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 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 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 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 $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.

### 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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1999-2000 ANNUAL REPORT SUMMARY

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

continued on page 6
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.

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.

Peter M. McPherson
President of University Development

Banner Year
continued from page 5

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 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.”

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The Lear Corporation. In January, a ground-break Silver Anniversary dedication ceremony was held for the new $16 million Executive Development Center. To date, $5.3 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 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. Keedzie Society, five; MSU Benefactors, 20; John A. Hannah Society, 24; Beaumont Tower Society, 36; MSU Presidents Club, 87, and Presidents Club Associates, five.

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, $5.3 million has been raised.

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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 scholar-ship 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 $10,655,000 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.

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 Externals 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 30 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 Endowed 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 $2.3 million. The college’s endowment grew substantially with the market value of 90 endowed funds reaching $11,216,620. Among CAL donors, 34 joined MSU’s giving societies.

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.

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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 Abbott as he stepped down as dean after 11 years of leadership. Dr. Abbott’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 campus communities 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 $30,000 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.

**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 Society, 16, and MSU Presidents Club, 28.

**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, 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-
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 Michigan. In addition, the MSU Museum continued an exciting partnership with the Great Lakes Fishes Trust, made possible with a grant from the trust for $2,994,200. 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, Cuts 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 $279,100. 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.
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 $23,572,500 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, $1,500,000 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.

Corporate Relations

MSU raised $33,720,900 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

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4-YEAR HISTORY

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ANNUAL REPORT
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 108 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 $190,983,400 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.

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.

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 Botman. 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 alumni David John- son’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 brunched 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 50 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 Research brought together 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.

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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.

University-Wide Fund Raising Activities

At the Beaumont Tower Society, Presidents Giving Societies by making a commitment to the university through an annual campaign. 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—one for a gift to their college and once for a gift to the university’s unrestricted fund, the Essential Edge. This year, over 29,600 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.

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 gifts/ 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 $11 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.

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.