



Fall 1999

# DEVELOPMENTS

Michigan State University

## 1998-99 ANNUAL REPORT SUMMARY

# MSU DEVELOPMENT BREAKS \$100 MILLION MARK IN FUND RAISING EFFORTS

## Cash and Planned Gifts up \$11.8 Million

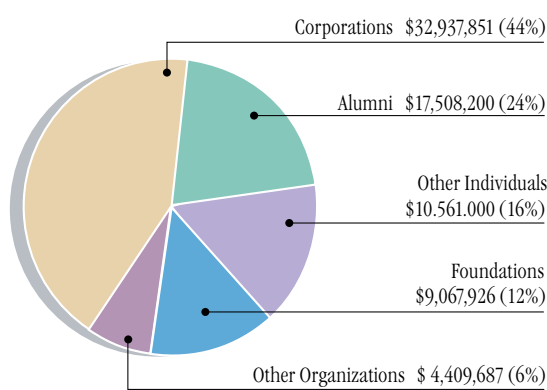
Spurred by increases in both cash and planned gifts, private support for Michigan State University broke the \$100 million mark for the first time ever during the 1998-99 fiscal year, with \$104.1 million in total gifts being raised.

"This achievement dramatically indicates a breadth and depth of recognition of our accomplishments and our promise," commented Peter McPherson, President of Michigan State University. "Our donors clearly understand that there is a momentum here that is worthy of their advocacy and investment. I am most appreciative of the support and of the excellence of our faculty, programs and facilities reflected in that support," continued McPherson.

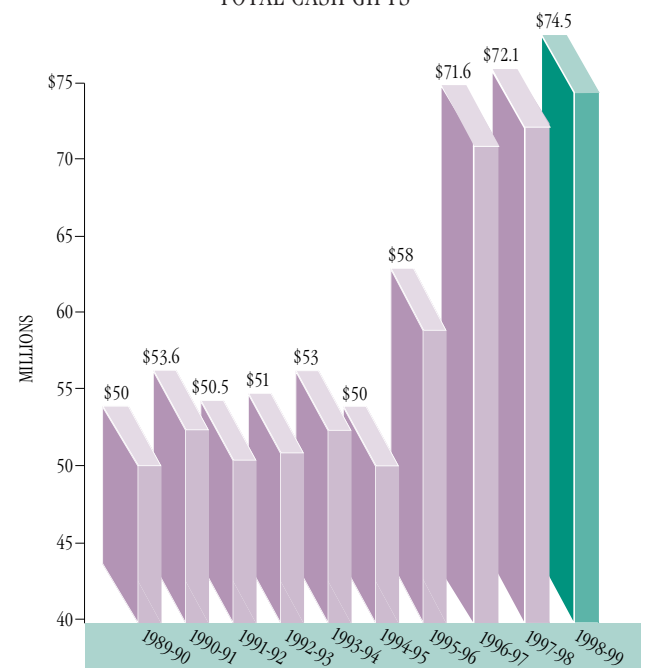
"Our first accolades go to our donors," said Chuck Webb, Vice President for University Development. "It's clear that an increasing number of committed alumni and

"These results would not have been possible without an aggressive and integrated strategy involving the coordination of all the university's fundraising activities," said Marti Heil, Associate Vice President of University Development. "This strategy is succeeding

SOURCES OF PRIVATE SUPPORT

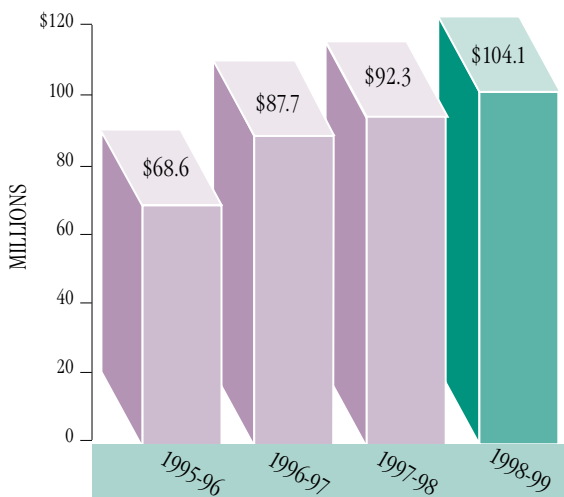


10 YEAR HISTORY OF PRIVATE SUPPORT  
TOTAL CASH GIFTS



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TOTAL GIVING SUMMARY  
CASH AND PLANNED GIFTS



friends of MSU, along with our corporate and foundation supporters, are recognizing the value of investing in a land-grant, research university." As evidence of this growth in overall support, the total number of donors to MSU increased by nearly 4% to over 70,000 during the same fiscal year ending June 30.

With cash gifts increasing by over \$2 million to \$74.5 million (an increase of more than 3%), and planned gifts increasing by over \$9 million to \$29.6 million (a 46% increase), 1998-99 was the fourth consecutive record-breaking year for MSU.

### 1998-99 Highlights

- Total cash giving was up 44% over last five years
- Total giving, including cash and planned gifts, was up 52% over last four years
- Planned Gifts were up nearly 200% over last four years
- Endowed Chairs/Professorships grew to \$83.8 million
- University Development was nationally recognized for its fund raising improvement for second year in a row

## President's Letter



Dear Donors:

With your help, Michigan State University reached an impressive and important milestone this year.

Private gifts to Michigan State grew to over \$100 million for the first time this year, marking the fourth year of record-setting philanthropy. It is with heartfelt appreciation that I thank the donors who made this

achievement possible. I know, as you do, that there are many exciting things happening at Michigan State right now, programs and initiatives that will position this great state university for international leadership in the next century. With your help we are realizing that vision.

Private gifts have become an essential part of long-term university planning, in addition to annual budget support from state funding and tuition revenue. It is private philanthropy that often makes the difference between a good program and a truly exceptional one. With a gift of an endowed chair, for instance, the university can aggressively recruit from among the best faculty anywhere in the world. A scholarship gift enables MSU to enroll a particularly deserving and high-achieving student. And gifts to support facilities provide our students and faculty the state-of-the-art classrooms and laboratories that are essential for cutting-edge scholarship.

There is exciting momentum building around campus. This year the university received the highest number of applications for undergraduate admission in its history,

and MSU's newest students will join a student body with tremendous academic opportunities. The university's research awards increased this year as well, to a record \$232 million as our faculty members won 15 percent more research grants. And in February, we broke ground on a \$94 million Biomedical and Physical Sciences Building, destined to become the largest academic building on our campus. The new science facility will join our National Superconducting Cyclotron Laboratory and the National Center for Food Safety and Toxicology as jewels for MSU's collaborative science and research initiatives.

Thank you for your continued confidence in the university and your generous support. Your gifts deliver significant impact for Michigan State's students, faculty, programs, and facilities.

Peter McPherson  
President

## Record Year

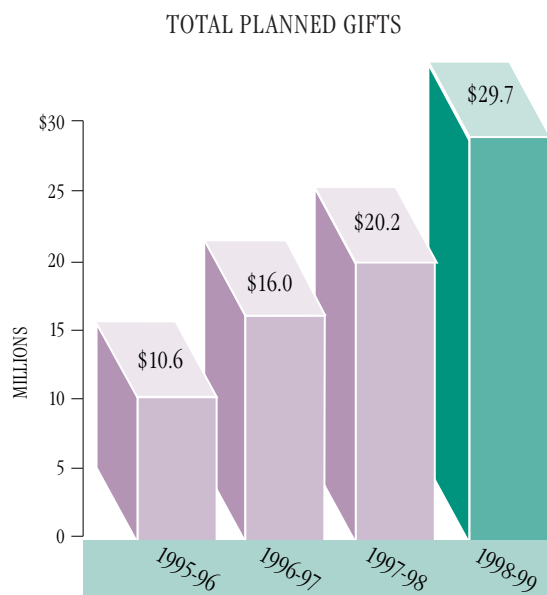
*continued from page 5*

due to the hard work and cooperation of the staff and academic leadership of each of the university's colleges and programs."

The continued improvement at MSU has not gone unrecognized. For the second year, the Council for Advancement and Support of Education (CASE), awarded MSU the 'Circle of Excellence' award for 'Overall Fund-Raising Improvement' at a Public Research/Doctoral Institution.

The winner of this award is selected by a panel of judges and is given to the educational fund-raising institution that shows the most significant growth over the last three years in several key areas. These areas include: pattern of growth in total support, evaluation of what is contributed to the total support figure, overall breadth in program areas and impact of the largest gifts on the total support.

"With our sesquicentennial fast approaching, we are entering one of the most exciting and challenging periods in the uni-



versity's history," said Lou Anna K. Simon, Provost and Vice President for Academic Affairs at MSU. "More than any time in our history, our alumni and friends appreciate the role private support plays in ensuring

that current and future Spartans are equipped to explore the ever-expanding domain of scholarship and leadership."

The \$74.5 million in cash gifts is up 50% from just five years ago and marks the fourth straight year of record growth. The \$9 million increase in planned gifts to MSU also marks the fourth straight year of improvement. Since the 1995-96 fiscal year, planned gifts have grown by nearly 200%.

"Continued increases are critical as we forge ahead with plans for a capital campaign," announced Webb. "Members of the Spartan community are indeed special. They are loyal and increasingly generous, and we are sincerely looking forward to many productive years ahead."

*When you make your year end contribution, your gift qualifies you under the current donor club structure, scheduled to change on July 1, 2000.*

*Visit our website at [www.development.msu.edu](http://www.development.msu.edu) for more information.*

# PROGRAMS IN THE COLLEGES

**M**SU's sixteen colleges and units each have their own fund raising programs and priorities. Development officers report both to the dean of the college and to the director of University Development. The college directors use the administrative services and resources of the central office of University Development to further their college programs. Income from private sources is reported by college as well as combined for an all-university total.

## College of Agriculture and Natural Resources

The College of Agriculture and Natural Resources, Michigan Agricultural Experiment Station, and MSU Extension realized over \$8.5 million in gifts and pledges during 1998-99. The number of donors increased by 192 from 97-98. The college realized a \$1 million dollar pledge and first payment of \$200,000 from the United States Golf Association for the Turfgrass Information Center. In addition, \$100,000 was raised for the Paul Rieke Endowment in the Turfgrass Program.

Twenty-four corporations, associations and foundations achieved Benefactors level, and six corporations and commodity groups achieved Kedzie Society level during the 1998-99 year.

## College of Arts and Letters

In 1998-99, the College of Arts and Letters (CAL) welcomed a new dean, Wendy K. Wilkins. The development and alumni relations team focused their efforts on introduc-

ing Dean Wilkins to alumni and friends of CAL. Numerous events were hosted in the dean's honor in East Lansing and throughout the United States.

Over 2,500 alumni, faculty, staff, friends, corporations and foundations made gifts to the college totaling over \$1,520,000. CAL faculty made 235 gifts totaling \$41,419 to the University and staff members made eighty-nine gifts totaling nearly \$10,000. Faculty and staff retirees gave \$378,760 to CAL. One hundred and thirty alumni became first-time donors to the College. Participants in MSU's giving societies increased by twenty in this fiscal year.

In its eleventh year, the "John W. Eadie Celebrity Lecture Series" included authors Maxine Hong Kingston, Paul Theroux, David McCullough, and David Halberstam. The series generated revenue and in-kind contributions totaling nearly \$108,000.

Significant gifts to CAL included the establishment of four endowed student scholarships and five expendable student scholarships. A husband and wife, friends of the Kresge Art Museum, established two six-figure endowments for acquisition and conservation of art. An alumna and her husband created a six-figure endowment to benefit the Department of Art. The College's endowment grew substantially with the market value for eighty-four endowments reaching \$9,302,659.

## Eli Broad College of Business

The 1998-99 fiscal year was a great year for private financial support for the Broad

College. Gifts and pledges received during the 98-99 year totaled more than \$14.5 million. The college received 28 major gifts of \$50,000 or more. Included among the major gifts were four commitments of \$1 million or more, eleven above \$100,000 and thirteen gifts of \$50,000 or greater.

Cash gifts to the Broad College Annual Fund totaled over \$9,824,400, an increase of 112% over the last fiscal year. Annual Fund totals also include gifts and pledges from the College Campaign. During 1998-99, College Campaign totals were \$262,194 - an increase of 14.4% over 1997-98.

The College welcomed 61 new donor club members, including: Frank S. Kedzie Society, two; MSU Benefactors, six; John A. Hannah Society, six; Beaumont Tower Society, twenty-three; MSU Presidents Club, twenty-one; and Presidents Club Associates, three.

## College of Communication Arts and Sciences

Gifts and pledges to the College of Communication Arts and Sciences from alumni, friends, corporations, foundations, associations and other groups totaled more than \$1.8 million for the 1998-99 fiscal year, including life income agreements. Progress continues in raising funds to fully endow the newly established James H. and Mary B. Quello Center for Telecommunication Management and Law. To date, over \$3 million has been committed toward the goal of \$5 million.

The college also established a new scholarship during 1998-99. The Stan Soffin Endowed Scholarship Fund supports

## 1998-99 COLLEGE/PROGRAM INCOME

COLLEGES	Cash Income	Life Income Agreements	PROGRAMS	Cash Income	Life Income Agreements
Agriculture and Natural Resources	\$5,291,599	\$67,756	Campus Park and Planning	\$159,674	
Arts and Letters	\$1,520,071	\$904,200	Financial Aid	\$2,109,260	\$20,000
Business	\$9,824,474	\$2,228,462	Honors College	\$299,594	
Communication Arts and Sciences	\$1,602,561	\$199,295	Human Med-Community Campus	\$44,235	
Education	\$1,169,808	\$50,000	Instr. Develop. & Tele. Comm. Services	\$3,157,101	
Engineering	\$2,629,374	\$577,984	International Studies and Programs	\$463,851	
Human Ecology	\$577,185	\$29,000	Libraries, Computing and Technology	\$98,550	
Human Medicine	\$1,452,475	\$843,750	Lifelong Education		
James Madison College	\$228,893		MSU Museum	\$216,792	
MSU-DCL	\$2,265	\$1,205,334	Intercollegiate Athletics	\$5,187,844	\$560,158
Natural Science	\$3,909,002	\$154,313	Urban Affairs Programs	\$38,759	\$10,000
Nursing	\$358,660	\$196,345	Wharton Center	\$798,001	\$166,756
Osteopathic Medicine	\$1,042,284	\$3,231,656	4-H Foundation	\$752,516	
Social Science	\$1,916,002	\$103,750	Miscellaneous	\$301,716	
Veterinary Medicine	\$3,897,681	\$379,188			
Split Departments	\$1,303,308				
General University	\$1,249,972	\$272,472			



## PROGRAMS IN THE COLLEGES

scholarships awarded to deserving undergraduate and graduate students in Journalism.

The college welcomed 11 new members to the university's donor recognition societies, including three Legacy Society members, four MSU Benefactors, two Hannah Society members and two Presidents Club members.

### Michigan State University-Detroit College of Law

The 1998-1999 academic year was distinguished by growth in all areas of contributed support. Indeed, fund raising activities on behalf of Michigan State University-Detroit College of Law (MSU-DCL) achieved outstanding success.

The ability of any law school to remain competitive in today's challenging environment depends largely on the generosity of its alumni and friends. MSU-DCL's ability to both attract stronger classes of students and launch important new academic initiatives is directly influenced by the level of financial support it receives. Thanks to the help of many, MSU-DCL has taken an important step toward ensuring that the future for the college is as illustrious as its past.

Among outstanding achievements in 1998-1999 were: the annual campaign goal was surpassed by 20% both in dollars raised and number of donors; three endowed scholarships and one expendable scholarship were established, more than in any other single year in the college's history; a record number of lifetime members joined the MSU-DCL Alumni Association; and two new program endowments were established – the Law and Social Work Initiative and the Frank J. Kelley Endowed Chair in Ethics.

### College of Education

For the fifth year in a row, MSU's College of Education graduate programs in elementary and secondary education were ranked number one in the country by *U.S. News and World Report*. The college's efforts in research, outreach and reconnection are components which greatly assist the overall development effort. Its national and international reputation continues to be enhanced by our partnerships in two major federally funded research centers: the Center for Improvement of Early Reading Achievement (CIERA) and the National Partnership for Excellence and Accountability in Teaching (NPEAT). The college also houses the National Research Center for United States' participation in the Third International Mathematics and Science Study.

During the 1998-99 year, more than \$2 million was documented in cash and planned gifts to the college. Cash giving by individuals (alumni and friends) reached its highest level in the history of the college, with 2,283 donors contributing over \$417,470. This total represented an increase of more than 28% in giving by individuals over the 1997-98 year. New estate commitments finalized this year have a present value of \$935,000. In addition, fifteen endowments were initiated or awarded for the first time in 1998-99.

### College of Engineering

The College of Engineering realized total gift income of more than \$2,629,300 during the 1998-1999 fiscal year. Over 1,500 alumni, friends, corporations, foundations and associations contributed to this total. Highlights of this year's successes include: a \$2.5 million pledge from Ford Motor Company and over \$300,000 in gifts and pledges from the GOLD Club.

The college welcomed 61 new donor club members, including: MSU Legacy Society, ten; MSU Benefactors, two; John A. Hannah Society, one; Beaumont Tower Society, ten; MSU Presidents Club, twenty-one; and Presidents Club Associates, seventeen.

### Honors College

In 1998-99 a total of 593 donors supported the Honors College. This is a 363% increase over fiscal year 1997-98. In addition, four new club members were secured as well as approximately \$1,500,000 in documented planned gifts. An endowed scholarship in honor of Dorothy Lawshe, the retiring Director of Gifted and Talented Education at MSU, was approved and initial gifts received.

### College of Human Ecology

Overall dollars raised by the College of Human Ecology rose from \$415,719 in fiscal year 1997-98 to over \$577,185 in fiscal year 1998-99. This represents a 38% increase. Giving from faculty and staff increased from \$21,715 in 1997-98 to \$31,093 in 1998-99 and the number of donors increased from 45 in 1997-98 to 69 in 1998-99.

### College of Human Medicine

During fiscal year 1998-99, the College of Human Medicine (CHM) raised \$2,316,600 in cash and life income agreements, marking the 6th consecutive year in which CHM has surpassed the million-dollar mark. An additional \$195,114 was generated to support the six CHM community campuses for a combined total of \$2,511,714.

In addition to substantial fiscal growth, the number of donors also grew by 39%, from 923 to 1,274. This growth can be attributed in great measure to the number of new CHM graduates now giving and in the midst of making pledge payments as a result of their senior class giving campaign.

The college is especially grateful to its individual donors who are responsible for 66% of the total dollars raised. It is especially notable that 22% of the total dollars raised represents giving from alumni who now comprise 50% of the overall donor population. Faculty and staff of the college demonstrated their devotion as well, with 42% of the total dollars raised originating from this group who now represent 16% of donors.

### James Madison College

The James Madison College (JMC) development office had a great 1998-99 year, bringing in a total of \$228,893 in gifts. JMC received its first individual Benefactor level (\$100,000) donor, whose gift included a \$5,000 minimum challenge to the JMC constituency. The money raised will be

used to enhance James Madison's physical quarters. The Henry and Ade Kussy Endowment to support the Legacy of the Holocaust was also named.

James Madison College is under the new leadership of Dr. Sherman Garnett, who became Dean of the college on August 1, 1999. Dr. Garnett is a 1977 graduate from JMC. He most recently served as a senior associate at Carnegie Endowment. He previously served at the U.S. Department of Defense as the Acting Deputy Assistant Secretary of Defense for Russia, Ukraine and Eurasia.

### College of Natural Science

Support for the College of Natural Science for the year totaled \$3.9 million. The Department of Geology received a gift-in-kind from Landmark Graphics Corporation for computer software. Through the generosity of the late John Sculati, the Department of Chemistry received over \$228,000 in discretionary endowed funds. Making the largest commitment from an individual (\$1 million) to date to the Biomedical and Physical Sciences Facility, Harley N. Hotchkiss, presented his first installment of \$299,259.38

### College of Nursing

Highlights of the 1998-99 year included obtaining final approval for the new Ph.D. program, receiving authorization for a post-doctoral program, opening the clinical practice center with several new partnerships, successfully launching a Study Abroad Program in Mexico, implementing revised MSN curriculum, and creating four new web courses. Once again, the college received more gifts from friends and alumni than ever before. In fact, the college received a total of \$358,660, nearly doubling last year's total. The All-University campaign also set a new record, having received gifts and pledges totaling more than double that of last year. Additionally, the college's endowments nearly doubled.

### College of Osteopathic Medicine

Fiscal year 1998-99 proved to be an outstanding year for Michigan State University College of Osteopathic Medicine (MSUCOM), setting records in three critical areas of the college's development program. MSUCOM received more than \$1 million in gifts of outright cash, documented \$3.8 million in planned gifts and had the greatest number of donors contributing to its programs in its history.

The dramatic increase in the contributions of outright cash was due, in part, to the \$440,000 gift from the estate of Paris N. Munroe, D.O. Additionally, the college secured a grant in the amount of \$85,000 from the Herrick Foundation for the work of Dr. Joseph Papsidero in the Department of Family and Community Medicine.

MSUCOM raised \$1,042,284 in gifts of outright cash in fiscal year 1998-99 as compared to \$457,874 in 1997-98, an increase of 228%. Alumni donors increased by 21%, non-alumni donors increased by 26%, corporate donors rose by 26%, while private foundation and group numbers increased by 50% and 125%

## PROGRAMS IN THE COLLEGES

respectively. The total number of donors to MSUCOM rose from 509 in 1997-98 to 629 in 1998-99, reflecting an increase of 24%.

Planned gifts to the college in 1998-99 were documented at \$3.8 million, a remarkable increase from the \$15,000 documented in the previous fiscal year. In addition to the \$3 million the college documented in life income agreements from a current and a retired faculty member, the third planned gift of slightly more than \$800,000 was the result of a grateful patient and her spouse.

### College of Social Science

The 1998-99 year was a productive year for the MSU College of Social Science. The college realized over \$2 million from over 2,000 donors - the first time the college ever achieved this double milestone. The 1998-99 \$2,019,751 total reflects a 38% increase over the three-year average and a 47% increase over the five-year average. The Annual College Campaign dollar total was

up 6% and All-U Campaign giving was up 16% over last year. The overall number of donors also increased by 16% over last year.

The college welcomed 12 new donor club members, including: MSU Benefactors, two; John A. Hannah Society, one; Beaumont Tower Society, three; MSU Presidents Club, six.

### College of Veterinary Medicine

Private giving added significantly to the college's strong forward momentum. The loyalty and dedication of donors helped shape the college and make the difference by providing funds necessary to make its programs of education, research, service and outreach distinctive and extraordinary.

During the 1998-99 year the college realized gifts of \$4,278,869 from alumni, corporations, foundations, associations and friends. This represents an increase of 77% over fiscal year 1997-98. This increase was due, in large part, to the importance given to the development activity by the college's

administration. More and more faculty members are participating in the college's development activities and are meeting with potential donors to explain the important role private support plays in clinical work the college conducts and the education it is able to offer its students.

It is also important to acknowledge the assistance our alumni have provided to the CVM development effort in terms of bringing the philanthropic interests of grateful clients to the attention of the college. These referrals account for a large percentage of our estate gifts, and add significantly to the cash gifts received by the college on an annual basis. Estate gifts to the college continue to grow, with more than \$4 million documented during the fiscal year, representing 15 gifts. More than 15 new endowments were created in support of scholarship, research, and unrestricted initiatives.

## SPECIAL ALL-UNIVERSITY PROGRAMS

### Campus Park and Planning

During the 1998-99 fiscal year, gifts and pledges by 139 donors totaled over \$159,000. That amounts to a 288% increase over the previous year. Two new Presidents Club members were added.

For the first time ever, a development officer was hired in March 1999 to work on two primary efforts. Campus Beautification—"Planting Tomorrow's Heritage Today" is an opportunity to create a wooded south campus that will be as beautiful as MSU's north campus. Donors will be able to watch their investments grow...literally. The second priority is to increase support for Hidden Lake Gardens, a 755-acre site located in Tipton, Michigan. This garden was given to MSU over 50 years ago and is a treasure to conifer, Hosta, bonsai and other garden enthusiasts.

### Intercollegiate Athletics

Gift income to the Department of Intercollegiate Athletics was a record \$5.7 million in 1998-99, an increase of over 19%. In addition, the number of donors to the Ralph Young Fund reached a record 5,421, an increase of 4.6%. The Ralph Young Fund was also the recipient of over \$371,000 in irrevocable planned gifts.

The dedication of the Clara Bell Smith Student-Athlete Academic Center on September 12, 1998 brought Intercollegiate Athletics' first major gift fund raising effort to a successful conclusion, raising over \$8 million towards a goal of \$6 million.

### MSU Libraries

More than \$98,550 was raised for the MSU Libraries from foundations, corporations, alumni, and friends in 1998-99. This is a 13% increase in contributions over last year.

Endowments remain a stabilizing force for the continued growth of the libraries. There currently are twenty endowed funds established to benefit the libraries, supporting a wide variety of collection dissemination, programming, and preservation efforts. These gifts represent not just the purchase of materials, but the recognition by donors that the libraries are a haven for students, faculty, staff and community members, for whom knowledge is important.

### MSU Museum

The MSU Museum raised \$216,792 from alumni, friends, corporations, foundations and other groups during the 1998-99 fiscal year. The number of MSU Museum friends increased by more than 44% and the number of overall donors increased by 15%.

The MSU Museum Development Council and the Museum Associates continued their efforts on behalf of the museum, including the annual fund raising events that raised over \$40,000 for exhibits and educational programs, and the management and preservation of natural and cultural history collections.

The MSU Museum served as a partner with the City of East Lansing and the National Council for the Traditional Arts, bringing the 61st National Folk Festival to mid-Michigan. Other highlights included two grants awarded in support of the MSU Museum's growing work in museum and archival training in South Africa. A grant from The Mellon Foundation for \$50,000 to support an initial workshop in Durban, South Africa and a grant of \$375,000 from The Ford Foundation for this project, linked it to the Historically Black Colleges in the U.S. The MSU Museum is the lead museum, and the Smithsonian, the Chicago Historical Society and the University of Connecticut Archival Training Program are U.S. partners.

### Wharton Center for Performing Arts

With a calendar including *Beauty and the Beast*, *Rent* and *Riverdance*, Wharton Center's stellar year of performances was matched by a stellar year of private giving that approached the \$1 million mark, with a total of \$997,757. The center maintained a significant level of personal giving during the 1998-99 season, receiving \$582,374 from 1,342 individuals. This represents an increase of 25% from 1997-98. There were 146 first-time donors, with 32 making first-time gifts of \$500 or more. An additional 150 donors increased their support to higher giving levels. Additionally, six deferred commitments totaling \$202,756 were identified.

Corporate sponsorships of performances included commitments from 55 Michigan businesses, totaling \$229,450. Corporate sponsorship gifts included \$41,600 to sponsor Wharton Center's arts education programs, allowing the center to continue the ACT ONE Performing Arts School and Family Series, Wharton Partners and the Young Playwrights Festival.

Jane M. Becker, past president of Inner Circle, Wharton Center's corps of volunteers, was recognized nationally for her years of volunteer service by receiving the Star of Touring Broadway Award presented by the League of American Theatres and Producers. She was one of four individuals to receive this prestigious award at a ceremony in New York City in May.



# UNIVERSITY-WIDE FUND RAISING ACTIVITIES

Many of the university's fund raising programs are most effectively carried out within the individual colleges. Others are most effective when staffed and coordinated university-wide. One example of a centralized program is the telemarketing campaign conducted on behalf of the individual colleges by members of the

central staff of Special and Annual Giving. Another example is the centralized administration of donor recognition groups. Donors usually achieve recognition through gifts to an individual college or program, but their generosity is recognized through university-wide recognition groups.

## Corporate and Foundation Relations

The 1998-99 year was productive and busy, with focus on two major efforts: Study Abroad and the Biomedical and Physical Sciences Facility. In addition, a total of \$1.2 million was committed from donors, including corporations, foundations and corporate foundations in honor of Lt. Governor Connie Binsfeld. The funds will be used by the School of Social Work to support work with children's and family issues.

### Study Abroad

With the help of Corporate and Foundation Gifts Committee members, a number of new proposals were submitted requesting support for Study Abroad. Support was received from Ford Motor Company, DaimlerChrysler, Comerica and Freudenberg-NOK General Partnership. The success of the \$200,000 gift from the Coca Cola Company, expendable funds to be used over two years, enabled the Study Abroad Initiative to get a kick-start, sending 325 students abroad. The \$300,000 request, if fulfilled, will have an equally dramatic impact on the program, allowing the Study Abroad administration to expand the program with confidence.

### Biomedical & Physical Sciences Facility

In support of the Biomedical and Physical Sciences Facility during this fiscal year, a campaign brochure and video were produced, a groundbreaking attended by 350 people was held on February 10, 1999, the project's web site was finalized, and a total of \$3.6 million was secured for the facility from three donors.

### Corporate Relations

MSU raised \$32,937,851 in cash corporate support during 1998-99. This represents a 5% increase over the prior year. Activities included visits with representatives of the following companies: Dupont, 3M, Rohm & Haas, General Motors, Abbott Laboratories, Freudenberg and NOK, Parke-Davis, Pharmacia & Upjohn, Denso, DaimlerChrysler, Ford, Ameritech, Dow Chemical, Comerica, Procter & Gamble, Bristol Myers Squibb, and Steelcase.

Final payment was received on Ameritech's Chair in telecommunications and the chairholder's group presented a major demonstration on virtual reality for Ameritech visitors. A four-year proposal request for annual support totaling \$900,000 was approved by General Motors.

Ford Motor Company made a commitment of \$5 million over 5 years to provide \$2.5 million to fund the Biomedical and

Physical Sciences Facility, and \$2.5 million for the Automotive Research Experiment Station (ARES) project in Engineering. The company also approved MSU's request totaling nearly \$700,000 for annual support over the next five years excluding research funds. Corporate proposals totaling \$5.5 million are under preparation for the Biomedical and Physical Sciences Facility.

MSU Partners was published once in 1998-99. In-house campaigns continue to produce excellent results.

### Foundations, Associations, and Groups

Giving from associations and groups was up 3.3% over 1997-98, raising \$4,409,687, while foundation giving fell behind due to two episodic gifts that were not repeated. The total raised from foundations for 1998-99 was \$9,067,926. MSU's College of Veterinary Medicine was the recipient of two gifts from the Matilda Wilson Fund. The first was a gift of \$1.5 million in support of equine research. A second proposal for \$2 million to establish an endowed Chair in Farm Animal Medicine was also funded. A grant of \$500,000 was received from the John S. and James L. Knight Foundation to be used as added support for the Knight Chair in Environmental Journalism in the College of Communication Arts and Sciences.

## ENDOWED CHAIRS/PROFESSORSHIPS

### CHAIRS

Frederick S. Addy, Finance	\$1,699,002
Frederick S. Addy, Finance	\$203,322
Ameritech, Telecommunication	\$2,009,720
Wade Brinker, Veterinary Medicine	\$3,722,801
John William Byington, Global Marketing	\$2,156,521
Pat Carrigan, Feline Medicine	\$45,951
Telecommunication Management	\$252,490
Richard M. Hong, Electrical Engineering	\$754,002
Knight Foundation, Environmental Journalism	\$2,370,338
John McConnell, Business Administration	\$2,307,182
Mary Anne McPhail, Equine Sports Medicine	\$966,754
Homer Nowlin, Agriculture	\$8,926,710
A.J. (Tony) Pasant, Insurance	\$2,689,481
Walter F. Patenge, Osteopathic Medicine	\$5,184,081
Barnett Rosenberg, Biological Science	\$3,093,535
Elton R. Smith, Agricultural Economics	\$2,480,724

### PROFESSORSHIPS

Fred Arnold, Wood Products Sales, Marketing & Manufacturing	\$704,174
Ellis N. Brandt, Public Relations	\$1,224,632
Jack Breslin, Oncology	\$1,114,017
David J. Ellis, Large Animal Clinical Science	\$812,653
Ernst & Young-Accounting	\$1,361,662
John A. Hannah	\$28,394,629
Hilton Hotels, Hospitality Financial Management	\$1,036,489
Johansen Crosby, Chemical Engineering	\$2,000,860
Philip J. May, Finance	\$255,266
Charles Stewart Mott	\$3,629,868
Russell E. Palmer, Accounting	\$237,882
Elsa D. and Carl E. Rehberg, Research	\$1,865,669
Rotating Packaging Industry	\$103,439
Jean P. Schultz, Oncology Research	\$383,108

### ENRICHMENT PROGRAMS

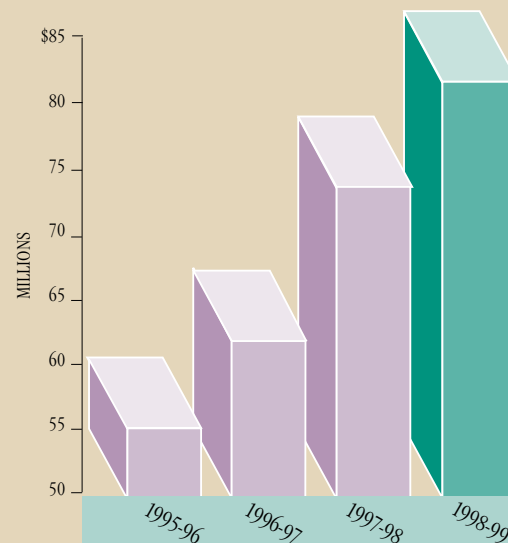
Chemistry	\$1,012,538
Pharmacology & Toxicology	\$825,383

### GRAND TOTAL

\$83,824,883

### 4-YEAR HISTORY

95-96	\$55,860,764
96-97	\$62,407,578
97-98	\$74,816,546
98-99	\$83,824,883



# UNIVERSITY-WIDE FUND RAISING ACTIVITIES

## Major and Planned Gifts

### Planned Gifts

The 1998-99 year witnessed a handsome increase - 46% over last fiscal year's planned giving. By the close of the current fiscal year, there were \$29,651,464 in new and documented planned gift commitments received from 171 donors, comparing favorably to a total of \$20,251,798 from 154 donors last fiscal year. Through June 30, 1999, MSU had a total of 1,211 documented planned gifts valued at \$190,583,489 in future support, compared with \$162,843,275 in future support from 1,097 at the close of last year. Clearly planned giving is becoming increasingly important to MSU because of the billions in assets the experts say are being transferred by Depression-era parents to their philanthropies and baby boomer children.

### Major Gifts

Total dollars given by individuals as first-time major gifts of \$50,000 and above, and by recognized individual major donors making new gifts of any size, reached \$27,807,405 this fiscal year. The increase in the number of alumni and friends joining the ranks of major donors is what will support the continued upward trend in dollars received. Whereas we had 626 major donors last fiscal year from among the ranks of alumni, there were 720 this year, and the number of friends of the university making major gifts increased from 684 to 804.

### Clubs - Old and New

This past fiscal year, MSU added 4 new Frank S. Kedzie Society members, bringing to a total of 85 those who have made gifts totaling \$1,000,000 or more. The number of MSU Benefactors jumped by 51 to a new total of 756 who have made cumulative gifts of \$100,000 or more. Finally, 35 new additions brought the total number of John A. Hannah Society members to 421, a figure that represents those who have total gifts equaling or exceeding \$50,000. The MSU Legacy Society added 70 new members who have named MSU as a beneficiary of future gifts, bringing the society's total to over 1,100.

#### DONOR GROUP MEMBERS

Frank S. Kedzie Society <i>(gifts of \$1 million or more)</i>	85
MSU Benefactors <i>(gifts of \$100,000 or more)</i>	756
John A. Hannah Society <i>(gifts of \$50,000 or more)</i>	421

Good news in the area of major gift recognition clubs is the addition of three new club levels that will be activated in July 2000. To the current Kedzie, Benefactors, and Hannah club levels are added the Joseph R. Williams Society for cumulative gifts of \$5,000,000 or more; the Robert S. Shaw Society for total gifts of \$500,000 or more; and the Theophilus C. Abbot Society for gifts of \$250,000 or

more. So that all the major gift clubs bear the names of MSU presidents, Benefactors has been re-christened the Jonathan LeMoyné Snyder Society. The Legacy Society's name has become the Linda E. Landon Legacy Society as a way to recognize the contributions of women to MSU's history.

### Other Highlights

The Major and Planned Gift Unit central staff received invaluable support from its various volunteer groups during the fiscal year. Members of the Major and Planned Gift Committee of the University Development Board raised funds as volunteer solicitors and held gatherings in their homes and clubs for university representatives and prospective donors. Since its first meeting on May 16, 1997, the committee boasted 10 gift and pledge commitments totaling \$141,300.

Additionally, the volunteer members of the Detroit Area Development Council continued their successful annual Spartan Celebrity Golf Classic with the endowment fund it supports providing tuition assistance for the council's first student recipient. The members of the Chicago Area Development Council completed another year of the Hannah Forums, a lecture series that brings MSU faculty to Chicago to share with alumni and friends the wealth of scholarship at MSU. The West Coast Regional Council held its first full-council meeting and established working groups in Los Angeles and San Francisco. The Jewish Studies Advisory Board continued to find support for the Jewish Studies Program. Since its establishment in 1997, the board has raised over \$115,000 in cash, worked with the university to secure its first designated faculty member, and hosted the 1999 Commencement visit of Nobel peace-prize winner, Elie Wiesel.

The central staff of the Major and Planned Gift Unit has done much to bring alumni and friends into contact with the university and to get the President, Provost, faculty, and administrators "on the road." The unit helped plan "President's Days" in Michigan, for example. Overseen by the Office of Governmental Affairs, these one- and two-day trips took the President all over the state. A sampling of engagements included the President and First Lady's annual summer reception in Northern Michigan, an exclusive dinner for major donors in Western Michigan, and lunch with Detroit-area Jewish leaders followed by an interview at the *Detroit Jewish News*.

The central staff was involved in the delightfully-named "1999 Road Trip" that took the college deans from Natural Science, Human Ecology, and the Broad College of Business Administration on a fast-paced swing through Tucson, Phoenix, Orange County, and Los Angeles. Additionally, staff helped on an all-University reception at the unusual venue of the Discovery Store in Washington DC; assisted with two large fund raising benefit dinners for Attorney General Frank Kelley and Lt. Governor Connie Binsfeld; devised a three-day, four-

city, six-event swing through Florida that brought Trustee Dee Cook into contact with 650 alumni; and created a very special evening to provide thanks to Detroit-area alumni at the MSU Benefactors giving level and above.

## Special and Annual Giving Programs

MSU's Special and Annual Giving Programs work 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. This past year was an exciting year of change and growth for MSU's Special and Annual Giving Programs. In all, more than \$10.2 million was donated and/or pledged from 33,923 donors who were contacted through staff or volunteer personal contacts, student telemarketing and/or direct mail appeals. These donors include alumni, parents, students, faculty, staff and other university friends.

#### DONOR GROUP MEMBERS

Beaumont Tower Society <i>(gifts of \$25,000 or more)</i>	898
Presidents Club <i>(gifts of \$10,000 or more)</i>	3,246
Presidents Club Associates <i>(gifts of \$2,500 or more &amp; graduated in the last 15 years)</i>	198

### Special Giving Societies

During the 1998-99 fiscal year, 267 individuals joined one of MSU's Special Giving Societies by making a commitment at the Beaumont Tower Society, Presidents Club or Presidents Club Associates levels. This group of new donors has promised an impressive \$2.21 million in new pledges to MSU. In addition, current special giving society level donors gave MSU a total of \$4.97 million during the fiscal year. It is interesting to note that, of the new special gift level donors, 83% were alumni, 12% were MSU employees and 5% were other friends of MSU. Special Giving Society pledges are generated in a number of ways. Volunteers and staff work in Michigan and throughout the United States to make personal contacts with prospective donors. In addition, several corporations with large numbers of MSU alumni actively engage dedicated volunteers to personally approach their colleagues for a gift to MSU. Other donors contact MSU development staff directly to find out how to make a gift to MSU for a project or program that is important to them.



# UNIVERSITY-WIDE FUND RAISING ACTIVITIES

## Beaumont Tower Society

Initiated in 1989 to recognize gifts and pledges to MSU at the \$25,000-\$49,999 level, the Beaumont Tower Society has experienced significant growth over the past four years. In 1995-96 the total cumulative number of Beaumont Tower Society members was 487. In 1998-99, this number grew to 898 - a 184% increase during the four-year period. This past year, 82 loyal Spartans made a new pledge at the Beaumont Tower Society level.

## Presidents Club

The Presidents Club was founded in 1963 as the university's inaugural donor society recognizing gifts and pledges of \$10,000-\$24,999. During the 1998-99 fiscal year, 154 individuals made a commitment to MSU at the Presidents Club level. This represents a 14% increase over last year's number of 135 new Presidents Club donors. At the close of the fiscal year, there were 3,246 members of MSU's Presidents Club.

## Presidents Club Associates

Presidents Club Associates was initiated in 1994 to provide an opportunity to recognize recent graduates who have made a pledge of \$2,500 over a five-year period. This giving society is specifically directed to individuals who received an undergraduate degree within the past fifteen years. During

## All University Campaign

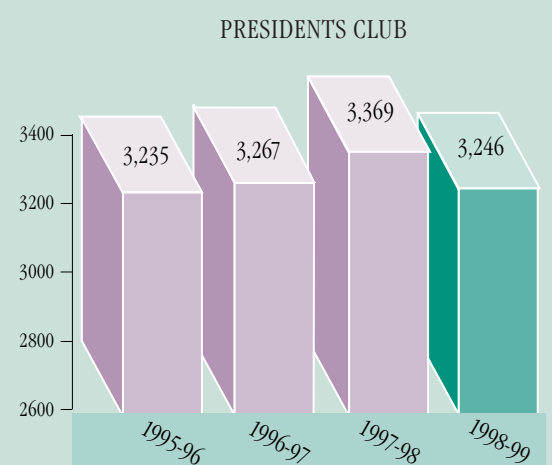
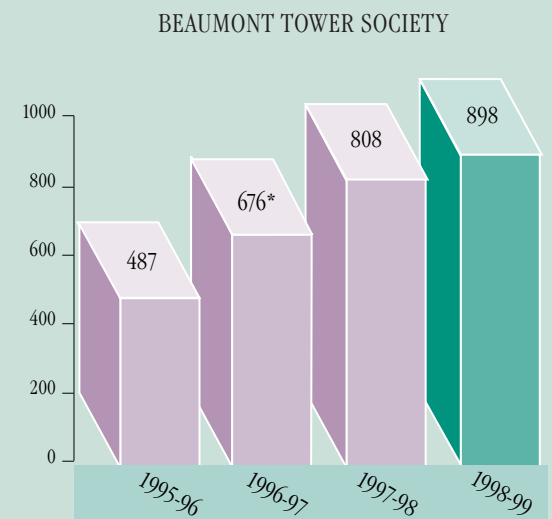
Faculty and staff have a long history of providing financial support to MSU's colleges and programs. In fact, MSU faculty and staff currently have pledged nearly \$5 million to MSU. The faculty/staff campaign, known as the All University Campaign, provides an annual opportunity for faculty and staff to make a new gift commitment to MSU. This past year's campaign generated more than \$540,000 in new gifts and pledges from nearly 530 faculty and staff members. This represented a 55% increase in dollars pledged over the previous year and a 21% increase in the number of donors. This figure also reflects 39 new special gift level commitments from faculty and staff.

A highlight of the 1999 All University Campaign was support provided by the MSU Federal Credit Union to enhance campaign awareness. This support helped to generate greater visibility for the campaign through the creation of posters featuring faculty and staff donors, a newsletter and a first-time campaign celebration at the Wharton Center for the Performing Arts for all faculty, staff and retiree donors.

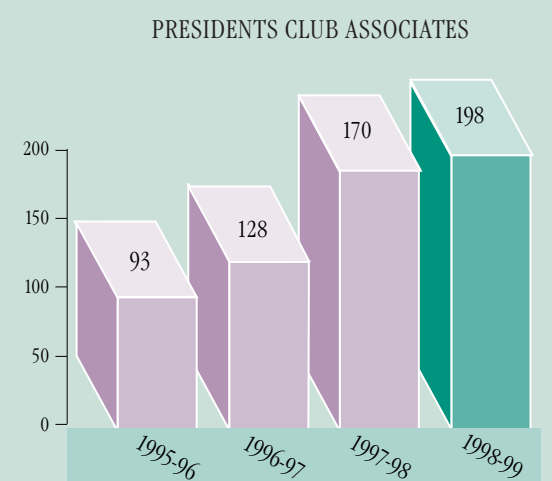
## Alumni Campaigns

MSU alumni are approached for a gift to MSU two times during the year - once for a gift to their college and once for a gift to the

## MEMBERSHIPS COMPARISON



\* Fiscal year 1998-99 reflects growth of Presidents Club donors moving into higher level donor societies and changes in donor qualifications for Presidents Club recognition.



*“Building a strong base of donor support for our STATE of excellence.”*

the 1998-99 fiscal year, the total number of Presidents Club Associates members grew to 198 - up 17% cumulatively over the previous year. There were 31 Spartans who made a new pledge at this level during the past year.

## Annual Giving Programs

The overall goal of the many Annual Giving Programs is to build the base of annual support for MSU while also increasing the number of new gifts to the university. Audiences for annual campaigns include alumni, parents, faculty, staff, students and friends of MSU. During the 1998-99 fiscal year, more than \$3 million was generated in new annual gifts and pledges from nearly 30,000 donors. This represented a 17% increase in dollars pledged and a 6% increase in donors from the previous year. Annual giving campaigns also added 3,813 first-time donors to MSU during the past year. The average gift among those contacted through direct mail and telemarketing campaigns increased to nearly \$86 from last year's average of \$81. In addition to the gains outlined above, a new, state-of-the-art telemarketing system was purchased, installed and became fully operational during the past year. The new telemarketing system, known as “SmartCall,” is a user-friendly, windows based program that increases the effectiveness of student callers, which in turn contributes toward successful phone calls with alumni. Telemarketing continues to be the next best way to contact MSU alumni and friends when a personal visit is not possible.

university's unrestricted fund, the Essential Edge. This year, nearly 27,000 loyal alumni provided more than \$2.3 million in gifts and pledges to MSU through annual alumni campaigns. This represented a 12% increase in dollars pledged or donated and a 6% increase in the number of alumni donors supporting MSU through an annual campaign.

## College Campaigns

Student callers and direct mail appeals generated \$1,483,900 in gifts and pledges from nearly 16,250 dedicated alumni donors for MSU's colleges and programs. This represented a 17% increase in dollars and an 8% increase in donors over the previous year. The average gift for alumni supporting their college increased to \$91.93 - a 9% increase over the previous year.

## Essential Edge Fund

Nearly \$825,000 in gifts and pledges was secured for the university's unrestricted fund thanks to the 10,521 alumni who supported this effort. This represented a 5% increase in revenue and a 4% increase in the number of donors over the previous year.

## Parents Fund Campaign

Parents of MSU students continue to increase their support to MSU. During the past year, nearly 1,600 MSU parents made a gift to the annual Parents Fund Campaign. This appeal generated more than \$113,000 in new gifts and pledges. MSU student callers sent

a post card to parents in advance of placing telephone calls to generate awareness about the Parents Fund. Gifts from parents are a growing source of support for MSU.

## Senior Class Campaign

The 1999 Senior Class Campaign generated nearly \$32,000 from senior students prior to their departure from campus. A Senior Class Honor Wall, which honors each senior class and their contributions to MSU's Senior Class Campaign, was unveiled in a ceremony at the MSU Union. The wall was a gift from the Class of 1997 and will provide permanent recognition of the efforts of each graduating class. A Senior Class Campaign website ([www.development.msu.edu/seniorgift](http://www.development.msu.edu/seniorgift)) is up and running for the second consecutive year.