SELMA HOLLANDER ON SUPPORT FOR THE BROAD:
IT’S MY PASSION, YOU CAN JOIN ME!
The formal dedication of the Eli and Edythe Broad Art Museum at MSU will occur this fall. Originally scheduled for spring, the postponement was due to material supply delays and the goal of involving students in opening activities.

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

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

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

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

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

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

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

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Psychology Professor Lauren Harris’s students are well aware of his appreciation for the arts. And he often draws upon the arts, especially music and dance, to illustrate developmental psychological principles. So, one day, after mentioning the television show “So You Think You Can Dance,” a student asked whether he had a favorite dancer from the show. Hands down, student and professor agreed that Billy Bell was their stand-out choice. When the student went on to say how wonderful it would be if the dancer could visit MSU, she planted a seed. Impulsively, Lauren wrote to ask Billy whether he would like to come for a visit, and then panicked a little when he received a positive response. “I thought ‘what have I done? I have no authority to make such an offer’” Lauren says. “But, when I considered the benefits, I was determined to make the pieces come together.”

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

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

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

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

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

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

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

WOULD YOU LIKE YOUR GIFT TO GROW? The State is Great Endowment provides flexibility and stability because only part of the interest is annually distributed by MSU’s president. The remainder is added to the fund’s principal so the growth and benefits last forever.

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

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

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

The Surplus Store works on three levels. First, they serve as a conduit between units wanting to rid themselves of items no longer needed, to other units that may be seeking those exact things. Next, those items that can’t be repurposed on campus are marketed to external buyers, ensuring that the originating department gets the best value for those items. Finally, items that can’t be sold are stripped clean of anything recyclable so that the amount of materials that end up in landfills are kept to a minimum.

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

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

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

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

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As faculty, staff and retirees, you lead the way for others to invest in MSU. Click givingto.msu.edu.

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

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

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

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

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

Deborah Sudduth, Executive Staff Assistant, College of Nursing

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

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

Linda Nelson, Professor Emeritus, College of Social Science

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

YOUR ANNUAL FUND GIFTS ADD UP TO SOMETHING BIG!

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

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

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

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

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

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

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

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

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

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

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