medicine	\$4,012,308
John William Byington, Global Marketing	\$2,307,190
Pat Carrigan, Feline Medicine	\$52,607
Jerry Cowen, Experimental Physics	\$1,000,000
Richard M. Hong, Electrical Engineering	\$806,681
Knight Foundation, Environmental Journalism	\$2,535,946
John McConnell, Business Administration	\$2,468,377
Mary Anne McPhail, Equine Sports Medicine	\$1,356,770
Meadowbrook Farm Animal	\$841,947
MSU Federal Credit Union, Financial Inst/Investments	\$502,614
Gordon and Christa Miracle, International Advertising	\$103,069
Homer Nowlin, Agriculture	\$9,887,193
A.J. (Tony) Pasant, Insurance	\$2,877,386
Walter F. Patenge, Osteopathic Medicine	\$4,881,717
Barnett Rosenberg, Biological Science	\$3,309,671
Elton R. Smith, Agricultural Economics	\$2,654,721

PROFESSORSHIPS

Fred Arnold, Wood Products Sales, Marketing & Manufacturing	\$1,101,067
Ellis N. Brandt, Public Relations	\$1,310,193
Jack Breslin, Oncology	\$1,195,847
David J. Ellis, Large Animal Clinical Science	\$875,769
Ernst & Young-Accounting	\$1,465,070
John A. Hannah	\$30,886,567
Hilton Hotels, Hospitality Financial Management	\$1,108,905
Johansen Crosby, Chemical Engineering	\$2,140,653
Philip J. May, Finance	\$346,455
Charles Stewart Mott	\$3,883,661
NAMA, Hospitality Business	\$548,578
Russell E. Palmer, Accounting	\$265,499
Elsa D. and Carl E. Rehberg, Research	\$1,996,017
Rotating Packaging Industry	\$110,666
Jean P. Schultz, Oncology Research	\$410,822

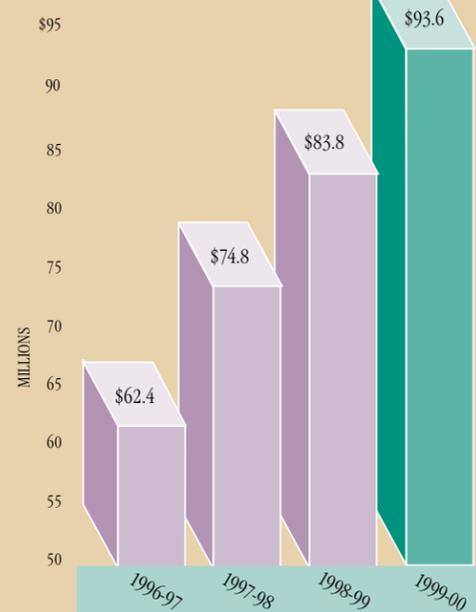
ENRICHMENT PROGRAMS

Chemistry	\$1,140,583
Pharmacology & Toxicology	\$892,937

GRAND TOTAL \$93,645,350

4-YEAR HISTORY

96-97	\$62,407,578
97-98	\$74,816,546
98-99	\$83,824,883
99-00	\$93,645,350



Major and Planned Gifts

The 1999-2000 year saw continued and impressive growth in the area of planned gifts. By the close of the fiscal year, \$20,988,200 in newly documented planned gifts was received from 168 donors. This represents a 98% increase over the \$10.6 million documented in 1995-1996, when the planned giving program began its current growth spurt. Through June 30, 2000, MSU had a total of 1,270 documented planned gifts valued at \$207,528,600 in future support, compared with \$190,583,400 in future support from 1,209 donors at the close of last fiscal year. Exceeding the \$200 million mark in planned gifts is a milestone.

Major Gifts

Dollars given by individuals as first-time major gifts of \$50,000 and above, and by recognized individual major donors making new gifts of any size, topped \$20 million. This reflects a slow but steady increase over the past three years as the major gifts program builds its donor base and develops staff skills. Whereas we had 720 major donors last fiscal year from among alumni, there were 850 this year, and the number of friends making major gifts made a jump from 804 to 902.

Society Activity

This past fiscal year, MSU added six new Frank S. Kedzie Society members, for a total of 109 donors who have made gifts totaling \$1,000,000 cash or \$1.5 million deferred. The number of MSU Benefactors jumped by 82 to a new total of 854 donors who have made cumulative gifts of \$100,000 cash or \$200,000 deferred. Eighty-eight new additions brought the total number of John A. Hannah Society members to 451, a figure representing those who have total gifts equaling or exceeding \$50,000 cash or \$100,000 deferred. The MSU Legacy Society added 84 new members who have named MSU as a beneficiary of future gifts.

DONOR GROUP MEMBERS

Frank S. Kedzie Society <i>(gifts of \$1 million or more)</i>	109
MSU Benefactors <i>(gifts of \$100,000 or more)</i>	854
John A. Hannah Society <i>(gifts of \$50,000 or more)</i>	451

Other Highlights

Members of the Major and Planned Gift unit planned over 35 events around the country. Each was designed to thank current donors for their gifts and familiarize both current and prospective donors with the difference private philanthropy makes to MSU. Many of the events featured President Peter McPherson, Mrs. Joanne McPherson, Provost Lou Anna Simon, a dean, or a top administrator.



The MSU Orchestra and Choral Ensembles performed "Symphony No. 4, The Gardens" at Wharton Center.

In August, the Jewish Studies Program of the College of Arts and Letters was celebrated at a dinner in the Bloomfield Hills home of Paul and Marlene Borman. The provost hosted a major donor reception at the Orchard Lake Country Club in Orchard Hills, and the president's 3rd Annual Northern Michigan "swing" gathered over 400 alumni and friends at MSU alumnus David Johnson's Bay Harbor resort community near Petoskey. At month's end, the Detroit Area Development Council held its 3rd Annual Spartan Celebrity Golf Classic, bringing in additional endowment funds for scholarships.

The pace quickened as the school year got underway. The provost was hosted by five alumni couples who invited her for dinner in Washington, D.C. The president brunchted with a larger group of 35 in Houston before a Sunday performance by the Houston Symphony Orchestra. At the 2nd annual gathering of SE Michigan's major donors, 50 Benefactor-and-above donors spent time with President and Mrs. McPherson at the lovely Northville home of Andre and Nancy Blay. A reception with the College of Communication Arts and Sciences brought 60 Journalism alumni from the Detroit area together with the president and Dean Jim Spaniolo, while the 5th Annual Estate Planning Seminar for Lansing/East Lansing alumni and friends attracted 65 to the University Club. A larger gathering in Los Angeles not only included a performance by School of Music faculty member Ralph Votapek, but a surprise birthday celebration for one of the school's long-time supporters, Ruth Charles.

In conjunction with the Office of Governmental Affairs, fund raising activities were added to another series of highly successful "President's Days" in Michigan. A fall day, for example, found 10 high-level Detroit business leaders lunching with the president at the Skyline Club in Southfield. In November, the president honored the MSU Black Alumni Association for its years of student support. March saw the president

in western Michigan meeting alumni at the Kalamazoo Country Club.

Our volunteers provided much assistance. The Chicago Area Development Council continued its Hannah Forums, a lecture series that brings MSU faculty to Chicago's Loop. The West Coast Regional Council added a San Francisco Bay Area reception to its 2-day annual meeting, bringing 75 alumni together to hear Provost Simon. Alumni in Orange County hosted another successful golf outing that added dollars to its scholarship endowment. And the Jewish Studies Advisory Board continued through its second full year of fund raising with the results celebrated when the president met with leaders of Detroit's Jewish Community at the second such annual gathering hosted by the board.

Finally, the year was highlighted by some genuinely spectacular events. In February, hundreds of people gathered at the Wharton Center to hear the premier of a new symphonic work commissioned by Dottie and Jack Withrow, *Symphony No. 4 – The Gardens*, by Pulitzer prize-winning composer Ellen Taaffe Zwilich. The president's 4th Annual "Florida Swing," this time with the provost, touched over 500 alumni at events in Naples, Fort Lauderdale, Jacksonville, and Melbourne. In April, the Inaugural Symposium of the Quello Center for Telecommunication Management and Law, held in Washington, D.C. in collaboration with MSU-DCL, featured Supreme Court Justice Antonin Scalia and drew compliments from the international audience.

In addition to activities and events, the unit staff met with several hundred alumni and friends for one-on-one conversations about how they can help MSU. In all, it was a great year with all efforts enriching the future of the university.

Special and Annual Giving Programs

It was a busy and exciting year for MSU's Special and Annual Giving Programs. Many alumni and friends, anticipating changes in MSU's donor societies beginning July 1, 2000, rushed to make a donor society pledge prior to the July 1st change. The number of new special gift level donors for the fiscal year totaled 525—practically double the previous year's number of new donors. In addition to the alumni who have chosen to make gifts through one of MSU's donor societies, there are thousands of alumni who make annual gifts to the university through their college's annual fund campaign, or the university's annual unrestricted campaign, known as the Essential Edge Fund.

The goal of MSU's Special and Annual Giving Programs is to expand the base of donors to the university while also providing opportunities for loyal alumni and friends to increase their level of support to MSU. We are pleased that again, significant strides were made toward this important goal. In all, more than \$8.5 million in new pledges were secured from nearly 30,000 special and annual donors. Special and annual gift donors are contacted through staff and volunteer personal contacts, student-based telemarketing and direct marketing appeals. The special and annual donor base includes alumni, parents, students, faculty, staff, retirees and other university friends.



Telemarketing students enjoyed the annual awards banquet, recognizing their outstanding fund raising achievements.

Special Giving Societies

During the 1999-2000 fiscal year, 525 individuals joined one of MSU's Special Giving Societies by making a commitment at the Beaumont Tower Society, Presidents Club or Presidents Club Associates levels. This group of new donors has promised an impressive \$5.9 million in new pledges to MSU. In addition, current special giving society level donors made gifts of more than \$6.6 million during the fiscal year—a record 34% increase over the previous year.

Beaumont Tower Society

Initiated in 1989 to recognize gifts and pledges to MSU at the \$25,000-\$49,999

level, the Beaumont Tower Society has experienced significant growth over the past five years. In 1995-96, the total cumulative number of Beaumont Tower Society members was 487. In 1999-2000, this number grew to 1,037—a 113% increase during the five-year period. This past year, 180 loyal Spartans made a new pledge at the Beaumont Tower Society level.

Presidents Club

The Presidents Club was founded in 1963 as the university's inaugural donor society, recognizing gifts and pledges of \$10,000-\$24,999. During the 1999-2000 fiscal year, 331 individuals made a commitment to MSU at the Presidents Club level. This represents a 115% increase over last year's number. At the close of the fiscal year, there were a total of 3,473 donors giving at the Presidents Club level.

Annual Giving Programs

The primary focus of MSU's Annual Giving Programs is to build the base of annual support for MSU. This means providing alumni, friends, students, faculty, staff and retirees opportunities to make a gift each year - while also encouraging donors to consider increasing their gifts to MSU over time. During the 1999-2000 fiscal year, more than \$2.4 million was generated in new annual gifts and pledges from over 28,680 alumni, friends, parents and students. This represents an 8% increase in dollars pledged or given and an 11% increase in donors from the previous year. Annual campaigns also

obtained 4,253 first-time donors to MSU during the past year—a 12% increase compared to the previous year.

Alumni Campaigns

MSU alumni are approached for a gift to MSU two times during the year—once for a gift to their college and once for a gift to the university's unrestricted fund, the Essential Edge. This year, over 25,600 loyal alumni provided more than \$2.7 million in gifts and pledges to MSU through annual alumni

campaigns. This represents nearly an 8% increase in dollars pledged or donated and a 7% increase in the number of alumni donors supporting MSU through an annual campaign.

College Campaigns

Student callers and direct mail appeals generated \$1.5 million in gifts and pledges from nearly 16,380 dedicated alumni donors for MSU's colleges and programs. This compares to \$1.4 million in pledges and gifts from 12,200 alumni the previous year. The average gift for alumni supporting their college increased to almost \$93 compared to the previous year's average of \$91.

Essential Edge Fund

More than \$757,000 in gifts and pledges was secured for the university's unrestricted fund thanks to the 9,253 alumni who supported this effort. This represents a 20% increase in revenue and a 19% increase in the number of donors over the previous year.

Parents Fund Campaign

Parents of MSU students continue to increase their support to MSU. During the past year, 2,841 MSU parents made a gift to the annual Parents Fund Campaign. This appeal generated more than \$156,000 in new gifts and pledges—a 37% increase over the previous year. MSU student callers sent a post card to parents in advance of placing telephone calls to generate awareness about the Parents Fund. Gifts from parents are a growing source of support for MSU.

DONOR GROUP MEMBERS

Beaumont Tower Society <i>(gifts of \$25,000 or more)</i>	1,037
Presidents Club <i>(gifts of \$10,000 or more)</i>	3,473

Senior Class Campaign

The 2000 Senior Class Campaign generated nearly \$20,000 from senior students prior to their departure from campus. A Senior Class Honor Wall is located at the MSU Union. The wall was a gift from the Class of 1997 and provides permanent recognition of the efforts of each graduating class. A Senior Class website www.givingto.msu.edu/senior_gift/ continues to be a great resource for senior students who want to be a part of this campaign.

All University Campaign

Faculty and staff have a long history of providing financial support to MSU's colleges and programs. In fact, last year nearly 4,000 faculty, staff and retirees had commitments to MSU totaling over \$8.5 million. The faculty/staff campaign, known as the All University Campaign, provides an opportunity for faculty and staff to make a new gift commitment to MSU each year. This past year's campaign generated more than \$1.1 million in new gifts and pledges from more than 460 faculty, staff and retiree donors. This represents a 112% increase in dollars pledged over the previous year. This figure also reflects 81 new special or major gift level commitments from faculty and staff, which made up slightly more than 90% of the total dollars given or pledged during the most recent campaign.