LOOK forward

2021 Annual Giving Annual Report
In many ways, the past year found MSU in unfamiliar territory. Yet the Spartan community pressed on, and everything that makes MSU what it is continued on, too.

The Farm Lane Walk Sign still announced when to cross.

Beaumont Tower still chimed on the hour, while squirrels chased each other around the green space below.

The Spartan kept watch over a quiet campus.

Students still studied. Researchers still researched. Teachers still taught. And 44,378 alumni, parents, students, faculty, staff and friends of MSU continued to support students with annual gifts of more than $92 million.

Because when times are tough, you do what Spartans always do: LOOK FORWARD. And through your support, you showed exactly what you were looking forward to—to making a difference and impacting the lives of others in a positive way; to seeing friends, colleagues and classmates; to working together; to going out into the world!

And to coming back to an even better MSU.
“MSU has helped me succeed, both personally and professionally. When the alumni clubs discussed the 1855 donor group, I wanted to be part of it so I could ensure that MSU continues to be part of other students’ growth and success, too. Every Spartan deserves the opportunity to focus on their studies, and on having the best experience they can without having to worry about the financial burden of a college education.”

CAROLINA FUENTES (’17, MBA), Spartan Great

THANKS TO YOU, MSU RAISED $1.24 MILLION IN ONE DAY TO SUPPORT STUDENT-FOCUSED PROJECTS AND PROGRAMS ON CAMPUS, IN THE COMMUNITY AND BEYOND. INDIVIDUAL GIFTS WERE AS MUCH AS $25,000, ORIGINATING FROM ALL 50 STATES AND MORE THAN 20 COUNTRIES ACROSS THE WORLD.

HOW GREEN IT WAS ON TUESDAY, MARCH 16

Gifts from everywhere

MSU’s Office of China Programs joined the Give Green Day effort for the first time and had great success, raising $12,843 to support Chinese students, research collaboration and programming in both China and East Lansing. Pictured here are students in MSU’s Study Away from Home Program with their faculty and staff at Nanjing Agricultural University, located in Nanjing, Jiangsu province, China.

Alumni Clubs & 1855 Donors

Alumna Carolina Fuentes supports the Wayne County 313 Scholarship Initiative through recurring monthly gifts. On Give Green Day, she gave a symbolic gift of $1,855 (to represent the year of MSU’s founding). All told, Give Green Day efforts raised more than $230,000 to support alumni club scholarships.
May 2021 graduate Brandon Drain is the change he wants to see.

Brandon Drain didn’t want his future to look anything like his past, so when he arrived at MSU, he grabbed hold of the opportunity and didn’t let go.

To help ease the transition into a college environment, Brandon joined the FAME program, which provides mentorship and ensures that basic needs are met for MSU students who have experienced childhood hardships such as homelessness, foster or kinship care, or who are otherwise independent. With the support of FAME, Brandon felt empowered to explore and pursue all the opportunities that captured his interest.

“Being here at MSU provided me experiential, firsthand knowledge and awareness to the world around me that, prior to coming, I never knew existed. I was able to mold myself as a man in a way that I never saw possible and in a myriad of ways that go beyond just the academic experience,” Brandon says. “I kept moving forward because I didn’t have the privilege of leaving college to go back home with mom and dad—it was all me. MSU became the canvas I used to cultivate the life I have now, and the one I’m continuing to build for the near and distant future.”
LAST YEAR DONORS GAVE $100,308 TO SUPPORT PETS AND RETIRED WORKING DOGS THROUGH THE LUCKY FUND AND THE POLICE AND ARSON DOGS FUND.

TAILS ARE WAGGING AND KITTIES ARE PURRING

“MEW!”
SAYS A KITTEN WHOSE TREATMENT WAS MADE POSSIBLE THANKS TO THE LUCKY FUND AND THE EXPERT TEAM AT THE SMALL ANIMAL CLINIC.

“WOOF!”
ONE HAPPY RETIREE SAYS, ON BEHALF OF HIS HUMAN-PARTNER-Turned-PET-PARENT.

During their careers, police and arson dogs put their bodies and lives on the line to support the work of their human handlers. A CrowdPower project for the Police and Arson Dogs Fund raised $2,339 (and counting!) to help cover the costs of their care and veterinary needs once they’ve retired—making it much easier for their handlers and human partners to adopt them and give them the comfortable retirement they deserve.

The College of Veterinary Medicine’s Lucky Fund provides financial assistance to clients who otherwise may not be able to afford lifesaving treatment for their beloved pets. Last year, the fund helped more than 100 very grateful pets and their equally grateful human companions.

Graduates from the College of Veterinary Medicine’s class of 2021 celebrated the completion of their DVM degrees by making a collective $6,200 gift to support the Lucky Fund.
SOPHIA COLVIN, ’22, James Madison College

“The Human Rights Lab gives students hands-on experience investigating international affairs.

The Human Rights Lab is a rare gem in terms of the research opportunities it offers to undergraduates in MSU’s James Madison College.

Students in the lab employ their technical and investigative skills to contribute evidence that has helped to solve real-world problems. A recent project helped the justice organization TRIAL International to build a case against smugglers of Libyan gasoil. Student researchers contributed analyses of satellite imagery that confirmed vessel tracking data. That’s a lot of high stakes, high-impact work for a lab that, until recently, has been operating on a shoestring budget.

That all changed thanks to a successful fundraising campaign through MSU’s CrowdPower platform—along with a $5,000 matching gift from alumnus and Spartan Bold donor Robert W. Rathke (’81)—which netted more than $14,000 in support from more than 120 donors.

This will help the Human Rights Lab expand, enhance its operations, and provide more opportunities for students like 2021-2022 lab leaders Carly Sandstrom (’23), Sophia Colvin (’22) and Jackie Genaw (’22). Last year they used data and satellite imagery to study illicit shipping around North Korea and human rights abuses in Libya. This year they will lead a team of students focused on human rights abuses in Northern Nigeria involving the Boko Haram terrorist organization, continue their work associated with the Libyan Civil War, and create a database of private military corporations.

“Last year, I conducted research using open-source data collection and various other tools the lab has taught me. I’m very excited to work on new projects this year, and continue the mission of the Human Rights Lab.”

SOPHIA COLVIN, ’22, James Madison College
AT THE DIFFERENCE YOU MADE

ANNUAL GIFTS IN FISCAL YEAR 2021 • July 1, 2020 – June 30, 2021

YOUR GIFTS HELP SUPPORT:

• Scholarships and education abroad
• Student clubs and programs
• Vital services and emergency support for students in need
• Research to address COVID-19 and other critical projects
• Educational tools some students can’t afford

THANKS TO YOU, $92,075,539 WENT TO WORK IMMEDIATELY TO SUPPORT STUDENTS, PROGRAMS AND FACULTY.

LEADERSHIP CIRCLE of ANNUAL GIVING

8,601 LEADERSHIP CIRCLE LEVEL DONORS CONTRIBUTED MORE THAN $86.5 MILLION

SPARTAN STRONG
SPARTAN GREAT
SPARTAN BOLD
SPARTAN INSPIRED
SPARTAN EXTRAORDINARY

gifts of $1,000–$2,499/year

gifts of $2,500–$4,999/year

gifts of $5,000–$9,999/year

gifts of $10,000–$19,999/year

gifts of $20,000+/year

LOYALTY LEVELS of ANNUAL GIVING

36,777 LOYALTY LEVEL DONORS CONTRIBUTED MORE THAN $5.5 MILLION

SPARTAN LOYAL
SPARTAN PROUD

*Recognition includes all donations and matching gifts received during the fiscal year July 1–June 30. Lifetime recognition begins at $50,000 in cumulative giving.

MSU honors its top annual donors in recognition levels, which are renewable annually.

44,378 MADE A GIFT

• 4,704 of you gave nearly $33,412 after connecting on the phone with an MSU Greenline student caller, despite less than full staffing due to the pandemic.
• 3,540 of you gave $503,535 in online donations to 174 different CrowdPower projects.
• 7,039 of you gave on Give Green Day—1,273 for the very first time.
• 1,258 of you make your donation through our recurring giving program.
"Financial support is vital to expand the mission of the Student Veterans Resource Center, helping veterans to navigate roadblocks and successfully transition to higher education and the rest of their lives."

PATRICK FORYSTEK, Coordinator of the MSU Student Veterans Resource Center

"Veterans share practical skills with classmates while benefitting from academic studies in ways that allow them to become integral assets in the U.S. workforce upon graduation. The transition to student life can be challenging, which is why assisting programs like the Student Veterans Resource Center is critical to empower success."

JAMIE BARKER, Spartan Strong, MSU Parent and Donor to the Student Veterans Resource Center

DURING THE ANNUAL SPARTAN VETERANS DAY CAMPAIGN, THE SPARTAN COMMUNITY RAISED MORE THAN $20,000 TO SUPPORT STUDENT VETERANS.

MSU IS A WELCOMING HOME FOR 600+ VETERAN STUDENTS

MSU was named a gold-status veteran-friendly school by the Michigan Veterans Affairs Agency.

ANNUAL CAMPAIGN

Learn more about the annual Spartan Veterans Day Campaign at go.msu.edu/spartan-veterans
For Danielle Guist, the San Antonio Spartans scholarship was just the start.

Young alumna Danielle Guist (’20) chose MSU because it felt like home...but also because she had plenty of support from home, as one of the first recipients of the San Antonio Spartans alumni club scholarship.

"The tuition assistance I received helped to relieve some of the financial stress so I could focus on my studies," Danielle says.

Even her parents became members of the Spartan family, joining the San Antonio club to stay in-the-know about all things MSU while their daughter was away at school. After graduation, Danielle returned to San Antonio with her sights set on becoming a dentist. And, once again, she found support among Spartan friends. Fellow alumna and local dentist Dr. Brandi Lindsey (’06) hired Danielle as a dental assistant in her office, where Danielle is gaining valuable experience in the field, building her resume and honing her skills while she applies to dental school.
NEW DOCTORS ARE ON THE FRONT LINES OF HEALTH CARE

“When I found out I had received the Michigan Osteopathic College Foundation scholarship, it felt like the scholarship committee was telling me ‘You do belong here; you deserve to be here.’”

ROBERT RAY JR.
College of Osteopathic Medicine Alumnus and Resident

THANKS TO YOU, APPROXIMATELY 300 STUDENTS GRADUATE EACH YEAR AS PART OF THE COLLEGE OF OSTEOPATHIC MEDICINE’S MISSION TO PRODUCE PRIMARY CARE PHYSICIANS WITH CLINICAL EXPERIENCE AND A COMMITMENT TO HEALTH CARE FOR ALL.

Detroit Street Care and Spartan Street Medicine are among the outreach endeavors annual donors have supported, enabling medical students to provide medical assistance to the homeless while developing their clinical and patient relationship skills.
Despite the challenges of a global pandemic, 23,972 annual donors stayed connected to MSU students through the undefeatable enthusiasm of MSU Greenline.

Even during the long months when students were not on campus, the dedicated student callers got together on Zoom six nights a week as they dialed alumni and friends, sharing their passion for MSU with each other as well as the individuals they called.

When Give Green Day came around in March, Greenline ensured MSU’s Rock was ready to announce the greenest day of the year to all. After they painted The Rock a proud green and white, they then worked a 10-hour calling shift that added a hefty $10,825 to the Give Green Day total. And, they also acquired no less than 126 new donors that day.

For Greenliners like Gabe Piesko (‘22), it was only to be expected, pandemic notwithstanding. Gabe has been employed by Greenline throughout his four years at MSU, rising to become the group’s quality assurance manager.
THERE ARE MANY WAYS TO LOOK FORWARD

Your gifts help students look forward to every year. Consider the ways you’d like to help this year:

CROWDPower enables individuals to raise money for programs and projects they care deeply about. Current needs can be found at givingto.msu.edu/crowdpower

THE RECURRING GIFT PROGRAM processes gifts on a schedule you choose. Learn more at givingto.msu.edu/recurring-gift

GIVE GREEN DAY is a 24-hour opportunity for Spartans and friends near and far to give back and make a difference to impact current and future Spartans. Visit givingday.msu.edu for details.

MSU GREENLINE students connect with alumni, friends, faculty, staff, fellow students and parents each year via phone. Visit greenline.msu.edu

COLLEGE CAMPAIGNS gather vital alumni support for their college’s priorities each fall.

STUDENTS AND FACULTY ARE GRATEFUL TO YOU

Collectively, gifts between $100 and $999 from Spartan Loyal and Spartan Proud donors brought in more than $5.5 million last year to support Michigan State. Combined with the generosity from Leadership Circle donors last year, annual gifts added up to more than $92 million.

Your annual gifts went to work immediately to provide a wealth of opportunities.

Each gift you make provides direct financial support for students, for research that leads to discoveries to make our world better and for learning opportunities that go far beyond the confines of a classroom or computer screen.

We can never thank you enough for your generosity. So, we want to say it again, loud and clear:

THANK YOU!