

ANNUAL GIVING



FISCAL YEAR 2022 ANNUAL REPORT ■ JULY 1, 2021 - JUNE 30, 2022



# YOUR GIFTS ARE PICTURE PERFECT

The great thing about Michigan State University is that here, we all have the power to make our idealized version of the world a reality.

Students can picture their loftiest goal—their dream job, their grand adventure—and find a class to take, a mentor to talk to, and the support of a scholarship or program that will help them achieve it.



Professors and researchers can picture the transformative impact of their work in science, engineering, the arts, and find the tools, the infrastructure and the brilliant minds to help them work toward it.

Thousands of donors, alumni, friends and community members like you see the picture, believe in it and find opportunities to help bring it to life.

Through your annual gifts—which collectively totaled more than \$130 million—you made a lot of “PICTURE THIS” moments happen this year. And for that, we are truly grateful.

Thank you.

**KIM TOBIN**

*MSU Vice President for University Advancement*

# 24 HOURS AND A PHOTO FINISH

## UNITED BY GIVE GREEN DAY, SPARTANS AND FRIENDS EVERYWHERE MADE A COLLECTIVE DIFFERENCE

Since 2016, Give Green Day has unified hundreds of thousands of Spartans and friends around the globe, channeling their collective enthusiasm into one great cause: supporting students and programs at MSU.

This year, nobody did enthusiasm quite like the Atlanta chapter of the MSU Black Alumni Club (MSUBA).

Encouraged by each other, and by the prospect of winning matching gift challenges to add to their total dollars raised, chapter members made multiple gifts throughout the day, raising more than \$11,000 to support their chapter's scholarship—exceeding their goal of \$1855 by more than 500 percent!

How did they do it? Chapter president Sylvia Burley-Shields credits their success

to teamwork and lots of advance planning. “We held a Give Green Day ‘pep rally’ on Instagram the day before,” she says. “On the day of, we worked together throughout the day to share Give Green Day messaging and give during peak times when the university was matching funds.”

The opportunity to boost the chapter's newly established endowment was motivation enough for longtime member Lori Medley, who made four gifts to the fund and was proud to support her alma mater from afar.

“Being part of a dynamic local chapter requires you to lead by example,” Lori says. “Since we aren't physically present in East Lansing, it's even more important that we make an impact financially. Donating on Give Green Day offered the platform needed to make that support known.”





# ZOOMING IN

## ALUMNI MENTORS HELP STUDENTS PREPARE FOR THEIR NEXT STEPS

There is a lot to be said for having the right tools for the job.

In Lyman Briggs College, the job is connecting students to peer and alumni mentors, and the tool is Briggs Connect—an online hub that fosters relationships between current and former Briggsies, who welcome the opportunity to help each other out.

Whether it's second-year students offering a sympathetic ear to first-year students as they navigate the transition to college life, or alumni guiding soon-to-be graduates through tough, exciting decisions about life after college, this virtual safe space has become an integral piece of the tight-knit Briggs community.

“Attending the Briggs Career Chat Mentorship event was so helpful for me to not only network with Lyman Briggs alumni, but also to remind me that careers



are seldom linear,” says recent Lyman Briggs College graduate Joanna Colovas. “All of the Briggs alumni I spoke with that evening were interested in me and my experience at MSU, as well as telling me about their path to their current and future positions, using their own shared experiences at MSU and beyond.”

Your support for the Lyman Briggs College Mentorship Fund has enabled the college to provide this rich, virtual mentorship experience to all.

# SHARPENING THEIR IMAGE

FENCING CLUB DRAWS CRITICAL SUPPORT FROM THE CROWD



When it comes to a commitment to their recreational sport, members of MSU's popular and highly successful fencing club might simply say: En Garde!

The club had one of its best years ever, earning a record-breaking number of regional awards and propelling several Spartans to the elimination rounds in the national tournament.

It's not a surprising outcome for a club that boasts more than 60 members who routinely participate in intense,

hours-long practices four nights a week. But playing a role too, were the 77 donors who made gifts to the club's CrowdPower campaigns on National Giving Day on the Tuesday after Thanksgiving and the springtime Give Green Day in mid-March.

Family, friends and alumni surpassed the club's fundraising goals for both days, raising more than \$7,000. The funds enabled the hardworking Spartan fencers to travel to and compete in multiple tournaments.

Ceili Widmann, the club's vice president, expresses the gratitude of the members this way: "Thank you for helping us get those regional and national wins." And she parries with: "Thanks to you, I feel like I want to go win again!"



# THE BIG PICTURE, THANKS TO YOU!

ANNUAL GIFTS IN FISCAL YEAR 2022, JULY 1, 2021 – JUNE 30, 2022



TOTAL DOLLARS

**\$130,591,754**

**A 41.8% increase from last year**

TOTAL DONORS

**45,326**

**3,814 gave to MSU for their first time**

- **4,875** of you gave **\$365,557** through Greenline calls
- **4,097** of you gave **\$610,858** in online donations to **205** different CrowdPower projects.
- **7,077** gave **\$1,404,712** on Give Green Day

**MSU HONORS ITS TOP ANNUAL DONORS IN RECOGNITION LEVELS, WHICH ARE RENEWABLE ANNUALLY.**

## LEADERSHIP CIRCLE of ANNUAL GIVING

**9,120 Leadership Circle Donors contributed more than \$124,913,020**

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

## LOYALTY LEVELS of ANNUAL GIVING

**36,206 Loyalty Level Donors contributed more than \$5,678,734**

SPARTAN <b>LOYAL</b>	gifts of \$100-\$499/year
SPARTAN <b>PROUD</b>	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.*



# HELPING SPARTY STAY FOCUSED

## ANNUAL GIFTS KEEP SPARTY AT HIS BEST IN THE COMMUNITY AND IN THE CLASSROOM

Sparty has been representing MSU on some of the biggest stages for decades. But at home in East Lansing, he is also a full-time MSU student, and that's not an easy job, either.

He still has to go to class, do homework, study and take midterms. (Fun fact: His cumulative GPA is an impressive 3.71!)

And, given his stature, his unique wardrobe, his very busy schedule and his tendency to attract a crowd wherever he goes, other things—like walking through low doorways, doing laundry, holding a part-time job to help pay his tuition or easily getting from Point A to Point B on campus—require a little extra help.

Sparty has a supportive network of classmates and campus professionals to get him through the day-to-day, but donor support helps him take his education and his joyful game day antics to the next level.

By being a part of his support network, you are ensuring that all the things that make Sparty “Sparty”—his mental toughness, his relentlessly upbeat outlook on life and his ability to excel in the classroom—are taken care of.

# A LOVING VIEW

## FUND HARNESSES THE POWER OF 'UNCONDITIONAL LOVE' FOR LGBTQIA2S+ STUDENTS

Dozens of students—nearly one each week—receive much-appreciated support from the Unconditional Love Fund, which assists LGBTQIA2S+ students with unexpected financial hardships associated with their sexual and/or gender identity.

Student recipients typically receive less than \$500, but those relatively small amounts can be the difference between staying at MSU or giving up, according to Morgan Doherty, MSU's Gender and Sexuality Campus Center coordinator.

As one student put it: "I encountered many roadblocks because of my queer identity: I struggled to find a job, safe housing, and generally to make ends meet. The Unconditional Love Fund has given me peace of mind for the next month as I am able

to afford my rent and groceries, which was an absolute necessity before I managed to find summer employment, due to a lack of familial support related to my identities."

Every dollar raised helps. Just \$20 could provide an insurance co-pay for gender-affirming health care, \$35 a bus pass for a student whose family took their car away, \$100 could cover the cost of one night in a hotel for a student fleeing an abusive home and \$500 could help cover expenses after a family cuts off support.

This past year, thousands of dollars were raised for Unconditional Love Fund through CrowdPower campaigns, a Pride Month 5k event and sales of a special MSU Dairy Store Pride Bowl.



# GIVING EVERYONE THEIR BEST SHOT

## MSU PARENTS HELP PROVIDE A SAFETY NET FOR STUDENTS WITHOUT ONE

Mya McGee counts herself among MSU's alumni, thanks in part to the community who supported her through Fostering Academics Mentoring Excellence program, or FAME.

FAME is an umbrella of services for students who have grown up in foster care or are otherwise independent and often lack the safety net a stable family can provide. Nationally, as few as 10 percent of students in this predicament successfully finish college.

Annual donors are a cornerstone of the FAME program's success. And among the key audiences who contribute are parents of current students.

In fact, last year 2,335 MSU parents gave \$556,931 to multiple programs and causes across campus, with FAME being one of the biggest beneficiaries of their generosity.

Today, Mya works as an advocate for clients in a social justice nonprofit organization while actively pursuing her Ph.D. in clinical psychology.

"Entering college can be scary—being at the enormous Michigan State, even scarier," she says. "FAME provided me a community and a safe place to be. The support I received still lingers with me today."

Mya McGee



# A SNAPSHOT OF OPPORTUNITIES FOR GIVING

**NO MATTER HOW YOU CHOOSE TO MAKE YOUR ANNUAL GIFTS, REST ASSURED YOUR FORESIGHT MEANS EVERYTHING TO STUDENTS.**

*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](https://givingto.msu.edu/crowdpower)

**THE RECURRING GIFT PROGRAM** processes gifts on a schedule you choose. Learn more at [givingto.msu.edu/recurring-gift](https://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](https://givingday.msu.edu) for details on next year's Give Green Day, March 14, 2023.

**MSU GREENLINE** students connect with alumni, friends, faculty, staff, fellow students and parents each year via phone. Visit [greenline.msu.edu](https://greenline.msu.edu)

**COLLEGE CAMPAIGNS** gather vital alumni support for their college's priorities each fall. Watch your mail and email to learn more.



## **YOUR ANNUAL GIFTS GO 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 that goes far beyond the confines of a classroom or computer screen.

Collectively, gifts between \$100 and \$999 from Spartan Loyal and Spartan Proud donors brought in more than \$5.6 million last year to support Michigan State students and faculty. Combined with the generosity of Leadership Circle donors last year, annual gifts added up to more than \$130 million.

We can never thank you enough for your generosity.

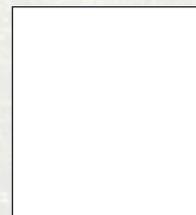
# **MICHIGAN STATE** **UNIVERSITY**

## **University Advancement**

Spartan Way

535 Chestnut Road, Room 300

East Lansing, MI 48824



**SPARTANS WILL.**

#SpartanLoyal

[givingto.msu.edu/spartanloyal](https://givingto.msu.edu/spartanloyal)