



ANNUAL GIVING ANNUAL REPORT FISCAL YEAR 2019



THE
Best Thing
ABOUT US
IS You





IF YOU HAD TO MAKE A LIST
OF ALL THE BEST THINGS
ABOUT **MICHIGAN STATE**, WE
COULD PROBABLY GUESS
WHAT *you'd* PUT ON IT.



The gardens. The Red Cedar. The way the trees look in the fall.

Dairy Store ice cream. Wharton Center. The Broad Art Museum.

The feeling of being surrounded by several thousand of your closest friends, cheering the Spartans to victory on game day.

The experience of being mentored by an amazing faculty member in a research lab where groundbreaking discoveries are happening.

The pride that comes from knowing that every time a new challenge crops up, anywhere in the world, chances are a fellow Spartan is helping to address it.

BUT WHAT IF MICHIGAN STATE HAD TO MAKE A LIST OF ALL THE BEST THINGS ABOUT ITSELF? WHAT WOULD IT SAY?

We'll tell you. It's YOU.

THE BEST THING ABOUT US IS *you.*

Because you're the one cheering the Spartans to victory on game day.

You're the one supporting programs and initiatives that give our tenacious, enthusiastic students a shot at the best educational experiences.

You're the one who sees an area of need here on campus, or in your own corner of the world, and does what you can to fill it.

You're the one who makes all our favorite things—all of our best qualities—possible.

So, *Thank you* for being the best thing about MSU!



THE Best Thing ABOUT



CEO BAUER, '49
SPARTAN STRONG

GIVING ANNUALLY IS YOU NEVER FORGET.

At age 96, Ceo Bauer ('49) has a simple secret for living a fulfilling life: service.

"Try to make things better where you are. That's what you do. Every day, every minute," he says.

An impressive giving history to MSU is one of the ways Ceo shows his long commitment to service.

He's made an annual gift to MSU every year for 68 years, making him one of MSU's longest-running annual donors. He's supported Spartan athletics, bands, WKAR and the college where he earned his degree: engineering. He's also made a provision in his will to support Spartan engineers in the future.

His commitment is easy as far as he's concerned. "It's my duty to America and MSU. I'm a graduate," Ceo says.

His lifetime of service started early. At the age of 19, during World War II, Ceo was drafted and later joined the 95th Infantry Division of the U.S. Army as a rifleman. He was severely wounded during combat to seize the fortress city of Metz, France. For their outstanding combat action, the division earned the nickname "Iron Men of Metz."

He has returned to Metz every five years since 1987, interacting with the French and participating in liberation ceremonies. He was designated a "libérateur" by the city in 1968. This spring he received the French Legion of Honour for his service and accomplished career.

"I'm very honored," Ceo says. "Now I can pass away smiling."

Growing up on a farm at Carson City, he thought his future was in agriculture. He came to MSU because that was the university he'd always known, and because the Army showed him he had an aptitude for civil engineering. He says the need for civil engineers after World War II motivated him to step up.

"We were not long out of horse and buggy days and a better highway system was needed," says Ceo.

He devoted more than 30 years to the Michigan Highway Department, now the Department of Transportation. A roadside rest area west of Seney on M-28 in Michigan's Upper Peninsula honors his service.

An avid outdoorsman, he was always ready to hunt or fish and spent many happy hours doing so.

"I had one of the first snowmobiles in the area," he recalls.

He remained devoted to MSU as well, learning to sing MSU Shadows with fellow alumni in three-part harmony, often during halftimes of MSU football games.

His advice for fellow Spartans?

"Try to get something done that is a benefit to society. Give and you will receive. That's the Christian philosophy and you're richer than you think."

4,200 donors have given every year for 25 years or more.



Thank You!



Ceo, you supported our Spartan engineers each year for almost 70 years. We are so grateful that our civil engineering students have benefited from your generosity and will continue to do so through your estate plan.

NEERAJ BUCH

PROFESSOR AND INTERIM CHAIRPERSON, DEPARTMENT
OF CIVIL AND ENVIRONMENTAL ENGINEERING

THE *Best Thing* ABOUT



PATTY MCGUIGAN AND DICK BUSH, '70
SPARTAN EXTRAORDINARY

GIVE GREEN DAY IS *YOU* WERE THERE.

On a very green Tuesday last November, Spartans near and far came together to make a better tomorrow. In fact, they gave more than \$788,000 during MSU's one-day fundraising event to support projects and students across campus.

Dick Bush ('70) and his wife Patty McGuigan were the 2018 Give Green Day sponsors, putting forth a \$50,000 contribution that helped kick off the effort and bolstered participation through 2:1 gift matches.

Dick and Patty have been longtime supporters of Michigan State. When Dick passed away after a brief illness last summer, Patty established the Richard C. Bush Endowed Scholarship as a tribute to her Spartan husband. But their impact already could be seen in several locations on campus. They funded Three Mothers Patio outside the Communication Arts and Sciences Building, and the installation of a copper beech tree and nearby bench on the north side of the International Center.

"I want to pay back for the great experiences I had at MSU," Dick had said about being Give Green Day sponsors.

Following Dick and Patty's Give Green Day leadership, 31 campus programs and 65 alumni clubs set fundraising goals for Give Green Day last fall. Two major building projects got a big boost: the Eli Broad College of Business pulled in \$71,584 to put toward completion of the new Edward J. Minskoff Pavilion,

while the College of Music raised \$36,402 to support the construction of the Billman Music Pavilion.

Three MSU colleges—the College of Arts and Letters, the Honors College and the College of Natural Science—raised thousands for student emergency assistance funds to support students who face financial difficulties or unforeseen expenses.

Gifts to these causes and many more went right to work impacting the lives of MSU students.

Gifts ranged from \$1 to \$20,500, and originated from 48 states and 11 countries, including Costa Rica, India, the Netherlands and Indonesia. Donors ranged from students making their first gift to seasoned donors who got a jump-start on their year-end giving. More than 200 gifts came from students, more than 900 from friends of MSU, more than 2,800 from alumni and almost 400 from MSU faculty and staff.

Give Green Day is held every year on the Tuesday following Thanksgiving. The day takes advantage of the timing of Giving Tuesday, a global day of philanthropy that follows Black Friday and Cyber Monday.

Mark your calendar for December 3, 2019, to take part in this year's Give Green Day.

LEARN MORE about becoming a Give Green Day sponsor or about the Richard C. Bush Endowed Scholarship by contacting Senior Director of Annual Giving Kathleen Deneau at deneauk@msu.edu; (517) 884-1136.

4,524 Give Green Day donors—725 of them making a gift for the first time—gave \$788,725.



Thank you!





Thank you to Dick and Patty for making the 2018 Give Green Day so fun. I made my first gift to MSU that day. And I was proud to wear the green and white philanthropy cord at graduation.

JIAHAO SHE, '19

FIRST-TIME DONOR

THE *Best Thing* ABOUT



AVLOK SHARMA, '16
SPARTAN PROUD

BEING A RECENT **GRAD** IS *YOU* STAY IN TOUCH.

From the moment he first set foot on campus as a student in 2011, Avlok Sharma wanted to soak up the full Spartan experience.

He came in as a freshman during the spring semester, and his dorm room was on a hall full of graduate students, whose work ethic and dedication to their studies he admired. He imitated it, finding his niche as an economics major and digging into the world of statistics and data analysis.

He moved into a house off campus with friends. He went to football and basketball games. And he found a great on-campus job as a student caller for MSU Greenline. All things that, he says, helped him truly feel like he was a part of something larger than himself.

After graduating in 2016, Avlok headed to Detroit to work as a data analyst with Quicken Loans, and it wasn't long before his alma mater came calling.

He made his first gift as an alumnus right then and there and found the experience of making both the gift, and a personal connection with the student caller at the same time, to be very gratifying. Since

then, he has continued to support MSU through MSU Greenline—with gifts to MSU Safe Place, the MSU Student Food Bank and the College of Social Science's discretionary fund, which the college can use to help students in need.

To Avlok, giving back just feels like the next step in the Spartan experience, and he has made it a priority despite the many other financial demands he faces as a recent graduate. "Humans learn by repetition," he says. "If you make giving back, even a little bit, one of your priorities right away, it becomes a habit."

It's a habit that he hopes to carry with him for life.

But most importantly, he hopes that his habit of giving back will help make someone else's Spartan experience as wonderful as his was.

"When you become a part of the MSU community, it becomes your responsibility to help take care of it. Not everybody has all the money in the world, and students should be able to come to MSU and have all these great experiences, and get a great education, but they also shouldn't have to worry about how they're going to afford the things they need."

In 2019, more than 2,600 graduates of the last decade made gifts to the programs that were important to them at MSU.



Thank you!



The College of Social Science is so proud of young alumni like Avlok, who enter the world not only with the skills they need to pursue successful careers, but with a strong understanding of how they can transform the human experience. I am thankful for all of our donors' generous contributions to the College of Social Science, which allow us to address our greatest areas of need, and provide assistance to the next generation of students.

RACHEL CROSON

DEAN, COLLEGE OF SOCIAL SCIENCE

You ARE THE Best

ANNUAL GIFTS IN FISCAL YEAR 2019
JULY 1, 2018-JUNE 30, 2019

DONORS BY LEVEL



8,922 LEADERSHIP LEVEL
DONORS CONTRIBUTED MORE THAN
\$74 MILLION

46,537

DONORS MADE A GIFT

\$79,882,403

WENT TO WORK IMMEDIATELY TO SUPPORT
STUDENTS, PROGRAMS AND FACULTY



LOYALTY LEVELS

37,615 LOYALTY LEVEL
DONORS CONTRIBUTED
MORE THAN **\$5.6 MILLION**

32,551 LOYAL

5,064 PROUD

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.*

THE Best Thing ABOUT



BRAD HALLS, '87
HEATHER HALLS, '88
SPARTAN STRONG

SPARTAN PARENTS IS YOU SUPPORT YOUR KIDS.

Anybody who knows anything about the Spartan Marching Band will tell you that it makes families.

Not just in the figurative sense, by fostering camaraderie among its members, but in the literal sense, like in the case of Heather and Bradley Halls, who met as band kids in 1984, and now have band kids of their own: Emily, a clarinetist who played alto saxophone in the band and graduated in May, and Cameron, a percussionist, currently a senior. Both chose music education as their major.

The Halls have always given back to MSU, but with two kids in the band at the same time, they wanted to support their Spartan band family *and* their biological family—and find a way to be involved in the kids' college careers without hampering their newfound independence.

So they decided to get the family together for a pre-season pancake breakfast.

"The kids work so hard in pre-season, practicing all day and late into the evening," Heather says. "We wanted to do something nice for them, while creating an opportunity for parents to support the band, connect with one another and see how their kids are doing in those first few weeks away from home."

She planned the first breakfast with a group of fellow band alumni—old friends of hers and Brad's who, like them, had kids in the band.

"After the first breakfast, so many other parents wanted to get involved, it became a new pre-season tradition," Heather says.

As a result, the Halls' band family has grown. So, too, has the collective support for the band and the College of Music.

Every year, through the generosity of band family donors, the event raises funds for the SMB Jacket Fund, which helps offset the cost of the traditional green and white jackets bestowed on first-year band members.

The jackets hold a special place in the Halls' hearts because of what they symbolize.

"You can be anywhere on campus and see one of those band jackets and know that the person wearing it worked really hard to earn that privilege," Heather says. "It's an instant connection to your band family, wherever you may be."

"And now it's a really special intergenerational thing that we have in common with our kids," Brad adds. The music connection in the Halls family runs deep: Heather's parents were both music majors and her father was also a member of the SMB.

"We're just so proud to support and be a part of Spartan Nation, the university and the entire College of Music. Music has been such an integral part of our lives, and we made it an integral part of our kids' lives growing up. It feels like home to them, as it always did for us."

More than 2,400 MSU parents supported students through annual gifts.

givingto.msu.edu/why-give/spartan-parents



Thank You!



The Spartan Marching Band couldn't be all that it is without the support of annual donors. But it is especially meaningful when parents—who typically have already invested so much in their students' education—are among those who step up to help us sustain our tradition of excellence. The Halls are one of countless families who have given back to our organization. The students and I are incredibly thankful for Heather and Brad, and to all who continue to support the SMB.

DAVID THORNTON

SMB DIRECTOR

THE Best Thing ABOUT



JEMELE HILL, '97
SPARTAN STRONG

CROWDPOWER IS YOU JOINED THE CROWD.

It's safe to say Jemele Hill has "made it" as a journalist.

She's a staff writer with *The Atlantic*, host of her own podcast "Jemele Hill is Unbothered," and before that, she spent 12 years working in various capacities for ESPN.

And if you've followed her career—or her lively Twitter feed—you know that she doesn't mince words when it comes to the love she has for her alma mater. She bleeds green.

It wasn't always that way.

A native Detroit and lifelong sports fan, she grew up following the University of Michigan—the Fab Five was a big deal and the football team was doing well—so she always figured she'd go there.

But Michigan State had something that the University of Michigan didn't: a strong journalism program. Her career aspirations won out, and she never looked back.

"I truly decided to go to Michigan State for the academics—to be a journalist," she says. "It was the best decision I've ever made."

Years later, she maintains that for everything she accomplished as a student here—all the growing up she did, all the experiences she had, the opportunities opened up to her in the College of Communication Arts and Sciences and as a student journalist at the *State News*—and everything she has gone on to

accomplish after, she owes Michigan State a debt that she can never repay.

She's trying, though.

Last fall, she saw on Twitter that the MSU student chapter of the National Association of Black Journalists (NABJ) had launched a fundraising campaign to send its members to the 2019 NABJ Convention in Miami, where they would have the opportunity to network with some of the nation's most prominent industry leaders, attend workshops, learn new skills, and explore internship and career opportunities in every imaginable area of media and journalism. Jemele immediately jumped in to help, making a \$2,000 gift via MSU's CrowdPower platform, to help cover the students' registration fees.

Jemele knows firsthand the value of that experience.

"When I was in college, me and my friend who worked at the *State News* would scrape together whatever money we had and attend the NABJ annual convention," she says. "It was one of those experiences that taught me that I could do this. And I think it's so important that young people of color in this industry get that message constantly.

"As I've been able to be more successful in my professional life, the thing that really brings me joy is when I'm able to uplift and position other people. I feel that it is my obligation to make sure that I hold the doors open for somebody else."

2,054 CrowdPower donors gave \$170,923 to 49 different projects.

givingto.msu.edu/crowdpower

Thank You!





As young black journalists at the beginning of our careers, we're still figuring out what it means to be a journalist of color in a society that's so driven by race and race politics. Jemele Hill, who continues to always take a firm stance in her beliefs, has become a prime example of our intersectionality as black journalists today. We cannot thank her, along with our other amazing donors, enough for giving us the chance to benefit by networking and learning from people who look like us, think like us and share the same experiences as us at the NABJ convention.

ALYSSA **BURR**

PRESIDENT OF MSU'S NABJ STUDENT CHAPTER

THE *Best Thing* ABOUT

GIVING ANNUALLY IS CALLING YOU.



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.

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.

Making annual gifts couldn't be easier! Whether you're giving through mail, email, social media or over the phone, MSU's annual giving team facilitates a number of ways to make your gift, as well as opportunities to support a wide variety of needs across campus, including:

- MSU GREENLINE student employees call more than 159,000 MSU alumni, friends, faculty, staff, students and parents each year to encourage support for MSU.
- 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. Visit givingday.msu.edu
- 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. Learn more at givingto.msu.edu/recurring-gift
- COLLEGE CAMPAIGNS encourage alumni to give back to their college each fall.

No matter how, or where, you choose to make your annual gifts, rest assured that your support is put to good use!

MSU Greenline connected with more than 88,000 Spartans who gave more than \$944,000 in support for students.

A close-up photograph of a tree trunk with rough, textured bark. A small wooden clothespin is attached to the bark, holding a piece of light-colored paper. On the paper, a pink heart is pasted, and the words "Thank you!" are written in a dark, cursive font. The background is blurred, showing a wooden railing and some greenery.

Thank you!



This will be one of the highlights of my entire time here at MSU, and I wanted to personally thank you for that. I hope to make half the impact here on campus that you are making. It's great Spartans like yourself that make this the best university in the nation. Thank you. Go Green!

COLIN CALLAHAN, '19

MSU GREENLINE CALLER, WHO RECEIVED THE LARGEST SINGLE PLEDGE IN MSU GREENLINE HISTORY: \$50,000

THANK YOU FOR BEING *YOU.*

YOU REALLY ARE THE **BEST THING ABOUT US.** AND, YOUR SUPPORT MEANS THE WORLD TO MSU STUDENTS.

Collectively, gifts of \$100 to less than \$1,000 brought in more than **\$5.6 million** last year to support Michigan State. And all told, annual gifts added up to more than **\$79 million.**

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

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

THANK *YOU!*

Three WAYS TO MAKE A GIFT

PHONE: (800) 232-4MSU

ONLINE: givingto.msu.edu/1982

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

THANK *You*

SPARTANS WILL.

#SpartanLoyal

givingto.msu.edu/spartanloyal