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Your Philanthropy At Work

Rodney and Charlene Patterson believe in the importance of private giving and supporting endowed scholarships and fellowships at MSU. When the Pattersons learned about the TOCE/L.U.P.E. Scholarship, they immediately decided to support it with a Presidents Club pledge. Rodney is assistant to the president for multicultural programs and coordinator and director of minority student affairs, and Charlene is acting director of the MSU counseling center. "Private giving is critical, and when you think about why MSU exists—to make a significant contribution to society—it takes on a deeper significance," said Rodney.

The original L.U.P.E. scholarship, which has evolved into the TOCE (Todos Organizados para Cuidar Estudiantes) Scholarship, began in 1992 as a

result of activities undertaken by the student group MEXA. The scholarship is designed to attract and support Chicano/Latino students who have clearly demonstrated academic potential and show a strong commitment to their community.

Since 1994, the TOCE Scholarship has awarded 13 undergraduate and two graduate scholarships annually, helping students who will make a valuable contribution to their community. "We've never forgotten the importance of the support we each received as students," Charlene said. "Our contribution represents one meaningful way to give back so that promising students in all communities continue to have the opportunity to benefit as we have."



Charlene and Rodney Patterson

Retired Faculty Gather In Support Of Campaign



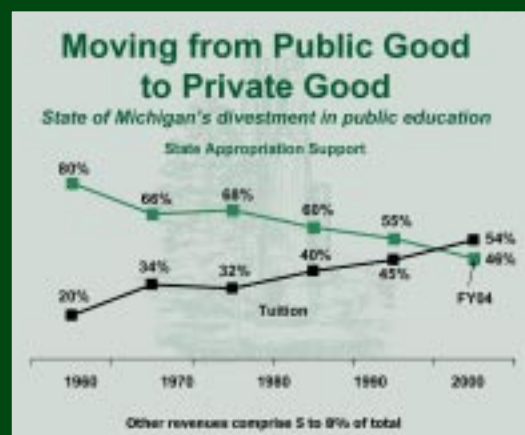
Pamela Horne, director of Admissions and Scholarships, and Karen Klomparens, dean of the Graduate School, discussed their respective areas and the important role retired faculty have in shaping MSU's future.



Lawrence M. Sommers, Ph.D., former assistant provost for undergraduate education and academic affairs and retired chair of the Geology Department, was among the 80 retired faculty members who participated in the Provost's brainstorming session last fall.



Pui Kei Wong, Ph.D., retired professor from the Mathematics Department, was one of the faculty members who followed up their participation in the fall discussions by meeting with fundraisers to strategize ways MSU can get alumni more involved.



In her discussions with retired faculty members, Provost Lou Anna K. Simon used this graph to illustrate MSU's declining state appropriations over the last 40 years and the importance it places on raising funds from private sources.

On October 31, 2003, Provost Lou Anna K. Simon, The Graduate School Dean Karen Klomparens and Director of Admissions and Scholarships Pamela Horne met with approximately 80 retired Michigan State University faculty to discuss undergraduate scholarship and graduate fellowship funding opportunities, *The Campaign for MSU*, and how retired MSU faculty can play a crucial role in the university's future. Director Horne reviewed factors that are taken into consideration for admission to MSU, and more importantly the factors students consider when deciding to attend MSU. Provost Simon stressed her priority to increase the number of scholarships available to incoming students in order to recruit the best and brightest, as well as a more diverse student population to MSU. Dean Klomparens said, "No one understands the importance of graduate fellowships more than faculty members. And, retired faculty usually have the longest collective history of mentoring graduate students and knowing the value of such support." The attendees discussed ideas for what can be done to increase revenues and how their former students—MSU's alumni—can become more involved in *The Campaign for MSU*.

THE CAMPAIGN FOR MSU DEVELOPMENTS

SPRING 2004

ALL UNIVERSITY CAMPAIGN HIGHLIGHTS COMMUNITY FUNDS

Michigan State University has proven itself a place where people really care about each other, and the generosity with which faculty, staff and retirees support MSU's programs is a reflection of that caring. The 2004 All University Campaign, which officially kicked off on February 17 and runs through April, provides a unique opportunity to support programs at MSU that enrich the university community as a whole. While donors can direct their contributions to any fund, several initiatives have been designated as key to MSU's continued enrichment.

The **MSU Endowed Family Fund**, established by faculty and staff, is the only university-wide fund specifically offering awards to children and grandchildren of MSU employees and retirees. Students who have demonstrated the capacity to achieve educational and professional goals can compete for and receive financial assistance for tuition, books, and room and board while attending MSU.

The **Martin Luther King, Jr. Endowed Scholarship**, honoring the legacy of Dr. Martin Luther King, Jr., has established social activism, community involvement and service as its most important qualifying criteria. Such involvement strengthens lines of communication between the campus and outside communities, and is

essential to the development of effective, lasting relationships that advance social change within a community.

The **TOCE Scholarship** is designed to support Chicano/Latino students who have clearly demonstrated academic potential and show a strong commitment to their community. TOCE (Todos Organizados para Cuidar Estudiantes)

Scholars are leaders committed to and involved with the MSU Chicano/Latino community who have financial need and have shown academic achievement.

The **Asian Pacific American Student Leadership Endowment** is an award established by APASO (Asian Pacific American Student Organization) and its alumni to recognize individual students and student organizations that have demonstrated leadership within the Asian Pacific American community. The award will help assure cultivation of such leadership in the future.

While these four funds are considered the primary highlighted funds of the 2004 All University



MSU faculty and students involved in raising money for an Asian Pacific Student organization endowed fund gathered at the Multicultural Center in the Union building.

Campaign, there are hundreds of other areas of the university to which faculty, staff and retirees can direct their support. Important funds to the MSU community that are certainly worth consideration include:

- The **Giozzo Endowment Fund for CT Recognition Awards**, recognizing the contributions of MSU Clerical-Technical employees by granting financial support;
- The **Library Endowment Fund**, providing books, computers, electronic journals, tutoring, building improvements, study carrels, and other resources for MSU students;

continued on page 2

Forger Gift Honors Ruth Hamilton

Ruth Simms Hamilton was more than a professor at Michigan State University. She pioneered the study of the African Diaspora when the notion of diasporas—peoples settled far from their ancestral homelands—was a relatively obscure concept.

Hamilton was one of the founding and core faculty members of the MSU African Studies Center and served as one of its associate directors in the 1970s. She led the study of African urbanization and taught courses on international inequality and development, comparative race relations, international migration and diasporas, Third World urbanization and change, and sociological theory.

Tragically, she was killed in her home last November, stunning the entire MSU community and beyond.

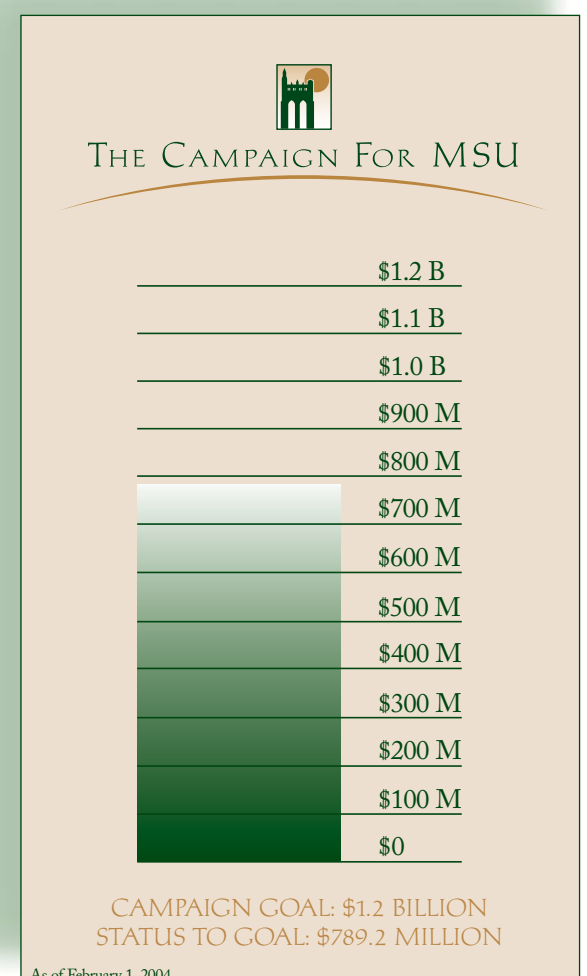


Ruth Simms Hamilton

Among Hamilton's many friends, colleagues and admirers are James Forger, director of the School of Music, and Deborah Moriarty, professor of Piano and chair of the Keyboard Area at MSU. To recognize Hamilton, Forger and Moriarty recently gave MSU an initial gift of \$20,500 to create the Ruth Priscilla Simms Hamilton Endowed Scholarship in Jazz Studies. They are committed to fully funding the endowment at the \$30,000 level by the end of this year.

Over a period of many years, Hamilton's son studied saxophone with Forger, and her daughter studied piano with Moriarty. "Through our relationship with their children, we developed a close relationship with Ruth and her spouse, Jim Hamilton, a former assistant provost of MSU," said Forger, who is also serving as a co-chair of the All University Campaign. "They were people that we often turned to at critical junctures in our professional and personal lives. They always

continued on page 2



Colleges And Units Spread Their All University Messages Via Web Site

Each year, the All University Campaign attempts to enhance the communication network designed to inform MSU faculty, staff and retirees of the many needs and giving opportunities in the campus community. For the second year, the www.givingto.msu.edu/fsgiving web site will be an important part of that communication, especially for the many colleges and programs with needs they wish to make known.

“For programs across campus, there are a wide variety of physical and technological situations in which faculty and staff, current or retired, find themselves,” said Annie James, coordinator of the campaign. “Some people, for example, may feel inundated with print mail and would rather not take the time to review a packet of information, while others who travel a lot may find their best opportunity to think about their



contribution to MSU is while they are on the road. In both cases, a web site that gets right to the heart of the needs of their college or unit can be an ideal solution.”

The All University Campaign web site is designed specifically for the employees of MSU, with each college and unit having their own link featuring important campaign information and a list of the programs in need of financial support. In addition, individuals can make a one-time credit card gift on-line or print out a campaign pledge form.

Gifts made on-line continue to grow in popularity as people feel more comfortable with the technology. Helpful to this process is the fact that MSU uses the latest in web security and has never, in its four years of use, had a breach in that security.

“Our goal is twofold: first, to provide information that may help those interested in supporting MSU make their decision as to how to designate their contribution,” continued Ms. James, “and second, to make it extremely safe and easy for our faculty, staff and retirees to financially support MSU.” Visit www.givingto.msu.edu/fsgiving for the latest information regarding *The Campaign for MSU* and the difference your gifts can make.

Forger Gift *continued from cover*

responded with warmth and generosity and became both friends and mentors.”

Hamilton has left a legacy of excellence and integrity at MSU that stretches far beyond her professional field of study, sociology. “She was a brilliant scholar, a demanding teacher, and she also expected the best of people that she interacted

with,” Forger said. “She provided advice and mentorship to newly appointed members of the jazz area with her trademark honesty and straight-forward approach. She was a lover of music, both classical and jazz, and she was very significant in ensuring the success of the MSU jazz program. She made a difference wherever she directed her attention.”



James Forger and Deborah Moriarty

Forger and Moriarty encourage others who share their interests to add to the scholarship. The larger the endowed fund grows, the more opportunities it will create for highly talented and diverse student musicians.

In Hamilton’s honor, they want to help young musicians “realize their professional objectives and continue the tradition of excellence exemplified by Ruth,” Forger continued. “It is our hope that the joy, laughter, hard work, devotion to excellence, service to others, and dedication to accomplishing significant goals—hallmarks of Ruth Hamilton’s life—will live on in some small measure, through the connection to future students in Jazz Studies.”

For more information on how to add your support to this scholarship, contact College of Arts & Letters Director of Development Rebecca Surian at (517) 353-4725.

All U Campaign *continued from cover*

- The **MSU Student Food Bank**, the only food bank in the nation founded solely for students, providing food and necessities for MSU students and their families in need;
- The **RESPECT Endowment Fund**, established by students, providing financial support to undergraduates who might not otherwise be able to continue their education at MSU; and
- The **Safe Place Endowment**, supporting the efforts of MSU Safe Place, the nation’s only domestic violence shelter on a college campus, offering temporary shelter, safety, support, child care, counseling, and advocacy within the university bureaucracy and the legal system for faculty, staff, students and others in the MSU community. A key component is the Milton and Kathleen Muelder Endowed Scholarship Fund, providing scholarship assistance for students whose education is interrupted due to domestic violence.

The 2004 All University Campaign At A Glance

KICKOFF: FEBRUARY 17, 2004
CONCLUSION: APRIL 30, 2004

CO-CHAIRS

Stella Cash
James Forger
Gordon Guyer
Patrick Hesch
Phyllis Kacos
Rodney Patterson
Diana Huizar Rivera

HIGHLIGHTED FUNDS

MSU Endowed Family Fund
Martin Luther King, Jr. Endowed Scholarship
TOCE Scholarship
Asian Pacific American Student Leadership Endowment

The participation of MSU’s faculty, staff and retirees in the All University Campaign is essential to the continued success of *The Campaign for MSU*. Current and retired faculty and staff committed nearly \$5.7 million last fiscal year, bringing their total gifts since the start of *The Campaign for MSU* to an incredible \$27 million.

For the second year, the 2004 All U Campaign Advisory Cabinet consists of faculty, staff and retirees, including Stella Cash, James Forger, Gordon Guyer, Patrick Hesch, Phyllis Kacos, Rodney Patterson and Diana Huizar Rivera. Their dedication to the campaign and as individual donors is reflective of the MSU community as a whole, and they are hopeful that many others will make the 2004 All University Campaign an invaluable source for maintaining and improving the excellence of MSU’s programs.

For more information on gift opportunities within MSU’s colleges and programs, visit www.givingto.msu.edu/fsgiving. For information on the myriad of planned giving opportunities and how they can be an important aspect of your overall estate planning and contributions to MSU, contact MSU’s Office of Planned Giving at (517) 353-9268.

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KENNEDYS HONOR DAUGHTER WITH LIBRARY GIFT

“When I was teaching, I told my students, ‘if I find you damaging library materials, I will fail you cold!’” said retired MSU Professor Emeritus of American Thought and Language Theodore R. Kennedy. “If you steal my wallet,” he explained, “I can duplicate the items in it, but if you damage a book, you may ruin something your grandchildren will need in the future.”

Dr. Kennedy’s passion for the MSU Libraries is shared by his wife, Mrs. Jean G. Kennedy (Comm. Arts, ’45), a former academic advisor at MSU. Together, they passed their appreciation to their children, particularly

their daughter Kathleen. It is in memory of Kathleen that the Kennedys created the Kathleen D. Kennedy Memorial Library Endowment, specifically for the MSU Libraries to purchase books or other materials relating to British or American history or literature.

“Our daughter would spend hours upon hours reading books on American and British history and literature,” Dr. Kennedy explained. “We know this endowment would have been dear to her heart.”

Many at the MSU Libraries consider the Kennedys to be dear friends, and the impact of their generosity is not lost on Director of MSU Libraries Clifford H. Haka. “Support for collections remains critical in that it allows us to build collections of distinction that transcend the core materials required to support basic programs,” said Mr. Haka.

“The Library will always need resources,” Dr. Kennedy added, “and this endowment is an effort to

provide financial assistance, because the Library is a permanent asset to all students that come to MSU.” The Kennedys intend to fund the endowment through a future gift representing all remaining assets, at the death of the surviving spouse, from a retirement IRA.

With their future gift, the Kennedys have found a way to accomplish something practical but also personally meaningful. Their hope is that other retirees, as well as current faculty and staff, will do the same.

“I never really gave much thought to the fact that remaining assets in my IRA would be subject to so much tax,” Dr. Kennedy recalled. “We discovered that approximately a third of these funds would be consumed by income and estate taxes, and we also learned that the only way to avoid the taxes would be to direct the assets as a charitable gift. We decided we would rather give to MSU than have it consumed in taxes. Besides that, we reap the rewards of knowing that this is something our daughter Kathleen would have wholeheartedly approved.”



The Kathleen D. Kennedy Memorial Library Endowment book plate.



Theodore and Jean Kennedy at their home in East Lansing.



Kathleen Kennedy

If you would like to support the MSU Libraries, please contact MSU Libraries Director of Development Belinda Cook at (517) 432-6123, extension 137.

New Club Enhances Faculty & Staff Donor Recognition Opportunities

The start of the 2004 All University Campaign signals the beginning of a new donor recognition group at MSU, the 1855 Club. This is the first such club specifically created with faculty, staff and retirees of Michigan State University in mind.

“For some time the university has had a series of donor societies which require a pledge of at least \$10,000 payable in \$2,000 annual installments over five years,” explained 2004 All University Campaign Advisory Cabinet member Phyllis Kacos, secretary in the college of Communication Arts and Sciences. “For some faculty and staff, that annual commitment was a bit much. So, the university decided to give those of us working here on campus or retired from MSU the chance to be recognized for our contributions at a very reasonable rate—only \$84 per month.”

Phyllis pointed out that only current or retired faculty and staff of the MSU community are eligible for recognition in the new club. Recognition in the 1855 Club requires only an annual gift of \$1,000 per year for five years to any MSU designation of the donor’s choosing. Such commitments will make an incredible difference, according to MSU fundraisers.

“There is no doubt that commitments at this level have a tremendous long term effect on Michigan State University,” said Marti Heil, associate vice president for University Development. “MSU is already a leader in the Big Ten in terms of participation and total contributions from within its community. Individual commitments at this level can be significant to programs and scholarship funds in need, and they will certainly add up as we work toward our overall goal of \$1.2 billion during *The Campaign for MSU*.”

The 1855 Club donors will be recognized throughout the MSU community as leaders in supporting the future of this dynamic and beautiful university. Each will receive a uniquely designed lapel pin, the donor focused newsletter *Developments*, and invitations to faculty and staff campaign events and recognition programs. College or unit-based recognition may be applicable as well.

“We’re looking forward to seeing how the faculty and staff respond to this opportunity,” said Phyllis. “Especially with payroll deduction available to so many of us, the \$84 per month could be much easier to manage.”

For more information, see the All University Campaign pledge form or visit the All University Campaign web site at www.givingto.msu.edu/fsgiving.



MSU FEDERAL CREDIT UNION LENDS SUPPORT TO THE 2004 ALL UNIVERSITY CAMPAIGN

The long-term commitment of the Michigan State University Federal Credit Union to the All University Campaign continues. The MSUFCU’s generous support helps to improve the campaign’s visibility, bringing awareness to faculty and staff of the thousands of programs at MSU that can be supported financially.

The Credit Union has served the faculty and staff of MSU since 1937 and provides services to MSU employees, students, Alumni Association members, and their families. Its long and distinguished history of support to MSU programs and initiatives is a reflection of the institution’s deep involvement in the community.