

YOU

MADE ALL THE
DIFFERENCE

If we asked all 80,889 donors who made a gift to Michigan State this year why they did it, we'd probably get just as many different answers, but they would likely all share one common thread:

MSU made a difference in your life...

Maybe you or someone you care about earned a degree here. Maybe you met your spouse here. Maybe our veterinary clinic saved your pet's life. Or maybe we just made you think or feel a certain way. Maybe you saw a performance at Wharton Center or a game in Spartan Stadium that inspired you, or read a story about one of our researchers that changed your perspective. Or maybe we were just in the right place at the very moment you wanted to feel a little bit of joy knowing that you'd helped a Spartan pay for school!

...so you decided to make a difference at MSU.

And you really did. Every corner of our campus is bolstered by your annual gifts, which make it possible for MSU to address the immediate needs of students, faculty, and facilities—whether that means emergency scholarship support, technology updates, or places and spaces that move with the times.

So thank you. We're happy to be a part of your life, and we're so grateful that you're a part of ours.

YOU

STEPPED UP AGAIN AND AGAIN

...like subscribing to Netflix—but better.

Mariah Smith might be new to this whole adulthood thing, but she's pretty sure she wouldn't be where she is—or who she is—today without MSU.

She's a 2016 graduate of the College of Communication Arts and Sciences and an alum of both the Tower Guard and the Association of Future Alumni. She's a Solutions Consultant at Google (yes, that Google). She's officially a San Franciscan, having tackled the big post-college move-away-from-home with aplomb.

And at the age of 24, she's already a philanthropist, giving back to three places that shaped her experiences at MSU, her worldview, and the amazing career trajectory she still can't quite believe she's on.

True to her generation's reputation for tech-savviness, her gifts to MSU are charged automatically to her credit card on a monthly basis through recurring giving. It's like Netflix, but better.

Better because the College of Communication Arts and Sciences is getting money to help the next generation of Mariahs find the things they're passionate about and pursue real-world experiences in a supportive environment.

Better because the Tower Guard is getting money to continue awarding its yearly scholarship to members who need it the most.

Better because the Empowerment Fund at the Resource Center for Persons with Disabilities (where

Mariah volunteered extensively as a member of Tower Guard) is getting money to expand opportunities on campus and off for students with disabilities.

"I had scholarships and grants, and I saw the impact of giving up-close when I was in school. I always knew that I would want to give back, too," Mariah says. "Signing up for recurring giving was the perfect way for me to do it, because now, I don't even have to think about it...I just get to enjoy knowing that every month, I'm doing something good for those three causes that are really close to me at MSU."



MARIAH SMITH, '16
Spartan Loyal

961 recurring donors gave more than \$293,000 last year.



14,716 MSU parents, alumni, and friends gave \$985,575 through MSU Greenline calls.



YOU

ANSWERED THE CALL

...and showed students (and the world) that you support Michigan State.



Adrienne Dresevic will never forget how she felt the day she and her husband drove to East Lansing to take their first child to college.

MSU and James Madison College seemed the perfect choice for daughter Olivia's aspirations. Close to home in suburban Detroit, but far enough away to have some space. Yet, no matter how much sense it makes, it is never easy for parents to drive away.

"We did the whole Case Hall freshman move-in day," Adrienne recalls. "It was very organized and welcoming. There were all these friendly kids in the hallway. And I remember thinking 'she's going to have a great time here.' I really felt comfortable leaving her there."

That feeling has carried through all four years of Olivia's MSU experience and continues with her younger sister Sofia now a junior at MSU. And it's what lies behind Adrienne's annual gift to the Parents Fund.

"I know that students are having such an excellent experience at MSU," she says. "I want to support that because I think Michigan State is great."

Adrienne, who is a busy healthcare attorney, still likes getting the call each year from MSU Greenline and having a chance to talk with students. "It's a cool little experience," she says. "And of course I went with it, because it is such a good cause."

Gifts to the MSU Parents Fund enhance the MSU experience for every student. These gifts go to work immediately to meet the greatest and most urgent needs for supporting students. The funds help ensure MSU can

offer cultural events, leadership opportunities, career services, wellness initiatives, and welcoming traditions like move-in day that help define each Spartan's experience.

These days Olivia is following in her mother's professional footsteps by attending law school at Wayne State University. And Sofia is busy becoming a packaging engineer.

Their mom may not be a Spartan by degree. But, through her support for Parents Fund, she definitely caught the Spartan spirit.



ADRIENNE DRESEVIC, MSU PARENT
Spartan Strong

YOU

HAD A REALLY GREEN DAY

...even if you were 2,400 miles away.



**GIVE GREEN DAY 2018
NOVEMBER 27**

Tyrell Warren-Burnett never really considered going anywhere but Michigan State.

He spent summers at MSU as a high schooler. He lived in the residence halls. He attended Upward Bound programming in Bessey Hall. He got to know the maze of campus buildings and sidewalks. So when it came time to apply for college, everything about MSU felt right. It was affordable. He felt welcomed and supported. And, most importantly, campus already felt like home.

More than a decade later, having moved out of state and devoted his career to an entirely different university (Tyrell works for the Oregon State University Foundation), MSU still feels like home, and it's one of the reasons he feels so strongly about giving back.

He makes regular gifts to MSU initiatives for high school students and his college, Communication Arts and Sciences, to support their ongoing needs, but he also likes to "spread the love" to other causes. He saw Give Green Day last year as a perfect opportunity.

On that day, he chose several different causes to support, each one an important part of making students and Spartans from every walk of life feel supported, included, and connected. His gifts helped bolster the Dr. Robert L. Green Scholarship Fund through the MSU Black Alumni Club, the MSU Museum Summer Institute, and the Spartan Fund.

Aside from the general good vibes that come with giving to the things he cares about, Tyrell got an extra dose of Spartan Pride from Give Green Day—which was welcome, considering that he was participating from 2,400 miles away.

"Give Green Day fosters a real feeling of community," Tyrell says. "Everyone was united by a common goal and a common purpose, and it made you want to participate. Being a part of it felt just as important as the actual act of making a gift."



TYRELL WARREN-BURNETT, '07
Spartan Loyal

YOU

LED THE WAY

...and left your mark.

Making a \$5,000 gift to MSU is out of reach for most recent graduates. But Matthew Anderson wasn't going to let that hold him back.

His graduation from The School of Hospitality Business in 2009 coincided with a fundraising campaign for the Culinary Learning Lab. Gifts of \$5,000 would be recognized by naming a seat in the lab's theater. Matthew wanted to support his school and the future students who would enjoy the lab, so he recruited three friends to join him in making the donation. Between the four of them—and the ability to make a pledge for giving over five years—they were among the first and the youngest to name a seat. And Matthew's generosity—and ambition—hasn't slowed down since.

Today, he's a father of three who is responsible for five companies. He also serves on the alumni board for the school, and he's a driving force behind an endowment to provide current hospitality business students with the opportunity to participate in the world-renowned Dale Carnegie Course. The program helps build a person's confidence, develops their people and communication skills, focuses on leadership, and teaches tools to deal with stress—all skills that are valuable to college students and emerging professionals.

"I wished I had taken the course before I graduated," says Matthew, "I would have been a better leader for my first teams, instead of an average manager. Now I'm committed to help current students get this opportunity so they can be great future leaders."

Matthew joined with a fellow alumnus to name the fund the Ronald F. and Shelley G. Cichy Hospitality Business Student Leaders Endowment, in honor of the former director of The School, Dr. Ron Cichy, and his spouse, Shelley. To date, nearly 250 students have had the opportunity to experience a series of three half-day professional development programs, and over 50 have completed the full Dale Carnegie Course. These students are already honing their new skills as student leaders in Hospitality Association events, clubs, and the executive board.

Matthew says his strong support for MSU stems from the support he received from alumni as a student.

"I was given so much as a Spartan student," says Matthew. "The university, faculty, staff, and alumni provided me with opportunities that enriched my life. Now it's my turn to give back."



MATTHEW, '09, AND KRISTY, '08, **ANDERSON**, AND CHILDREN BREE, BRYCE, AND BROOKS. Spartan Great



Leadership Circle recognizes donors who give \$1,000 or more annually. Last year, 10,224 donors gave more than \$81 million.

4,307 donors have given every year for 25 years or more.



YOU

GAVE EVERY YEAR

...for a lot of years.



Bill and Sandy Mason made their first gift to Michigan State—\$15 to WKAR—on September 21, 1976. Why that day? Why that gift? The answer is surprisingly simple. “We were probably just at home listening to the radio,” Bill says. “We really liked WKAR, and we always had it on, so we decided we should support it.”

So began their 42-year (and counting!) streak of giving back to the programs and causes that they love the most.

They’ve given back to their degree programs (Communication Arts and Sciences for him, Education and Social Science for her) and to funds that support facilities and programming at Wharton Center, the Eli and Edythe Broad Art Museum, and the College of Music.

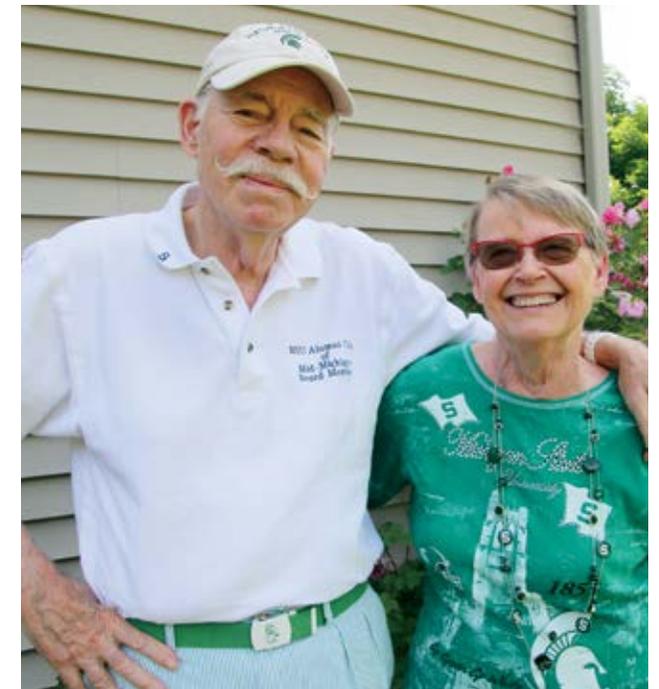
With regular gifts to the Michigan 4-H Foundation’s 4-H Participation Fee Sponsorship Fund, they’ve helped children from all over the state of Michigan afford the life-changing experience of joining 4-H.

They’ve also supported the Spartan Marching Band, the MSU Promise Scholarship, and, of course, their old favorite, WKAR.

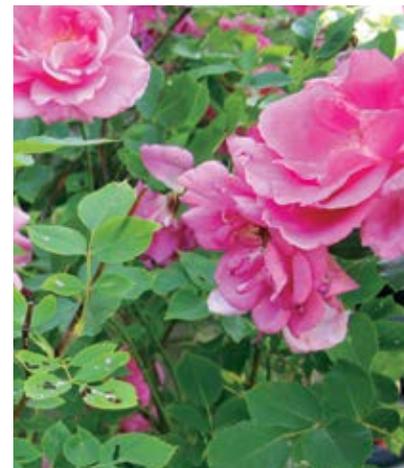
And, sure, they do it because they enjoy the feelings of pride—and the perks—that come with 42 years of giving back. But they also do it because it never occurred to them not to. The real question, for them, isn’t “why keep giving?” It’s “why NOT keep giving?”

“My mom and my dad instilled that in me, growing up,” Sandy says. “That you’re supposed to take care of the things and the people you care about. And that’s what we’re doing, because we care about MSU a lot.”

On top of their annual gifts, the Masons have also established two endowments through their estate plans—a scholarship for first-generation incoming freshmen and a fund for faculty projects and initiatives. It’s a poetic way to ensure that MSU is still being taken care of—and their giving streak is still alive—for the next 42 years, and for all the years after.



BILL, '71 AND SANDY, '70, '88 **MASON**
Spartan Inspired



THE DIFFERENCE

YOU MADE

ANNUAL GIFTS IN FISCAL YEAR 2018

JULY 1, 2017 - JUNE 30, 2018

DONORS BY LEVEL



50,115

DONORS MADE A GIFT

\$87,550,827

WENT TO WORK IMMEDIATELY TO SUPPORT STUDENTS, PROGRAMS, AND FACULTY



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

LEADERSHIP CIRCLE of ANNUAL GIVING

SPARTAN STRONG	gifts of \$1,000-\$2,499/year
SPARTAN GREAT	gifts of \$2,500-\$4,999/year
SPARTAN BOLD	gifts of \$5,000-\$9,999/year
SPARTAN INSPIRED	gifts of \$10,000-\$19,999/year
SPARTAN EXTRAORDINARY	gifts of \$20,000+/year

LOYALTY LEVELS of ANNUAL GIVING

SPARTAN LOYAL	gifts of \$100-\$499/year
SPARTAN PROUD	gifts of \$500-\$999/year

**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.*

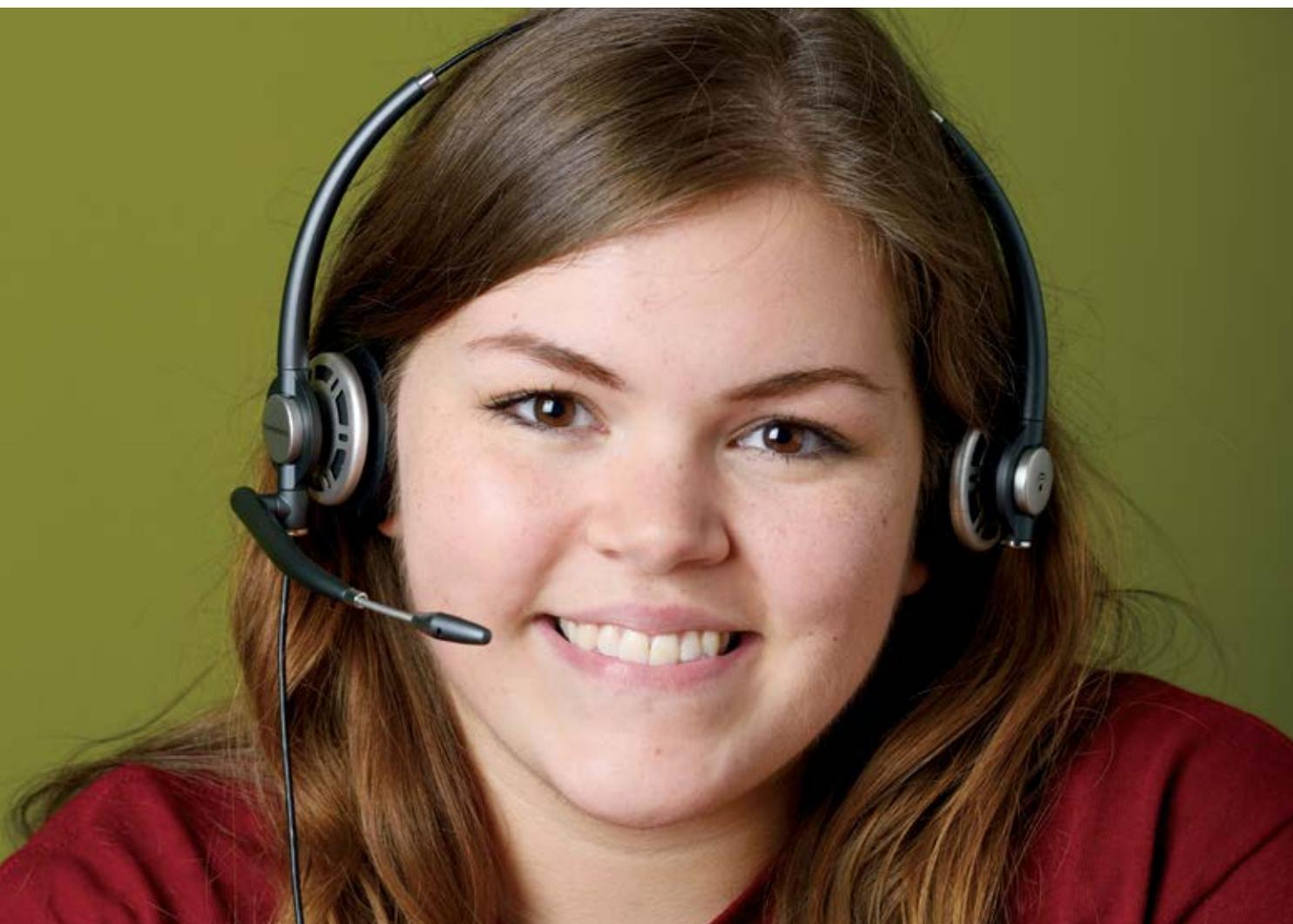
givingto.msu.edu/leadership

YOUR IMPACT IS VITAL

All day, every day, through every season of the year and into every single corner of MSU's enormous campus, your annual gifts make a difference.

That's because annual gifts are flexible and immediately available. And that means deans, chairpersons, and other leaders can use resources strategically, wherever they are most urgently needed. Whether it's stepping in to help an outstanding student with financial need, securing an essential classroom resource, or covering travel expenses to bring a life-changing lecturer to campus, annual support helps make it happen.

It's vitally important. But consistent annual support doesn't come out of nowhere.



SO WE HAVE TO ASK

Conducted through mail, email, social media, and phone calls, MSU's Annual Giving team facilitates a wide variety of giving opportunities each year, including:

MSU GREENLINE phones more than 200,000 MSU alumni, friends, students, and parents to raise more than \$1.5 million in support for students.

GIVE GREEN DAY challenges Spartans all over the world to give back to MSU on this global day of philanthropy, held on the Tuesday after Thanksgiving in November.

CROWDPOWER empowers passionate individuals on campus to raise money for programs and projects they care deeply about. Projects can be found at givingto.msu.edu/crowdpower

The **RECURRING GIFT PROGRAM** processes gifts automatically on a schedule you choose. Enroll at givingto.msu.edu/give-every-month.cfm

COLLEGE CAMPAIGNS, conducted each fall, encourage alumni to give back to their college.

YEAR END generosity of alumni and friends sustains the immediate needs of students and faculty throughout the year.

No matter how you choose to give, rest assured that your annual gift is put to good use where and when it is needed most.

AND WE HAVE TO SAY

What difference do your annual gifts make? Well, it's pretty big.

Collectively, gifts of **\$100 to less than \$1,000 brought in more than \$6 million** last year to support Michigan State.

These gifts went to work immediately to provide a wealth of opportunities for students.

YOU MADE ALL THE DIFFERENCE. And we can never thank you enough. So we want to say it one more time, loud and clear.

THANK YOU!

THREE WAYS TO MAKE A GIFT

1

PHONE:

(800) 232-4MSU

2

ONLINE:

givingto.msu.edu/1982

3

MAIL:

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

MICHIGAN STATE
UNIVERSITY

MSU ANNUAL GIVING

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

SPARTANS WILL.

#SpartanLoyal

givingto.msu.edu/spartanloyal