

Fall 2001

DEVELOPMENTS

Michigan State University

2000-2001 ANNUAL REPORT SUMMARY

UNIVERSITY BREAKS \$200 MILLION IN FUND RAISING EFFORTS *15% Increase In Number Of Donations*

Spurred by increases in both cash and planned gifts, private support for Michigan State University broke the \$200 million mark for the 2000-01 fiscal year, with \$202 million in total gifts being raised.

Included in the total is an exceptional one-time gift of software valued at \$55.4 million received from PACE, a unified effort of General Motors, Unigraphics Solutions, Sun Microsystems and Electronic Data Systems. Even without this very important gift, MSU received total gifts of \$146.6 million, an increase in excess of 20% over last year.

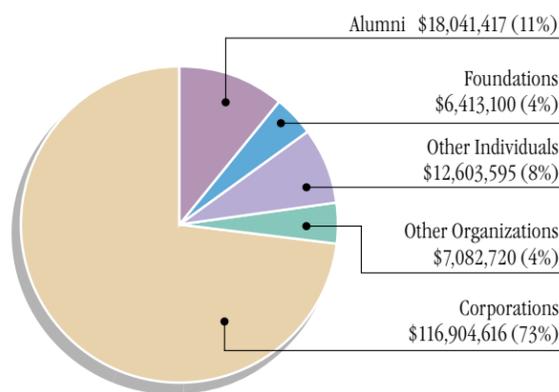
"I am grateful to our donors who understand the importance of their gifts in keeping MSU competitive in today's global world," stated MSU President Peter McPherson. "These dollars are necessary to attract the finest faculty and students from around the world, in addition to

capital campaign," said Vice President for University Development Chuck Webb. "The Spartan community clearly understands the role of private support in maintaining and furthering this great university."

115,484. The number of undergraduate degree recipients who made a gift to MSU rose to nearly 38,000—15.6% of the total alumni population—and is a key criteria used by *U.S. News and World Report* in developing their annual rankings. "We have made a strategic commitment at MSU to build and grow our base of support," said Cheryl Armstrong, Director of Special & Annual Giving programs. "These increases in the number of individual donors to MSU are critical to the long-term success of our fund raising efforts."

continued on page 6

SOURCES OF PRIVATE SUPPORT



TOTAL GIVING SUMMARY
CASH AND PLANNED GIFTS



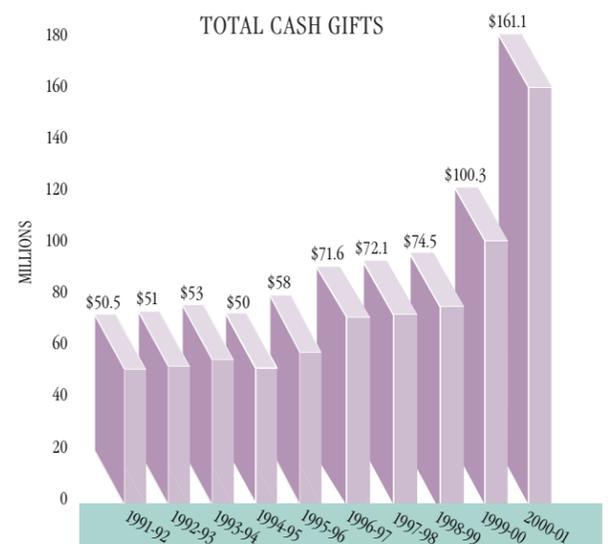
enabling us to build and maintain state-of-the-art facilities."

Cash gifts to the university rose to a total of \$161.1 million, a 60% increase over last year's \$100.3 million. "Topping the \$200 million mark lays a great foundation for our upcoming

Planned gifts also rose higher in 2000-01, with \$40.9 million in documented planned gifts being accepted. This is a 95% increase over last year's total. To date, the Office of Planned Giving has documented a total of 1,348 planned gifts representing approximately \$243.4 million in future support to MSU.

Other key measures of fund raising success were also on the rise. The number of donations to the university rose by 16% to a total of

10 YEAR HISTORY OF
PRIVATE SUPPORT
TOTAL CASH GIFTS



2000-2001 Highlights

Cash Gifts top \$160 million

Planned Gifts nearly double over last year

MSU's endowment surpasses \$750 million

PRESIDENT'S LETTER



Dear Donors,

Michigan State University is one of the world's leading universities. Over the last eight years, we have continued to add to our record of achievement. Many of these advancements are made possible through the generosity of our donors. MSU donors have set a new standard of giving for the sixth consecutive year. Thank you for your continued support and exemplary stewardship.

We are continuing to attract and enroll more and better-prepared students to Michigan State. Applications for this year's class set a new high. The quality of our entering classes has steadily increased. Over the last eight years, both percentage and real numbers of students of color continued to increase, and persistence rates improved. This year, the largest number of freshman in our history has enrolled in our Honors College. Donors have directly contributed to our successes by providing the scholarship funds that make the difference.

Our academic and research profile keeps growing. Between 1994 and 2000, the number of our nationally ranked academic programs, as reported in *U.S. News and World Report*, has steadily increased from five to 24. Since 1997, we have had a dramatic increase in externally funded scientific research.

Contributions supporting MSU faculty and academic programs have provided the additional resources to attract and retain the best faculty and graduate students, to build the best programs, and to maintain our work at the forefront of research.

We remain proud of our early commitment to make a practical difference in the lives of people in Michigan and beyond. It remains an essential part of who we are and what we do. Gifts make a critical difference in these efforts. One major gift received this year will allow us to significantly expand our international programs. Another significant gift will advance our continuing education and executive development efforts. The generosity of many donors has brought us near our fund raising goal for the \$95 million Biomedical and Physical Sciences building.

Please accept our heartfelt thanks and praise for your continued support for Michigan State University. Your contributions provide us with the financial margin for excellence that we need to ensure a bright future for the university. These gifts build on a solid foundation of excellence here at Michigan State University, which can only be sustained through a strong tradition of charitable giving. The students, faculty, and staff of Michigan State University are most grateful.

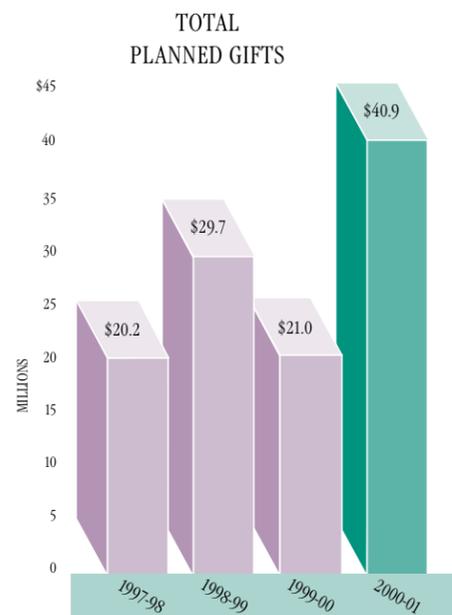
Many thanks,

Peter McPheon

continued from page 5

Fund Raising

This marks the sixth straight year of record-breaking levels of private support at MSU with total giving increasing over 300% since the 1995-96 fiscal year. "What makes this year's results even more exciting is that



they are part of a continuing long-term increase in private support here at MSU," explained Marti Heil, associate vice president and director of University Development. "Coming on the heels of last year's banner year, we feel we are positioned well for a successful capital campaign."

2000-01 COLLEGE/PROGRAM INCOME

COLLEGES	Cash Income	Life Income Agreements	PROGRAMS	Cash Income	Life Income Agreements
Agriculture and Natural Resources	\$9,633,780	\$1,025,865	Campus Park and Planning	\$188,061	\$51,400
Arts and Letters	\$1,549,016	\$46,522	Financial Aid	\$458,668	
Business	\$5,290,300	\$108,076	Honors College	\$218,894	\$1,112,500
Communication Arts and Sciences	\$720,088	\$10,000	Admissions & Scholarships	\$1,723,459	\$0
Education	\$1,424,680	\$0	Graduate School	\$881,701	\$0
Engineering	\$81,964,710	\$305,553	Instr. Develop. & Tele. Comm. Services	\$3,091,239	\$0
Human Ecology	\$471,350	\$268,750	International Studies and Programs	\$974,653	\$1,400
Human Medicine	\$1,773,365	\$101,750	Libraries, Computing and Technology	\$852,101	\$0
James Madison College	\$151,038	\$0	Lifelong Education	\$5,000	\$0
MSU - DCL	\$549,777	\$6,912	MSU Museum	\$783,222	\$100,000
Natural Science	\$4,263,683	\$315,000	Intercollegiate Athletics	\$9,209,569	\$612,866
Nursing	\$213,324	\$0	Urban Affairs Programs	\$1,017	\$0
Osteopathic Medicine	\$889,188	\$25,000	Wharton Center	\$867,906	\$0
Social Science	\$1,805,637	\$373,944	4-H Foundation	\$694,813	\$26,750
Veterinary Medicine	\$4,513,082	\$916,000	Miscellaneous	\$407,589	\$0
General University	\$3,118,936	\$284,400			

PROGRAMS IN THE COLLEGES

MSU's sixteen colleges and units each have their own fund raising programs and priorities. Development officers report both to the dean of their college and to the director of University Development. Income from private sources is reported by college as well as combined for an all-university total.

College of Agriculture and Natural Resources

The 2000-01 year saw the dedication of the new Ag Hall annex, and recognized the Class of '49 and the Robertson and Hesse families for their contributions. The Kellogg Manor House also reopened to the public following two years of restoration with the help of a \$3.5 million grant from the W.K. Kellogg Foundation. The year was capped by the hiring of a new dean for the college, Dr. Jeffrey D. Armstrong.

CANR raised substantial private support totaling \$9,633,800 from 6,462 donors. These figures reflect a 49% increase in giving from the previous fiscal year and a 26% increase in donors. Outstanding pledges and corporate matches for the fiscal year totaled \$1,416,000. Planned gifts to the college, including irrevocable and revocable gifts, totaled \$7,050,800. Faculty, staff and retirees contributed \$421,800 in gifts and pledges.

The CANR welcomed 44 new alumni and friends to MSU donor societies, including five Shaw Society members, eleven Abbot Society members, ten Snyder Society members, six Hannah Society members, five Beaumont Tower Society members, and seven Presidents Club members.



The Robertson and Hesse families were on hand to dedicate a new mural they funded for the annex.

College of Arts and Letters

In fiscal year 2000-01, the College of Arts & Letters held special events for alumni and friends in East Lansing, Chicago, Los Angeles, Phoenix and Toronto. Several new scholarships and endowments were established in the college, including the Sweet Endowed Professorship in History. Additionally, the Coleman Memorial Scholarship in Strings and the Klapperich Memorial Endowed Scholarship in Romance and Classical Languages were established. An endowed scholarship in History was established in honor of retired professor Harry Reed.

In 2000-01, the college received cash and deferred gifts from 5,362 alumni, faculty, staff, students, friends, corporations and foundations, totaling nearly \$2.4 million. The college's endowment grew with 94 endowed funds reaching a market value of \$12,023,100.

The College of Arts & Letters welcomed 36 donors into MSU's giving societies, including: Kedzie Society, one; Abbot Society, two; Snyder Society, six; Hannah Society, seven; Beaumont Tower Society, eight; and Presidents Club, twelve. Thirteen donors were recognized in the Landon Society.

The Eli Broad College of Business

The 2000-01 academic year was one of transition and acceleration of ongoing successes for The Eli Broad College of Business and The Eli Broad Graduate School of Management. Late in the summer of 2000, James B. Henry stepped down as dean of the Broad School. He was succeeded, at first on an interim basis and ultimately as permanent dean, by Donald J. Bowersox. An \$8 million gift commitment was responsible for the naming of the James B. Henry Center for Executive Development, which opened for business this fall.

The 2000-01 fiscal year was superb for the Broad School, with approximately \$20,928,500 received in gifts and pledges. This compares to \$13,155,100 during the previous academic year.

The Broad School features 1,255 of its graduates as members of Michigan State's giving societies, including 13 in the Kedzie Society. During the past fiscal year, 51 of the Broad School's alumni and friends were either upgraded into a higher-level giving society or became giving society members for the first time.

College of Communication Arts and Sciences

The conclusion of the public phase of the Quello Center fund raising effort occurred in April. To date, \$3,571,200 has been committed in gifts and pledges. The Quello Center Telecommunication Law and Public Policy Symposium was held in Washington, D.C. on April 2. Following the symposium was an 87th birthday celebration for Jim Quello at the Willard Hotel.

In 2000-01, the College of Communication Arts and Sciences received cash, pledges and deferred gifts totaling more than \$1.1 million. Included in that figure are the following: cash gifts of \$720,000, pledges of \$192,600, bequests and other planned gifts of \$255,000, and life income agreements of \$10,000, for a total of \$1,172,600.

The college welcomed ten donors into giving societies, including: Shaw Society, one; Snyder Society, two; Hannah Society, three; Beaumont Tower Society, one; and Presidents Club, three.

College of Education

Fiscal year 2000-01 provided great exposure for the College of Education. For the seventh year in a row, *U.S. News and World Report* ranked the college's graduate programs in elementary and secondary education number

one in the nation. A new university-recognized center was formally established—the Education Policy Center. Plans were finalized and approval received from the university to offer an on-line master's degree.

The College of Education received gifts and pledges totaling more than \$1,910,900 during the 2000-01 year. Annual giving to the college reached the level of \$1,059,900, resulting in an increase over last year's amount. Unrestricted gifts were used to provide scholarships and fellowships to students, resulting in \$215,000 being awarded. The College of Education Leadership Circle saw growth for the third straight year. New estate commitments with a present value of nearly \$800,000 were formalized in 2000-01.

The College of Education welcomed 13 new donor club members, including: Abbot Society, three; Snyder Society, two; Hannah Society, four; Beaumont Tower Society, two; and Presidents Club, two.

College of Engineering

During the 2000-01 year, Dean Janie Fouke led the College of Engineering through its first voluntary external review of its graduate and research programs. This effort will identify key areas where the college currently demonstrates excellence, or has potential to be a leader, and help pave a clear direction for the college's future.

The College of Engineering achieved its most successful fund raising year ever, with \$82,000,000 raised and more than 3,904 gifts received. This represents a dramatic 312% increase in gifts raised and a 22% increase in the number of donors making gifts to the college. In fact, both dollars and donors increased among the individual, corporate and foundation segments. Especially notable is the fact that 18 gifts of \$100,000 or more were received during fiscal year 2000-01, including corporate gifts of \$60.7 million (to be given over three years) from Mechanical Dynamics Inc. and \$55.4 million from the Partnership for the Advancement of CAD/CAM/CAE Education.

The college welcomed 11 new donor club members, including: Shaw Society, two; Abbot Society, one; Snyder Society, two; Hannah Society, one; Beaumont Tower Society, one; and Presidents Club, four.

Honors College, Admissions & Scholarships, and The Graduate School

In the 2000-01 fiscal year, the Honors College received gifts and pledges totaling more than \$733,900. Included in the above total are three planned gift commitments, one valued at \$302,500, one valued at \$150,000, and one to the MSU Debate Team, valued at \$62,500.

The 2000-01 fiscal year was a great year for private financial support for the Office of Admissions and Scholarships (OAS). Gifts and pledges received during the year totaled more than \$2,503,500 compared to \$399,600 in 1999-00. Two significant estate gifts (\$868,000 and \$500,000) were received, and will provide scholarship support to high achieving, academically gifted Honors College students. In

addition, there were endowed and expendable scholarships established by friends and alumni (individuals and MSU alumni groups). Included in the 2000-01 totals are several planned gifts, including commitments of \$750,000 and \$100,000.

The 2000-01 fiscal year was an incredible year for private financial support for the Graduate School. Gifts and pledges received during the year totaled more than \$881,700 compared to \$2,000 in 1999-00. An estate gift of



Dr. Gary L. Seevers, center, met with Honors College/CANR students who received the scholarship he established.

\$871,800 was received and was established as an endowed fund for graduate fellowships. In addition, support from alumni, corporations, and friends totaled \$9,900. Excluded in the above totals is a planned gift commitment of \$200,000 for graduate students pursuing "social justice" that, as of June 26, 2001, was pledged.

College of Human Ecology

In 2000-01 the College of Human Ecology engaged in numerous activities to involve our alumni and friends with the college. In an effort to serve the community, alumni and friends, the College of Human Ecology sponsored a guest lecture about nutrition and health by Dr. Bob Arnot, Chief Medical Correspondent for NBC's *Dateline* and *Today* programs.

More than 1,950 donors financially supported the College of Human Ecology in fiscal year 2000-01, a more than 40% increase in donors to the college over the 1999-00 total of 1,396. There was also a significant increase in the number of faculty and staff supporting the college. Total cash gifts to the college's annual fund increased from \$462,800 to \$471,400. The college experienced over a 10% increase in valuable unrestricted monies and documented nearly \$325,000 in deferred gifts.

The college welcomed five new donor club members including one Snyder Society, one Hannah Society, one Beaumont Tower Society and two Presidents Club members. Five donors also qualified for the Linda E. Landon Society, which recognizes donors who establish a planned gift.

College of Human Medicine

During fiscal year 2000-01, the College of Human Medicine welcomed Dr. Glenn C. Davis as dean. Dr. Davis was formerly the Corporate Vice President for Academic Affairs at Henry Ford Health Systems. A major highlight of the last year was the fund raising initiative focused on new student facilities, which raised more than \$225,000 to date for the Student Learning Center. This effort resulted in a \$75,000 pledge by the family of Barbara Yarema to name the Student Commons in her memory.

The generosity of the college's many friends resulted in gifts totaling \$1,773,400 during fiscal year 2000-01. The number of donors to the college exceeded 1,500. In 1993, the college had received only eleven gifts of \$50,000 or more in its history. During fiscal year 2000-01, the college received five major gifts of \$50,000 or more. The graduating Class of 2001 achieved an overall donor participation rate of 78% through the sixth annual Senior Class Campaign.

Eleven new donor club memberships were secured, including: Shaw, one; Abbott, three; Snyder, one; Hannah, four; Beaumont Tower Society, one; and Presidents Club, one.

James Madison College

In 2000-01 JMC student Kathleen Romig won a George J. Mitchell Scholarship to study in Ireland, and JMC student Andrew Krepps was awarded a Carnegie Endowment for International Peace Junior Fellowship. A new coffee house was opened on the first floor of Case Hall, and the JMC Library renovation was completed over the summer in time for fall semester. Visitors will also notice the newly renovated lounges in both North and South Case Hall.

James Madison's alumni and friends met the challenge of Trustee Dave and Mrs. Joan Porteous by reaching the \$100,000 goal in April 2001. After including the Porteous' matching gift, JMC has \$200,000 to make improvements to the physical structure of the college. The college had 618 donors this year; a new single year record and 179% of the 1999-00 count. JMC raised \$151,000 during fiscal year 2000-01, a 7% increase over last year's total. Three new endowed scholarships were established and awarded to raise the college total number to nine. Three donors were welcomed into the Presidents Club giving society.

Michigan State University--Detroit College of Law

Terence L. Blackburn joined Michigan State University-Detroit College of Law as dean in July 2000. Alumni participated in MSU-DCL events in record numbers. In addition to receptions for Dean Blackburn, other activities included the annual fall tailgate party, the summer golf outing, the Michigan Bar Association Meeting reception, a theatre party to "Defending the Caveman" and a trip to watch the Tigers play at Comerica Park--the old site of Detroit College of Law.

The 2000-01 fiscal year saw not only increased involvement from alumni in participation but also in giving to the college. A total of 593 gifts were received, representing a 12% increase in the number of gifts over the previous year. Cash gifts and pledges for unrestricted purposes similarly rose 41%.

MSU-DCL welcomed six new giving society members: Snyder, two; Presidents Club, four. In addition, the Michigan State University-Detroit College of Law National Alumni Association joined the Heritage Club, with its pledge to raise \$100,000 for the Alumni Scholarship Fund.

College of Natural Science

During fiscal year 2000-01, MSU embraced many new and exciting scientific research and education projects. MSU scientists will benefit tremendously from last year's \$32.1 million

Michigan Life Science Corridor award. CNS faculty also received corridor funding for six proposals totaling almost \$3.6 million, which will create collaborative and interdisciplinary research opportunities.

Alumni, friends, corporations and foundations have joined in partnerships with us to help support our outstanding faculty and students. In the 2000-01 fiscal year, gifts and pledges totaled more than \$4.3 million, with a 24% increase in donor participation. This includes College Campaign totals of over \$156,900, an increase of 10% over 1999-00. Finally, planned gifts of over \$4.5 million benefiting the college were documented. These gifts will help ensure a strong and vital future for the college.

The college welcomed 11 donors into MSU's giving societies, including: Kedzie Society, one; Shaw Society, one; Abbot Society, two; Snyder Society, two; Hannah Society, one; Beaumont Tower Society, two; and Presidents Club, two. In addition, 11 donors were recognized in the Landon Society.

College of Nursing

The College of Nursing brought the new millennium in with celebration and a vision for the future. The college celebrated its 50th birthday with three days of activities. The first Ph.D. and Post-Doctrine TRECOS cohorts completed their first year with great success. The MSN Nursing HealthCare Center completed its first accreditation through the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) and received the highest ratings of any clinic contracted with the Department of Veteran Affairs.

New donors increased by 19% with our annual fund receiving 9% more gifts than last year. The All University campaign continued to receive faculty and staff support with over 20% of college employees participating.

The College of Nursing new donor club levels provided entry-level recognition for our nursing donors with 25 new members in the Dean's Nightingale Society, 13 in the Red Cedar Lamplighters, and 20 in the Spartan Nursing Associates.

College of Osteopathic Medicine

The 2000-01 academic year was filled with kudos for the MSU College of Osteopathic Medicine. The American Osteopathic Association awarded Terrie Taylor, DO, the Gutensohn-Denslow Award for her research on Malaria in Malawi, and Drs. Justin McCormick and Veronica Maher were awarded the Irvin M. Korr Award. For the second year in a row, MSUCOM was the highest-ranking osteopathic medical school in the country, according to *U.S. News and World Report*.

The college received 987 gifts totaling \$889,200, averaging over \$900 per donor from individuals, corporations, associations and foundations. These 987 donors represent an increase of 16% over the previous year. The 2000-01 COM portion of the All University Campaign was co-chaired by Robert C. Ward, DO, and Patricia Grauer. Thirty-six donors gave \$11,800, representing 10% of the total number of donors and 8% of the total dollars raised university wide.

Major and special gift recognition mementos were presented in the following categories throughout the year: Abbot Society, one;

Snyder Society, two; Hannah Society, one; Beaumont Tower Society, three; and Presidents Club, eight.

College of Social Science

The number one highlight for the MSU College of Social Science for 2000-01 was the completion of the nationwide search for a permanent dean for the college. The search culminated in the announcement of Dr. Marietta Baba as new dean. Dr. Baba succeeds Dr. Ken Corey (1989-99), who is now senior advisor to the MSU Vice President for Research and Graduate Studies.

The 2000-01 fiscal year was a great year for private financial support for the MSU College of Social Science. The college realized \$1,805,600 in private gift support from 3,753

donors, a 32% increase in donor numbers over last year. In addition, the college received commitments for an additional \$1.7 million in future bequests and other planned gift support. The dollar total from the College Campaign annual fund drive also increased by 27% over last year.

The college welcomed five new giving society members at the Kedzie, Shaw, Abbot, or Snyder Society levels, and eight new donor club members at the Hannah Society, Beaumont Tower Society, or Presidents Club levels.

College of Veterinary Medicine

Fiscal year 2000-01 has been another tremendous year in development for the College of Veterinary Medicine. Measuring cash gifts, five-year cash pledges, and new documented

estate commitments, the CVM witnessed 2,860 donors step forward with more than \$10,000,000 in philanthropic giving. These gifts helped to fund 16 new endowments in support of research, clinical services, and student scholarships.

Estate gifts to the college continue to be a strong factor in our growth with several alumni and friends stepping forward with extremely generous estate commitments, representing more than \$5,000,000 in new documented future gifts.

The college welcomed 28 new giving society members, including: Kedzie Society, two; Shaw Society, five; Abbot Society, six; Snyder Society, four; Hannah Society, five; Beaumont Tower Society, one; and Presidents Club, five.

SPECIAL UNIVERSITY-WIDE PROGRAMS

Campus Park and Planning

Campus Park and Planning consists of Campus Beautification, Hidden Lake Gardens and the W. J. Beal Botanical Garden. "2020 Vision: A Community Concept for the Michigan State University Campus," the new master plan for MSU, is being developed, presented and critiqued by colleges and campus user groups throughout this year. When approved, the 2020 Vision will provide a foundation for all new green space efforts including some new areas and heavily wooded north/south tree corridors on south campus.

Eight commemorative trees were added to campus and one new commemorative bench in the W. J. Beal Botanical Garden. Hidden Lake Gardens added two commemorative trees and two commemorative benches. Gifts to the division totaled \$239,500 (plus \$1,300,000 in planned gift commitments from an earlier bequest pledge). This amount is 44% above fiscal year 1999-00. The number of donors increased by 22% to 348.

Intercollegiate Athletics

The Department of Intercollegiate Athletics enjoyed another year of success, sending two teams, Men's Basketball and Ice Hockey, to the Final Four and Frozen Four, respectively. In addition, Women's Golf won the Big Ten Championship and was nationally ranked in the top twenty, as were Wrestling, Women's Crew, and Men's Gymnastics.

Records were set in Athletic Development with cash gifts of \$9,209,600, an increase of 28%. In addition, over \$2,400,000 in pledges were received for facility projects including the Alfred Berkowitz Basketball Complex, scheduled to open in early 2002, and the new Golf Team Complex at Forest Akers West. There were also over \$2.2 million in planned gifts designated to Intercollegiate Athletics.

Memberships in every category of the Ralph Young Fund increased. Total RYF members reached a record 6,104, an increase of 7% over fiscal year 1999-00.

Libraries, Computing & Technology

Fund raising highlights during the 2000-01 year included \$330,000 pledged toward the

Turfgrass Information Center from major leaders in the turf industry and an increase in membership to the Friends of the MSU Libraries from 225 members to 476 members. Special Collections in the Libraries also received \$15,500 in support of various holdings, including the Shapiro Radicalism Collection. Named for Beth Shapiro, an MSU campus activist and Associate Director of the Libraries, the Radicalism Collection is an important resource.

In the 2000-01 fiscal year, WKAR Radio & Television raised over \$3 million from alumni, friends, corporations, foundations, and other groups. Other Libraries, Computing & Technology units received gifts totaling \$852,100 from 483 donors, which is a 251% increase from money received the previous year. An additional \$861,700 in planned gifts were also established—one for Staff Professional Opportunities in the MSU Libraries and another for the Special Collections Reading Room.

LC&T welcomed donors into MSU giving societies including the Abbot Society, the Snyder Society, the Hannah Society, Presidents Club, and the Landon Legacy Society.

MSU Museum

The MSU Museum reached more than one million visitors in 2000-01, with 430,000 participating in museum programs and events and an additional 750,000 visitors to exhibits circulated by the MSU Museum Traveling Exhibitions Service. Citizens from all of Michigan's 83 counties visited the MSU Museum, as well as Great Lakes region residents and international visitors from more than 100 countries. In August, the MSU Museum and City of East Lansing hosted the National Folk Festival.

The 2000-01 fiscal year was a record year for the MSU Museum with gifts and pledges totaling more than \$783,200 from 482 alumni, friends, faculty, staff, corporations and foundations. Included in this total was a realized bequest for approximately \$398,000. The MSU Museum received major corporate and foundation support for the National Folk Festival and the exhibition *It's Fair Time! ReDISCOVER Our Agricultural Roots*. Corporate support in 2000-01 totaled \$128,100, an increase of 48 percent over 1999-00. Thirty-five of the MSU

Museum's faculty and staff members made gifts and pledges totaling \$14,300.

Wharton Center for Performing Arts

With a calendar including *Cabaret*, Yo-Yo Ma, the Moscow Festival Ballet's "Swan Lake" and *Stomp*, patrons of Wharton Center enjoyed stellar performances. Private gifts including life income agreements and identified bequests to Wharton Center surpassed the \$1 million mark for the second straight year. Annual giving to Wharton Center continued to be strong, receiving \$581,200 from 2,271 individuals. Gifts to the center from 195 first-time donors included 32 donors making gifts of \$500 or more. An additional 137 donors increased their support to higher giving levels. Additionally, three deferred commitments totaling \$276,000 were



Former MSU President Clifton Wharton, honored along with his wife, Dolores, at a convocation, met with guests at the Wharton Center.

identified and documented. Corporate sponsorships of performances included commitments of \$281,900 from 61 Michigan businesses.

On October 27, 2000, Wharton Center celebrated its first commission, *Urban Griot*, by jazz pianist Dr. Billy Taylor and performed by his trio. The commission was dedicated to the memory of the son of Dr. and Mrs. Clifton Wharton who were in attendance. At a reading in January 2001, Wharton Center reviewed its second commissioned work, Anthony Clarvoe's play *Control-Alt-Delete*. The play is being co-produced with the San Jose Repertory Theatre and will premiere in the fall of 2001 in both San Jose and East Lansing.

AN OVERVIEW OF THE MSU ENDOWMENT

An endowment is a gift made to Michigan State University, the principal of which is preserved in perpetuity. Only investment income from an endowment may be used toward the endowment's established purposes. Endowment funds are never depleted and are preserved for continuous use to maintain and enhance educational excellence.

Endowments at MSU are a critical element in building and maintaining our areas of distinction. They are key to building long-term strength and innovative leadership, developing outstanding undergraduate and graduate programs, recruiting faculty of the highest distinction, providing an exceptional student experience, supporting innovative basic and applied research programs and delivering valuable outreach and public service programs.

NUMBER OF NEW ENDOWMENTS

1999-00	120
2000-01	127

An endowment at MSU can be used, for example, to create a scholarship designed to encourage students from your hometown to attend MSU, to provide additional funding to a particular area of interest to you, or to establish a new department chair or professorship in the college or program of your choice. An endowment may be established through a single gift, a series of gifts, or through a bequest or other form of planned gift. An endowed scholarship can be estab-

lished with a minimum gift of \$30,000. A scholar can be named for \$500,000. A total of \$1.5 million is required to name an existing chair and \$2.5 million is required to create a new position.

In the past two years, 247 endowments have been established. In addition, MSU's total endowment now stands at over \$750 million and has nearly tripled over the last six years. While these increases are substantial, MSU's total lags behind the rest of the Big 10. One of the major initiatives of the upcoming capital campaign will be to substantially grow the size of our endowment. For more information about establishing an endowment at MSU, please call University Development at (517) 355-8257 or (800) 232-4MSU.

2000-2001 ENDOWED CHAIRS/PROFESSORSHIPS

CHAIRS MARKET VALUE

Frederick S. Addy, Economics	\$791,696
Frederick S. Addy, Finance	\$1,136,711
Frederick S. Addy, Finance	\$244,249
Ameritech, Telecommunication	\$2,170,899
William and Carol Brink, Accounting	\$26,526
Wade Brinker, Veterinary Medicine	\$4,115,818
John William Byington, Global Marketing	\$2,329,473
Pat Carrigan, Feline Medicine	\$92,433
Jerry Cowen, Experimental Physics	\$1,522,801
Richard M. Hong, Electrical Engineering	\$1,057,240
Knight Foundation, Environmental Journalism	\$2,560,438
Herman E. and Ruth J. Koenig, Electrical and Computer Engineering	\$1,537,328
John McConnell, Business Administration	\$2,492,217
Mary Anne McPhail, Equine Sports Medicine	\$1,663,921
Meadowbrook Farm Animal	\$1,283,771
MSU Federal Credit Union, Financial Institutions/Investments	\$1,533,737
Gordon and Christa Miracle, International Advertising	\$106,629
Homer Nowlin, Agriculture	\$10,013,476
A. J. (Tony) Pasant, Insurance	\$2,905,176
Walter F. Patenge, Osteopathic Medicine	\$4,811,886
Barnett Rosenberg, Biological Sciences	\$3,341,636
Elton R. Smith, Agricultural Economics	\$2,680,610

PROFESSORSHIPS MARKET VALUE

Fred Arnold, Wood Products Sales, Marketing & Manufacturing	\$1,160,731
Ellis N. Brandt, Public Relations	\$1,322,847
Jack Breslin, Oncology	\$1,207,775
David J. Ellis, Large Animal Clinical Science	\$887,912
Ernst & Young, Accounting	\$1,486,202
John A. Hannah	\$31,184,870
Hilton Hotels, Hospitality Financial Management	\$119,615
Johansen Crosby, Chemical Engineering	\$2,202,842
Philip J. May, Finance	\$521,719
M. Peter and Joanne M. McPherson, Science	\$1,000
Charles Stewart Mott	\$3,921,391
NAMA, Hospitality Business	\$609,096
Russell E. Palmer, Accounting	\$268,063
Elsa D. and Carl E. Rehberg, Research	\$2,097,560
Rotating Packaging Industry	\$111,735
Jean P. Schultz, Oncology Research	\$417,953
Jack and Margaret Sweet, History	\$102,608

ENRICHMENT PROGRAMS

Chemistry	\$1,191,187
Pharmacology & Toxicology	\$886,438

GRAND TOTAL \$98,120,215

MSU ENDOWMENT

1995-96	\$265.6
1996-97	\$331.6
1997-98	\$407.8
1998-99	\$497.8
1999-00	\$595.0
2000-01	\$755.9

**Totals reflect monies held by both MSU and the MSU Foundation*

UNIVERSITY-WIDE FUND RAISING ACTIVITIES



entral staff coordinate the following areas to facilitate fund raising efforts.

Corporate and Foundation Relations

The 2000-2001 year was productive and busy, with focus on three major areas: the Biomedical and Physical Sciences Facility, Study Abroad, and the upcoming capital campaign. A total of \$130,400,400 in cash or gifts-in-kind was raised from corporations, foundations and organizations. Corporate gifts accounted for \$116.9 million. The marked increase in corporate support was largely the result of two gifts: a gift of software valued at \$60 million over three years to the College of Engineering from Mechanical Dynamics, Inc. (\$20 million included in the 2000-01 total), and a gift of software valued at \$55.4 million to the College of Engineering from the PACE Partnership.

The Biomedical and Physical Sciences Facility received major commitments including: \$250,000 from The Charles J. Strosacker Foundation of Midland, Michigan and \$250,000 from the Irwin Foundation of Southfield, Michigan. As of year-end, over \$11.8 million had been committed. In addition, several proposals are still pending to reach the goal of \$13 million.

Our Study Abroad efforts have secured new funding and in-kind gifts from the Guido A. and Elizabeth H. Binda Foundation of Battle Creek, Michigan and Finnair of New York City. In addition, corporations made \$90,000 in pledge payments toward this initiative.

Corporate Relations

MSU raised \$116,904,600 in cash corporate support during 2000-01. This represents a 118% increase over the prior year. Activities included visits with representatives of: Ford Motor Company, General Motors, MSU Federal Credit Union, Pharmacia, Dow Chemical, Ameritech SBC, Dow Corning, DaimlerChrysler, Alcoa, Cargill Dow, Delphi Automotive, Merrill Lynch, American Express, ExxonMobil, State Farm, Microsoft, and Mechanical Dynamics, Inc.

Gifts of over \$100,000 were received from: Mechanical Dynamics, PACE Partnership, Ford Motor Company Fund, MSU Federal Credit Union, Lear Corporation, Microsoft Corporation, General Motors, Steelcase and DaimlerChrysler Fund. *MSU Partners* was published once in 2000-01. Nearly \$516,000 was raised from 3,062 alumni at four corporations through corporate alumni in-house campaigns in 2000-2001.

Foundations, Associations, and Groups

Giving from foundations, associations and groups was down from 1999-2000. The total raised from foundations in 2000-01 was \$6,413,100, a decrease of 41% due to episodic gifts in the prior year. Income from associations and groups remained almost the same. Activities included visits with representatives of: Blue Cross Blue Shield of Michigan Foundation, Strosacker Foundation, Irwin Foundation, Towsley Foundation, Gerstacker Foundation, Kellogg Foundation, and Forest Akers Trust. Significant gifts were received from the DeRoy

Testamentary Foundation, Spencer Foundation and The Anne E. Clark Foundation.

Major and Planned Gifts

The 2000-01 fiscal year was an active one in planned giving. By its close, there were \$40,961,300 in new and upgraded planned gift commitments documented from 176 donors, compared to a year-end total of \$20,988,300 for 1999-00 from 168 donors. This represents not only an outstanding 95% increase in these future commitments, but an increase in their average size. Through June 30, 2001, MSU had a cumulative total of 1,348 documented planned gifts valued at \$243,382,100 in future support, compared with a cumulative total of \$207,528,600 in future support from 1,270 donors at the close of last fiscal year. Exceeding the \$200 million mark in cumulative planned gifts last year was a milestone; continuing the growth assures that the campaign will help us reach others.

Major gifts also experienced growth in 2000-01. Individuals who made first-time major gifts of \$50,000 and above, and recognized individual major donors making additional gifts of any size, totaled \$24,812,900 in cash, a solid increase of 20% over last year's cash total of \$20,651,600. Whereas we had 720 alumni make major gifts in fiscal year 1998-99 and 850 in 1999-00, we had 1,086 this year, an increase of 27% over last fiscal year. The number of friends making major cash gifts jumped from 804 to 902 and back to 870 during this same timeframe. A trend noticed during the year is that more people of means are choosing to make their gifts through private family or personal foundations, or through companies they own or on whose boards they sit. The gift recording system put in place for the campaign will allow us to better recognize such gifts and consider them with the totals from "alumni and individuals" as currently reported.

During the fiscal year, 22 new million dollar-plus commitments totaling more than \$160 million in private support through cash, pledges, and deferred gifts were received. Of these, 11 were charitable bequests from individuals, four were cash gifts and pledges from individuals, five came from corporations and organizations, and two came from a private foundation and a trust. The total of 22 compares favorably to the 18 such gifts secured last fiscal year and the 11 received in 1998-99.

Special and Annual Giving Programs

The goal of MSU's Special and Annual Giving Programs is to expand the base of donors to the university while also providing opportunities for loyal alumni and friends to increase their level of support to MSU. Perhaps the most significant accomplishment of the past year was the unprecedented number of new donors who made gifts to MSU. Nearly 7,000 alumni and friends made a first-time gift to MSU—a 65% increase over last year's total of 4,253 new donors.

In total, nearly \$8.4 million in gifts and pledges were secured from nearly 47,000 special and annual donors this past year. Special and annual gift donors are contacted through staff and volunteer personal contacts,

student-based telemarketing and direct marketing appeals. The special and annual donor base includes alumni, parents, students, faculty, staff, retirees and other university friends.

The Annual Fund

MSU alumni are contacted for a gift to MSU two times during the year—once for a gift to their college and once for a gift to the university's unrestricted fund known as the Essential Edge fund. This year, more than 41,000 loyal alumni and friends provided nearly \$2.7 million in gifts and pledges to MSU through *The Annual Fund*.

The **College Campaigns** provide annual support for the evolving needs of each of MSU's colleges. These gifts allow deans to support the areas of greatest need within their college, while also supporting new educational programs and opportunities. This year, \$1,691,200 was generated in gifts and pledges for MSU's colleges and programs—an increase of 11% over the previous year's results. More impressive is the 55% increase in the number of alumni who made gifts to their college. There were a total of 25,452 donors secured during the campaign compared to 16,379 last year.

The **Essential Edge** fund provides unrestricted support for evolving needs on campus. In addition, gifts to the Essential Edge fund help to support the Alumni Distinguished Scholarship Fund and the Presidential Awards for Outstanding Community Service. The Essential Edge campaign generated nearly \$800,000 in pledges from more than 11,000 dedicated alumni donors.

The **Parents Fund** also provides discretionary funds on campus including support for student scholarships, fellowships and other student programming. The Parents Fund campaign continued to grow significantly this past year, as it has each year since its inception. A total of \$178,300 was pledged from 3,238 MSU parents. This represents a 14% increase in both dollars and donors.

The **Senior Class Campaign**, called "The Challenge," provided Michigan State and the University of Michigan the opportunity to combine efforts to see who could achieve the highest participation rate among seniors. MSU won the challenge, and the 2000-01 MSU Senior Class Gift campaign raised \$25,200 in pledges from 975 donors.

The **All University Campaign** provides an opportunity for MSU faculty, staff and retirees to make an annual gift to MSU. This past year, more than 4,700 faculty, staff and retirees were on record with a financial commitment to MSU. The total commitment of this group to MSU, including deferred gifts, was \$5,712,700 at the close of the fiscal year. This represents a 17% increase in total commitments from the previous year and a 10% increase in the number of faculty, staff and retiree donors.



ANNUAL FUND

ENRICHING
MSU'S FUTURE

DONOR SOCIETIES OVERVIEW

P rivate contributions enable Michigan State University to maintain exceptional programs and offer a well-rounded collegiate experience. At times financial gifts provide an edge, at times they ensure survival. In either case, they are critical to the long-term success of MSU. In 1963, the Presidents Club, MSU's first donor recognition society, was established as a way to recognize those individuals who had shown their support of MSU with a gift or pledge of at least \$10,000. Since that time, the list of giving societies has been expanded several times in an effort to more appropriately recognize and thank those who have made significant contributions to MSU. Last year, that list was again expanded from five to eight, with the addition of the Williams, Shaw, and Abbot societies. In addition, MSU Benefactors was renamed the Snyder Society.

Today 5,826 individuals, corporations, associations and foundations are recognized in one of MSU's donor societies. During the 2000-01 fiscal year, 272 individuals were welcomed as members of one of the eight donor societies, and 62 corporations, foundations, and associations made a commitment to MSU that qualified them for recognition in the Snyder, Abbot, Shaw, Kedzie or Williams society. These new giving society members made total gifts last year of \$26.5 million. Support from all giving society members last year totaled \$46.8 million, and their lifetime gifts now total over \$530 million in support to the university.

Recognition in the Williams, Kedzie, Shaw, Abbot, and Snyder societies is open to individuals, corporations, foundations, and associations. Individuals are also honored at the Hannah Society, Beaumont Tower Society and Presidents Club levels. Those welcomed into any of MSU's giving societies receive a personalized memento or certificate and are listed in appropriate university publications. Each new member also receives special invitations to social events, information about MSU's development activities, and notification about university cultural events.

For more information regarding which recognition level will apply to your specific charitable intentions, please contact one of the major, special or planned gift professionals at University Development at (517) 355-8257 or (800) 232-4MSU.

Dollar amounts listed are minimums for recognition in each giving society. Current gifts can be cash, securities, property or gifts-in-kind and are payable over a five year period. When establishing a planned gift, credit can be given for previous cash gifts.

2000-01 Donor Societies

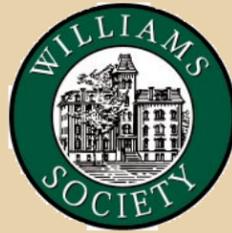
WILLIAMS SOCIETY

\$5,000,000 or
\$7,500,000 planned gift

The Joseph R. Williams Society is named in honor of the first president of what was known at its founding as "The Agricultural College of the State of Michigan." Williams, best remembered as a key advocate of a distinctly new educational philosophy which involved a broad curriculum for students from common schools, stressed the importance of providing students with an education in modern science that could be applied to the practical business of life. Established in July 2000, the Joseph R. Williams Society is the highest university honor for donors.

Total Membership: 8
New Members in 2000-01: 8

Total gifts from all members for fiscal year 2000-01: \$21,253,573



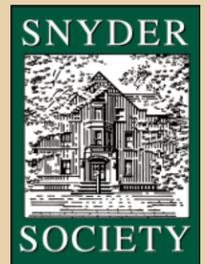
SNYDER SOCIETY

\$100,000 or
\$200,000 planned gift

The Jonathan L. Snyder Society is named for the president who served from 1896 to 1915 and is credited with many innovations in higher education. Snyder was the first MSU president to actively market the university to prospective students, which increased the student body four-fold and the faculty five-fold.

Total Membership: 763
New Members in 2000-01: 48

Total gifts from all members for fiscal year 2000-01: \$6,100,722



KEDZIE SOCIETY

\$1,000,000 or
\$1,500,000 planned gift

The Frank S. Kedzie Society honors the president who is considered the pioneer for private support to MSU. During Kedzie's tenure, the first private donation toward a campus building was made, and efforts to raise funds from alumni and students began for construction of the Union Memorial Building, which was built a decade later. The Kedzie Society is one of the university's most prestigious donor recognition groups.

Total Membership: 113
New Members in 2000-01: 12

Total gifts from all members for fiscal year 2000-01: \$9,366,395



HANNAH SOCIETY

\$50,000 or
\$100,000 planned gift

The John A. Hannah Society honors the president who served the university for forty-six years, twenty-eight of them as MSU's twelfth president. Hannah is revered by many and credited with guiding the university through its period of greatest physical and philosophical growth.

Total Membership: 486
New Members in 2000-01: 44

Total gifts from all members for fiscal year 2000-01: \$1,695,898



SHAW SOCIETY

\$500,000 or
\$1,000,000 planned gift

The Robert S. Shaw Society is named after MSU's eleventh president who served in that role from 1928 to 1941. Among his many contributions to campus, Shaw introduced new courses including hotel administration, public administration, geology, geography, and physical education for women, and created an All-College Division including the Registrar, Publications & Journalism, Library, Radio Broadcasting, and Competitive Athletics departments.

Total Membership: 49
New Members in 2000-01: 49

Total gifts from all members for fiscal year 2000-01: \$1,331,711



BEAUMONT TOWER SOCIETY

\$25,000

The Beaumont Tower Society is named after the one landmark that so thoroughly symbolizes Michigan State University, its history and traditions. Built in 1928, the tower was made possible by a gift from Mr. and Mrs. John Wesley Beaumont. It embodies both the spirit of the university and the spirit of private philanthropy.

Total Membership: 1,010
New Members in 2000-01: 31

Total gifts from all members for fiscal year 2000-01: \$2,704,022



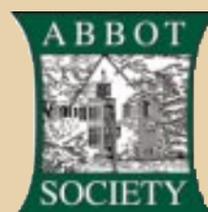
ABBOT SOCIETY

\$250,000 or
\$500,000 planned gift

The Theophilus C. Abbot Society honors the revered scholar who served as MSU president from 1862 to 1885. Abbot taught no fewer than 18 subjects at the college and is credited with making many important and lasting changes in the curriculum.

Total Membership: 82
New Members in 2000-01: 82

Total gifts from all members for fiscal year 2000-01: \$1,566,292



PRESIDENTS CLUB

\$10,000

The Presidents Club is named in honor of the presidents who have guided the university to its present eminence.

Total Membership: 3,315
New Members in 2000-01: 60

Total gifts from all members for fiscal year 2000-01: \$2,763,441

